

2008 BYLAWS AMENDMENT Proposal #1

ARTICLE II MISSION, VISION and VALUES OF PSE

- 1 **A. Mission - Our purpose for existing.**
2 It is the mission of PUBLIC SCHOOL EMPLOYEES OF WASHINGTON/SEIU LOCAL 1948
3 to secure rights, recognition, and respect for ~~classified~~ educational support
4 professionals ~~and others eligible under the Public Bargaining Act who elect to join PSE~~
5 ~~representation.~~

RATIONALE: *Recently, PSE conducted polling of the public. Surprisingly, results showed that the public was not familiar with the term “classified”. They knew and valued our work only when we used descriptive terms – bus driver, cook, secretary, etc. For a mission statement to be effective it should be concise and easily remembered by members, staff, and by the public. The language that was added last year makes the PSE mission statement longer and harder to remember and includes a term that is not understood by the public. We are trying to earn respect for the fact that we are highly trained staff – professionals in our fields. The term educational support professional resonates well with the public and reinforces that image. Classified is a term that will be retained in education and legislative arenas, but the public better understands that we support the education of students. We are proposing that for the purposes of our mission statement it be shortened and simplified – we are all educational support professionals and think we can all agree that it is our mission to secure rights, recognition and respect !*

Housekeeping Note: If passed, these deletions will be included in Article II, B. Vision, to make the mission and vision statements consistent.

FINANCIAL IMPACT: None

SPONSOR: Susan Banton, WWU Chapter President, and the PSE Board of Directors

RECOMMENDATIONS:

Bylaws and Resolutions Committee: **DO PASS**

Board of Directors: **DO PASS**