



WHEN OUTSIDE GROUPS TRY TO DIVIDE EDUCATORS & ESPS...

LEAD WITH OUR MISSION & VISION. SHARE OUR STORY.

Outside organizations like the Freedom Foundation target us with mailers, emails, and advertising designed to weaken our local union. Their goal is to divide us because our strength has always come from our relationships, our shared stories, and what we accomplish together for students.

ALWAYS RELY ON YOUR **UNION VALUES**



OUR FOCUS ON STUDENTS

Every decision we make starts with what is best for our students and their learning in our public schools.



TELL YOUR STORY

Share your experiences and the stories of fellow members.



SHARE OUR WINS

What could not have been accomplished without our union?



BE LOUD & PROUD

Celebrate our victories and the power of standing together.



INVITE & CONNECT

Ask questions. Listen more than you speak. Invite others to join us.

THE A.A.R APPROACH



AFFIRM

"I understand"
"That's a fair question"
"I'm glad you asked"

People want to be heard before they want to hear you.



ANSWER

Keep it simple.
Lead with our values.
Share the facts.
Share your story.
Share our wins!



REDIRECT

Bring the conversation back to HCTA. "What questions do you have about HCTA?" "What has your experience been?" "Would you like to talk with our rep or union leader?"



LISTEN MORE THAN YOU SPEAK.

Ask questions, understand their concerns. Then share.

**WHO
WE
ARE**

Hillsborough CTA is a union of educators and educational support professionals who know that when we stand together, we have the greatest impact. Our unified strength within Hillsborough County Public Schools achieves more for us all.



Sign Up Now!



WHO supports YOU and our students?



YOUR UNION

OUTSIDE GROUPS WORKING TO WEAKEN LOCAL UNIONS

- ✓ **BELIEVES EVERY STUDENT** deserves a great public education.
- ✓ **IS MADE UP** of Hillsborough educators and ESPs.
- ✓ **NEGOTIATES** pay, benefits, and working conditions.
- ✓ **DEFENDS** members when their rights are violated.
- ✓ **ELECTS OUR OWN LEADERSHIP** democratically.
- ✓ **IS ACCOUNTABLE** to dues paying Hillsborough educators and ESPs who are members.
- ✓ **BUILDS POWER** by bringing educators and ESPs together.

VS

- ✗ **FOCUS** on weakening employee voices rather than improving our schools.
- ✗ **ARE FUNDED AND DIRECTED** from outside of our community.
- ✗ **DO NOT** negotiate contracts or represent employees.
- ✗ **DO NOT** provide representation to members when problems arise.
- ✗ **EMPLOYEES HAVE NO VOTE** in how these organizations are run.
- ✗ **ARE ACCOUNTABLE ONLY** to their donors and political agendas.
- ✗ **PERSUADE** educators and ESPs to leave their organization that bargain and enforce our contracts.

★ WHAT WE'VE ACCOMPLISHED TOGETHER ★

- ★ **\$6000 & \$3000 MILLAGE SUPPLEMENT** protected in a contractual MOU.
- ★ **OVER \$100 MILLION IN PAY** improvements to our last two contracts.
- ★ **PROTECTED SALARY STEPS** at 2022-2023 impasse and the three years since.
- ★ **WON IMPORTANT CLASS ACTION GRIEVANCES** for attendance, ESE supplemental pay, and more.
- ★ **RESTORED CLASSWALLET** for thousands of employees.
- ★ **IMPROVED WORKING CONDITIONS** for ESPs and educators.
- ★ **LEGAL REPRESENTATION** and support when members need it most.
- ★ **TRAINED HUNDREDS OF WORKSITE REPRESENTATIVES.**
- ★ **BUILT ONE OF FLORIDA'S STRONGEST EDUCATOR & ESP UNIONS.**

Our Vision: To champion public schools in our communities where all are excited to teach, learn, and grow.

Our Mission: Empowering our diverse membership to transform our education community by fighting for the rights, working conditions, and learning conditions of all HCPS employees and students.



Sign Up Now!