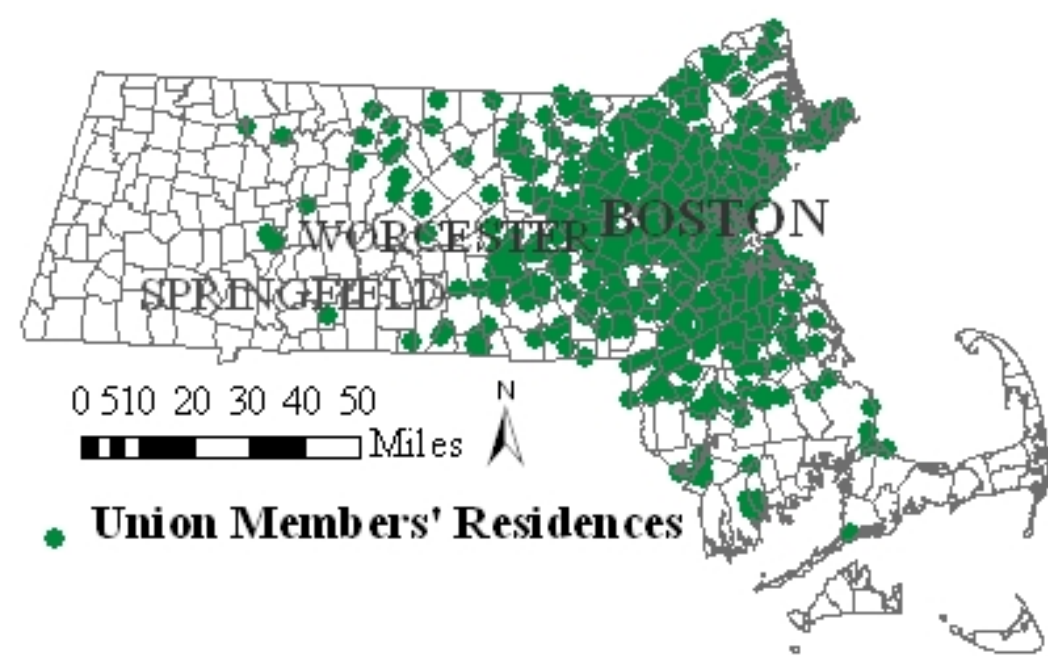


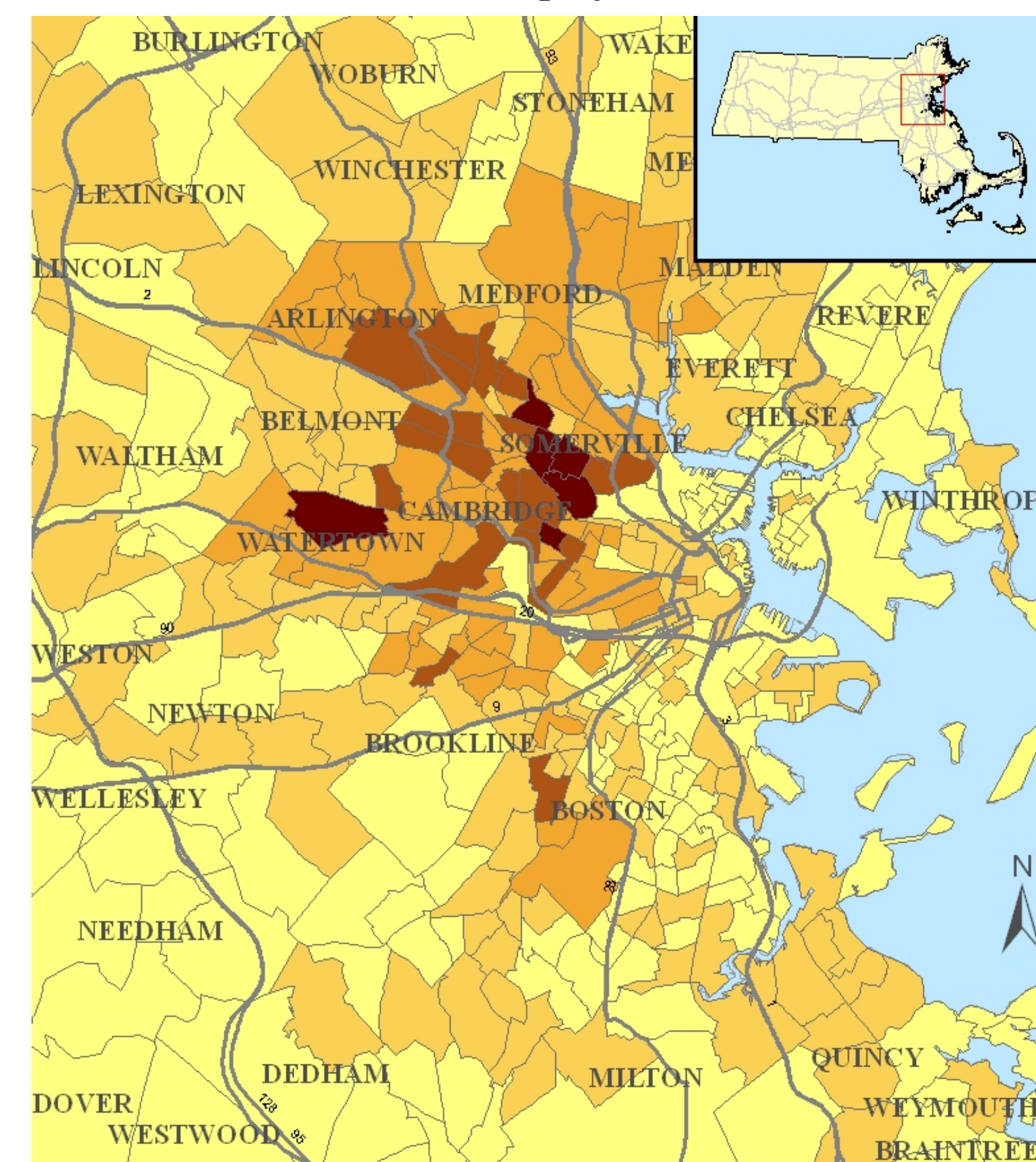
Outreach Models for White-Collar Labor Unions: HUCTW and the Potential for Neighborhood Organizing

Introduction

For the entirety of its existence, the Harvard Union of Clerical and Technical Workers (HUCTW) has mastered relational organizing, or social movement organizing based on “establishing relationships and common values, rather than focusing solely on ‘issues’” (Hall-Jones, 2007). However, the union has often only organized members in the workplace. Both the union organization and rank-and-file members could benefit from organizing outside of workplaces, and, more specifically, in places that may be more convenient to workers and where they may feel more comfortable. This project explores the feasibility of neighborhood organizing for HUCTW, and offers additional information about the neighborhoods in which workers live that may be of help to HUCTW organizers.



Because most HUCTW members live within fairly close to Boston, it is best to focus this project on the area below.



Number of HUCTW Members per Census Tract

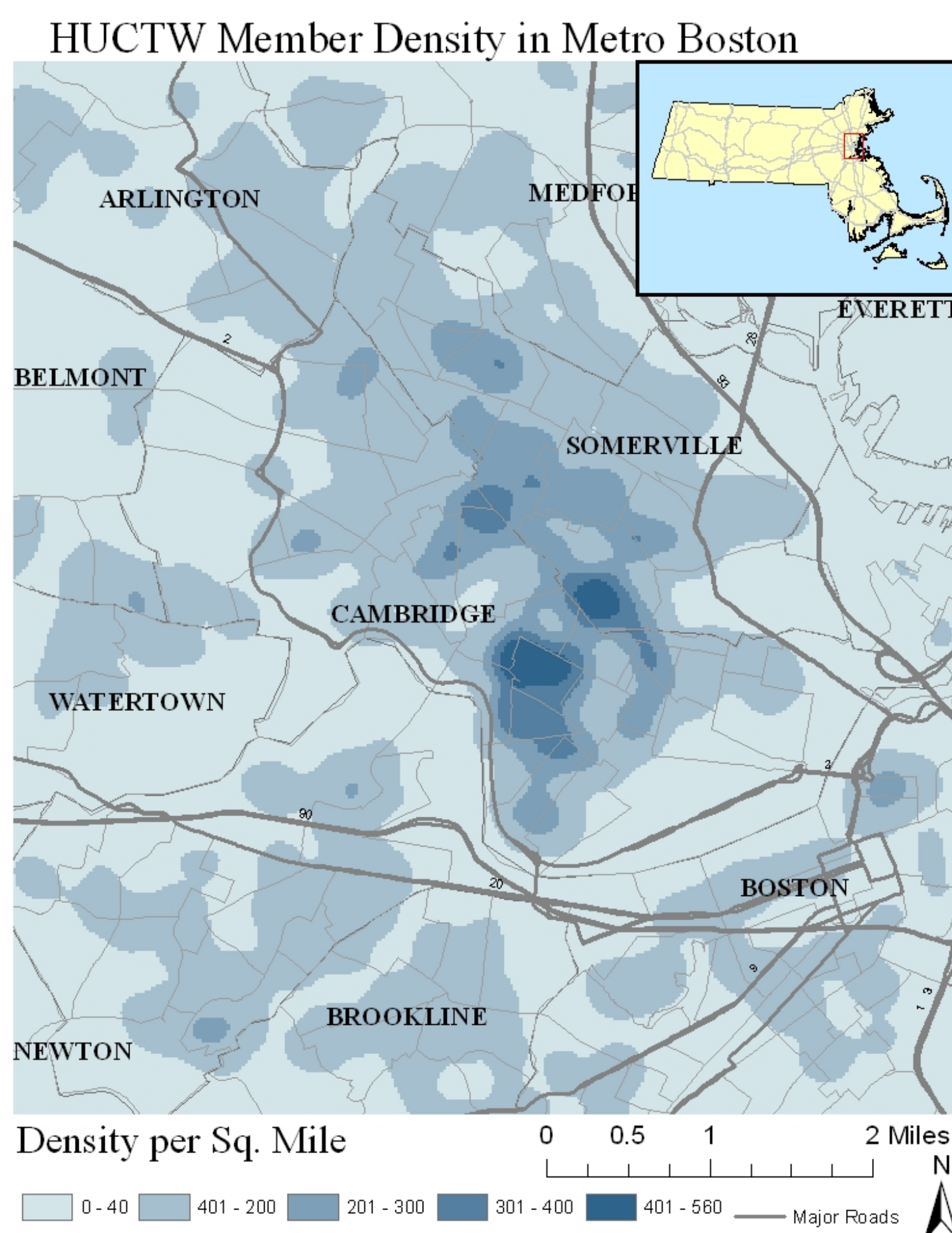


About the Union

“The Harvard Union of Clerical and Technical Workers is 4800+ Harvard employees of diverse ages, backgrounds, talents, and opinions. It was voted in on May 17th, 1988 and is now a strong, innovative local union affiliated with AFSCME, a national union representing mostly public employees. Most overtime-eligible (‘non-exempt’) Harvard Staff who are not part of one of the service worker or specialized trade unions are included in our bargaining unit and are eligible to become Union members.”- www.huctw.org

Data

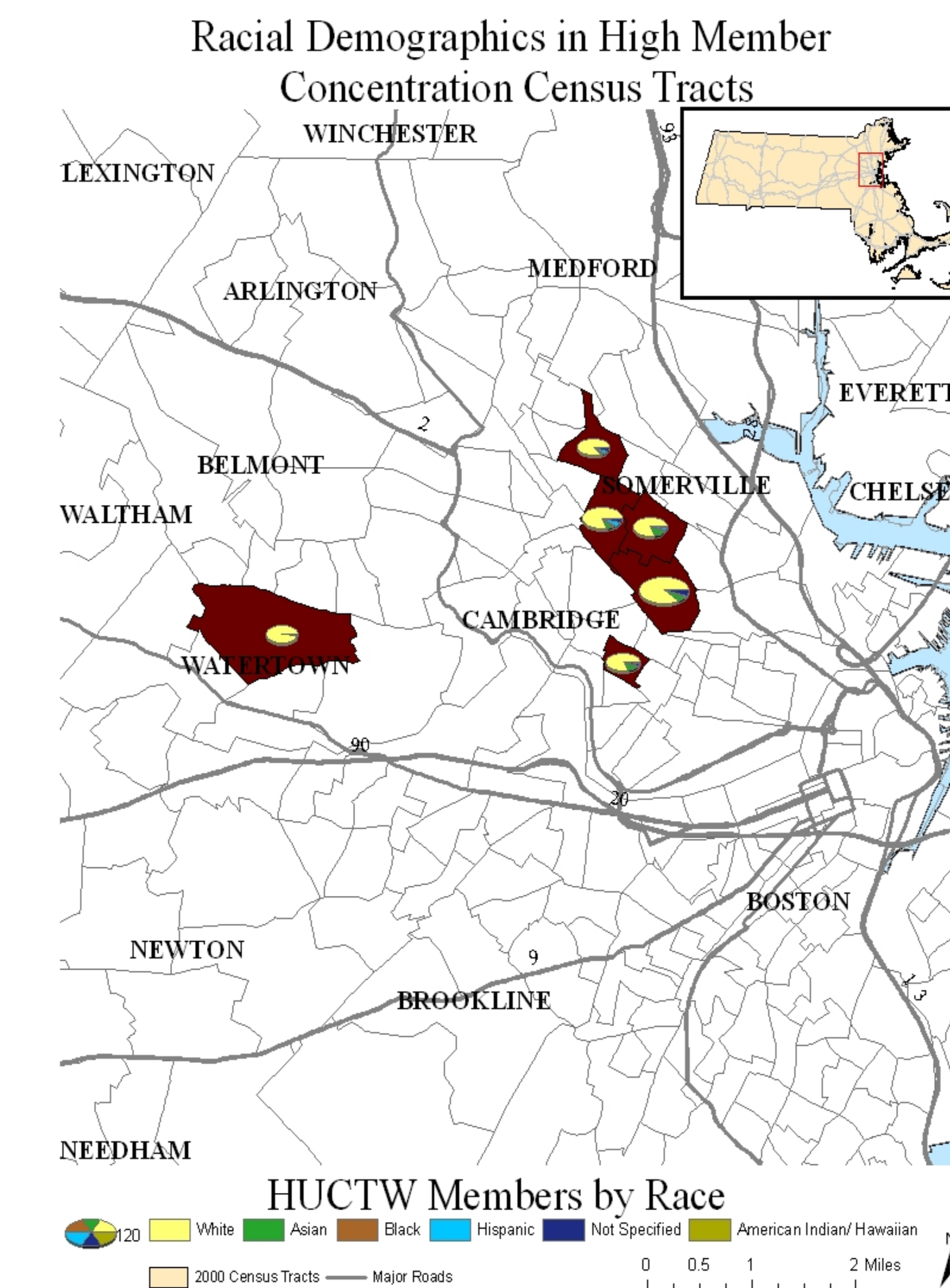
For this study, the HUCTW provided a full dataset for its membership from October 2009. This dataset included the residential addresses for union members, as well as information about the racial, ethnic, and income demographics of the union. Approximately 8% of members’ addresses were not matched in mapping, meaning that their data could not be used in this analysis. The data that was useable was aggregated to Census 2000 data provided by MassGIS, including TIGER data and political boundaries, as well as geographic data from MassGIS including road routes and open spaces. Limited tract-level data from the Census 2000 was gathered from Street Map USA. Churches, social clubs, and bowling alleys were found through a search on ReferenceUSA.



This map provides further insight into which areas live the densest concentrations of union members.

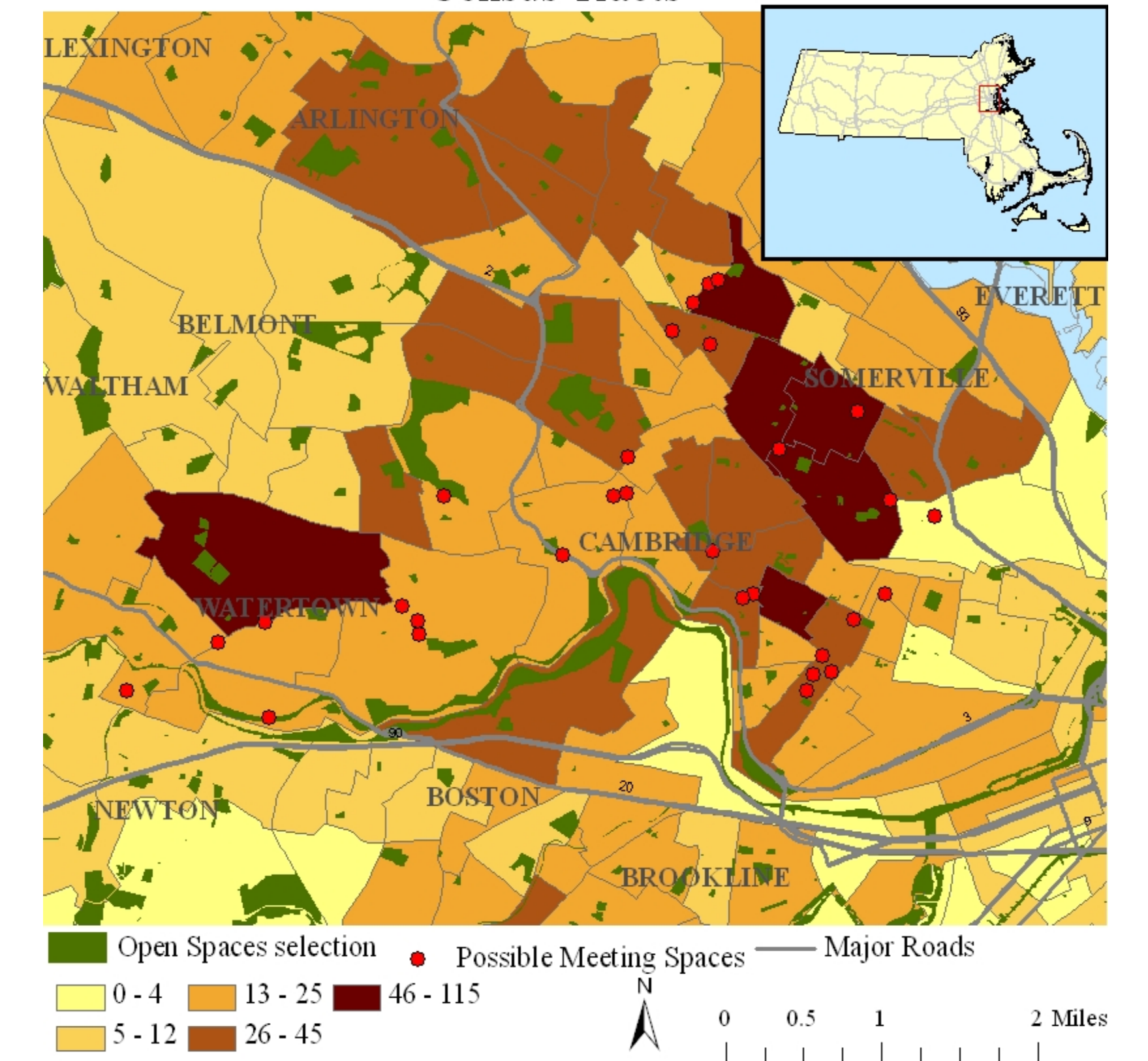
Methods

In order to represent where union members live and observe patterns in terms of where they live while also preserving their privacy, maps were created that show where workers live by census tracts. To augment this data, a density map was also used to illustrate how far workers live from one another both within and between census tracts. In areas of metropolitan Boston in which there live high numbers of HUCTW members, member populations were aggregated by racial and ethnic identity, and potential venues for large social functions or meetings were identified. These last two points may be useful in designing organizing strategy.



Hall-Jones, Peter. “Relational organizing at Harvard.” *New Unionism*, 17 Dec. 2009. Web. 2007. <http://www.newunionism.net/library/member%20contributions/Hall-Jones%20-%20Relational%20Organizing%20at%20Harvard%20-%202007.htm>

Possible Meeting Areas in High Member Concentration Census Tracts



Findings

While the members of the HUCTW are widely dispersed throughout eastern Massachusetts, there were relatively few areas with high concentrations of union members. Because of the innate difficulty of attracting members of any organization to social functions, it would only be necessary for the union to utilize public spaces for meetings in select areas of Cambridge, Somerville and Watertown. These areas are close enough to the Cambridge campus of Harvard University, however, that it may be unnecessary to acquire meeting spaces away from the workplaces. However, there are lower concentrations of workers living as far away as the town of Harvard. It could be productive for the union to try to organize smaller events in the suburbs of Boston. Such events could be potlucks, holiday parties or meetings during contract negotiations, and could take place in members’ houses, small restaurants, or other smaller venues. Because the six census tracts with the highest concentrations of HUCTW members have vast majorities of white inhabitants, it would not be in the interest of the union to assign organizers there based on descriptive similarity to the members.

Cartographer: Gabe Frumkin
Projection: NAD 1983 Massachusetts State Plane
Mainland FIPS 2001
Class: UEP 232– Intro to GIS
Adviser: Barbara Parmenter



