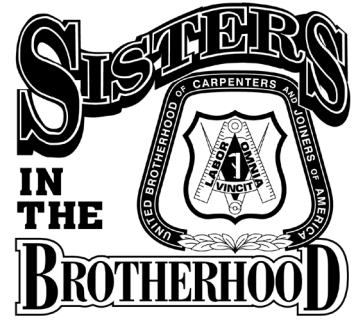


## Ways UBC SIB Committees Can Contribute to the UBC's 5 Strategic Priorities

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- 1. Strategic Priority 1 – Organizing/Recruiting:** Increasing our membership and market share through aggressive, comprehensive organizing strategies.

*How SIB Committees Contribute:* By participating in events to recruit women and men, by serving on committees/in positions that affect the hiring of women and men, and by participating in UBC (Local, Council, District) organizing campaigns.



- 2. Strategic Priority 2 – Retention:** Retaining our members by involving them in the union's work, building loyalty, and creating value for them through employment opportunities, training and other member services. Retaining contractors and sub-contractors by meeting their needs for a productive, efficient, and highly skilled workforce.

*How SIB Committees Contribute:* By Sisters participating in mentoring programs and serving as mentors, by promoting attendance at Union meetings and other Council/Local events, by holding committee meetings that have value for Sisters, by providing Sisters with ongoing support during meetings and through other interactions, by engaging Sisters in committee activities that have personal or professional benefits, and by offering guidance on ways to succeed on the job and in the UBC.

- 3. Strategic Priority 3 – Education and Development:** Providing ongoing professional development and training for officers, staff, delegates, and members through a comprehensive learning system that supports our mission.

*How SIB Committees Contribute:* By encouraging Sisters to gain new skills, by emphasizing the importance of personal/professional development, by providing opportunities to learn and grow through involvement with committee activities, and by promoting participation in training.

- 4. Strategic Priority 4 – Political and Legislative Action:** Positively influencing government and legislators at the local and national levels to take actions that promote and protect the rights of all carpenters.

*How SIB Committees Contribute:* By serving on political action committees, by serving as Delegates, by serving on committees/in positions where there is an opportunity to promote Union causes, by participating in Union meetings, by engaging with political leaders, by working on political campaigns, and by participating in events that promote a Union/UBC agenda.

**Ways UBC SIB Committees  
Can Contribute to the UBC's 5 Strategic Priorities**

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- 5. Strategic Priority 5 – Communication/Public Involvement:** Strengthening organizational effectiveness through an efficient internal communication system. Promoting the goals of the union through effective communication with UBC staff and members, unrepresented workers, industry, government, and the public.

*How SIB Committees Contribute:* By using various communication methods to keep Sisters informed about committee events and initiatives, by connecting with Sisters to share information that might contribute to success on the job and in the UBC, by participating in community events/other activities to promote a positive image of the UBC and its members, by using various traditional and social media communication tools to promote the positive benefits of Union and UBC membership, and by highlighting the value of Unions and UBC membership when interacting with others.

