



IBEW 213 Progress Update A Summary for Members

For 125 years, the IBEW has been at the forefront of advocating for decent pay, benefits and working conditions. As times change, strategies change. Local 213 is moving forward with new ideas based on our past achievements and charting a road map to future success.

Our objectives are clear. We want to be known as the B.C. union local that sets the highest possible standard for membership services through our retirement security and benefits plan, the excellence of our apprenticeship and training opportunities, and ongoing public advocacy for fair wages and a just society, as well as highly trained and highly regarded union office staff.

The IBEW 213 has a strategic plan that is guiding the reorganization of our Local to serve members better and achieve better results at the bargaining table. Since the implementation of the strategic plan in 2015, the Local has made progress in all of the priority areas identified in the plan.

- **Member Services and Engagement.** Our new member services department provides one-stop service for any member with a question or concern. Our Unit meetings and our June 2017 Education Conference for members highlight the Local's reliance on an active member base.
- **Business Development: Organizing and Market Share.** With an expanded team of organizers, IBEW 213 has been recognized by the IBEW International as one of the most successful Locals in North America in terms of attracting new members. Nationally, we are one of the most active IBEW Locals in advocating for strong trades standards to protect our members' market share.
- **Organizational Infrastructure.** We have made major strides in building the effectiveness of our operating systems. The organization has been restructured into a service department model and Assistant Business Manager's roles have been aligned with industry sections.
- **Education.** As of 2017, we have launched a renewed program to educate shop stewards and interested members in the principles of collective bargaining and workplace leadership. The IBEW International has collaborated in building our member education program, and has used our work as a model to be shared with other Locals across North America.
- **Team Development and Succession Planning.** We have enhanced the professionalism of our team and member representatives, mentorship, knowledge transfer and cross-training are becoming the norm. We are developing an organization-wide training resource plan.
- **Broadening of Political and Social Influence.** The strategic plan has supported more active participation in community causes, the growth of a women's committee that is a leader among trade unions in B.C., and the formation of a new Political Action Committee that will provide opportunities for members to advocate for fair working conditions and for their families.



- **Communications and Marketing.** We have optimized and increased the frequency of our member communications through our newsletter and online, with a focus on the challenges and success stories. Cohesive branding, messages and consistent collateral are being integrated into the organization.
- **Expanded Industry Training.** Our training centres (NETCOM and EJTC) continue to improve as centres of excellence, bringing improved safety and quality to our members' everyday work, and increasing support and participation from industry and government.
- **Strategic Leadership and Future Planning.** Through strategic planning, succession planning and member engagement, our Local is building an increasing capacity to recognize and respond to emerging challenges and opportunities.
- **Financial Reserves.** Our Local has achieved a firm financial footing, with a healthy reserve fund.

All the elements of our plan, internal or external, are inter-related. Achieving our vision starts with managing our core business effectively and efficiently. With a strong internal foundation and infrastructure, we can respond more effectively to external demands and changing circumstances.

Our Local's successes in organizing, training and member education have gained attention within the IBEW and the electrical sector at the national and international levels. Our high profile in industry improves our position at the bargaining table, so we can win better collective agreements for our members and attract new members. We are making excellent progress.

Local 213 members can take pride in a union that is recognized for its strong activist base, its excellence in training, its success in attracting new members and its leadership in the B.C. union movement.

Local 213 continues to build on success. We encourage members to get active in the union and help the Local to move forward with new ideas. Opportunities begin with attendance at Unit meetings or enrolling in shop steward training. The union provides a safe environment for members who want to improve their workplace skills and their leadership skills and to grow in solidarity with their sisters and brothers.