

NEXT GENERATION **nysut**



**NEW
FORMAT**

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for the 'next generation'**

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With the arrival of the 2019-2020 academic year, NYSUT has announced the next evolution of its member engagement strategy – the launch of the **Next Generation NYSUT** campaign. NYSUT created this initiative to assist new members with establishing themselves early in their careers -- providing them with the necessary resources and communicating the importance of union value, according to NYSUT Digital Communications Manager James Morrison.

Next Generation NYSUT was developed as a multi-year endeavor that will encompass electronic, digital and print platforms combined with in-person/on-the-ground efforts. Morrison says NYSUT understands the importance of getting new members the help and support they need as quickly as possible.

As part of the effort, a website specifically catering to NYSUT members in their first through fifth year on the job has been launched. Members can visit nextgennysut.org to get a high-level overview of what their statewide union can do for them, the various types of professional support available, information about Member Benefits-endorsed programs that may be of interest, and other crucial resources.

“From professional learning opportunities and certification support to activism, from union stories to savings through our Member Benefits-endorsed programs, we will deliver useful and engaging content to our new members,” said Morrison. “The Next Generation NYSUT initiative is the next component in the generations-long struggle to secure rights and benefits for our members.”

A greater focus on digital communication tools will be utilized with Next Generation NYSUT to reach new members through social media and other platforms.

There will also be an effort to connect new members with those union services that provide them with the most value, including unique content that aligns with each new member’s interests.

“We realize the newer members of NYSUT have a variety of specific challenges and needs, including dealing with the student loan debt issue facing the nation, certification requirements or just saving money on regular purchases they make,” said Morrison.

As part of Next Generation NYSUT, our union will be strongly promoting resources such as the NYSUT Education & Learning Trust and NYSUT Member Benefits. Through its Education & Learning Trust, NYSUT offers a variety of flexible professional learning opportunities for members,

with courses designed to help members meet Continuing Teacher and Leader Education (CTLE) requirements or take required training for professional certification.

Meanwhile, NYSUT’s Member Benefits department offers dozens of endorsed programs available to NYSUT members that can help them save money and time. Whether it’s student loan or debt consolidation assistance; insurance, legal and financial services; or shopping, travel and personal programs, new members



to our union can participate in quality benefit programs that have proven popular.

“Our local has a very young population of teachers, with many of them in the process of getting married, starting families, purchasing their first home, etc.,” said Christine M. Corbett, President of the Westbury Teachers Association. “The Member Benefits-endorsed Group Legal Service Plan has been a huge hit with our members; two other programs WTA members have utilized are the new student loan program (Cambridge Credit Counseling) and mortgage discount program (Mid-Island Mortgage).”

Member Benefits actively seeks feedback from local leaders and members to enhance its existing endorsed programs and bring on exciting new offerings. To that effect, Member Benefits is currently in the process of expanding its reach to offer members greater discount opportunities they can use daily on a local basis – a regular request that is received.

“Throughout my 28-year career working for NYSUT, I have presented at many local meetings, events and conferences throughout the state,” said Mike Ostrander, Coordinator of Benefits for NYSUT Member Benefits. “In addition to members having high praise for our endorsed legal, financial and insurance programs, we continually hear from NYSUT members – especially those newer members to the union – looking for everyday savings on purchases they make from local businesses and restaurants in their communities.”

Learn more about the Next Generation NYSUT campaign by visiting nextgennysut.org. You can also learn more about Member Benefits-endorsed programs by visiting memberbenefits.nysut.org or calling 800-626-8101.

MESSAGE FROM THE CHAIRPERSON

We have heard the requests of NYSUT members to offer them more choices along with more local benefits they can use to save on everyday purchases. With that said, we are pleased to inform you that **NYSUT Member Benefits is currently in the process of providing NYSUT members with access to more robust discount opportunities available on a local, regional and national basis.** More information about this will be coming in the weeks and months ahead.



Member Benefits has also expanded its existing programs and services since the beginning of the year. The **MetLife Choice** platform gives NYSUT members the opportunity to choose from multiple highly-rated insurance carriers, featuring competitive prices and savings from bundled auto and homeowners coverage.

Our **student loan and debt counseling program with Cambridge Credit Counseling** offers NYSUT members debt and student loan consultations free of charge with a Cambridge certified counselor. Meanwhile, the **UnionDirect Mortgage Discount Program** offers savings of up to \$2,700 in lender fees and closing costs with Mid-Island Mortgage.

Visit memberbenefits.nysut.org or call **800-626-8101** to learn more about these endorsed programs along with many other quality benefits available to you.

-- **J. Philippe Abraham**
Secretary-Treasurer, NYSUT
Chairperson, NYSUT Member Benefits Trust

NYSUT Member Benefits would like to welcome the following locals that recently added our endorsed Group Legal Service Plan:

- Beacon Teachers Association
- Deer Park Teachers' Association
- East Moriches Teachers Association
- Farmingdale Federation of Teachers
- Glen Cove Teachers Association
- Greenburgh Civil Service Organization
- Nassau Community College Federation of Teachers
- North Shore Schools Federation of Employees
- Rocky Point Teachers Association
- Saratoga Springs Teachers Association
- Watervliet Teachers Association
- William Floyd United Teachers
- West Babylon Teachers Association
- West Hempstead Education Association

What's Happening in Member Benefits

Save on school & other supplies with Office Depot/OfficeMax

The **Office Depot/OfficeMax program** offers NYSUT members the opportunity to save an average of 30% on almost 100,000 products either online or in-store.

Your union membership allows you to save on school supplies, office supplies, ink and toner, copying and printing, and more – with up to 75% off preferred products, free next-day delivery on online orders over \$50 and discounted printing.

Click here to learn more about Office Depot/OfficeMax.

Home Buyer checklist from Mid-Island Mortgage

Mid-Island Mortgage Corp., the program provider of our endorsed UnionDirect Mortgage Discount Program, offers NYSUT members and their families up to a \$2,700 savings on lender fees and closing costs.

As part of its education process, Mid-Island Mortgage offers a helpful checklist for first-time home buyers. These steps include:

1. **Get a mortgage pre-approval**
2. **Find the right home for your family**
3. **Make an initial offer with your realtor**
4. **Negotiate the final offer**
5. **Schedule a home inspection**
6. **Finalize loan details**
7. **Execute the contract with an attorney**
8. **Have an appraisal conducted**
9. **Get a final mortgage commitment**
10. **Have a title search conducted**
11. **Get homeowners insurance**
12. **Schedule a closing date**
13. **Conduct the final walkthrough**
14. **Close on the property**

Click here to learn more about our Mortgage Discount Program.

MetLife offers assistance in opioid addiction crisis

The number of deaths in this country due to opioid overdose is a staggering 130 people per day. Approximately 12% of all opioid prescriptions in the U.S. are related to dental procedures.

That is why the **MetLife organization** is working in partnership with dentists, group customers and plan participants to help create positive impacts in this horrific battle.

MetLife's Dental Education Program for dentists offers a variety of information about pain management, alternatives to opioids and tips on controlling unnecessary exposure.

It's important to inform your dentist if either you or a family member is in recovery or have struggled with addiction in the past. Your dentist can offer a number of options for relieving short-term dental pain, including over-the-counter (OTC) analgesic medications or prescriptions.

Click here to learn more about the MetLife Dental Plan.

Delta Dental supports local communities with dental care

The **Delta Dental Community Care Foundation** provides funding and support to nonprofit organizations and governmental entities in an effort to advance research, education and access to dental care in 15 states across the country.

In 2018, the Foundation awarded approximately \$1.2 million in grants throughout New York State. Approximately half of that total (\$585,000) was awarded to Columbia University College of Dental Medicine to purchase a mobile dental clinic to serve children in Harlem, Washington Heights, Inwood and the Bronx through the college's Community DentCare program.

Click here to learn more about Delta Dental's Community Care Foundation.