



Hello AFSCME Local Leadership,

At this year's Leadership Conference in Rochester, attendees completed a **Local Communications Assessment** to evaluate their communication efforts, identify strengths, and set goals for increasing member engagement.

If you or your local weren't able to attend, it's not too late to participate!

We're inviting all local leaders to complete the attached assessment and return it to us. Your feedback will help us better understand your local's communication needs and shape future trainings, resources, and support across AFSCME Council 5.

We'll review your responses and send you a PDF of your completed assessment to use for future planning. We encourage you to share your responses with your local leadership team to celebrate what's working well and identify small steps to further engage your members.

You can complete the assessment in one of two ways:

- Complete the [online survey](#), or
- Fill out the [two-sided assessment handout](#), then scan or photograph it and email it to communications@afscmemn.org.

We'll also be launching **monthly 30-day challenges** based on the assessment results to help locals strengthen communications and engage more members. The more feedback we receive, the better we can tailor these challenges to meet your needs.

Thank you for helping us build stronger local communications across Council 5. We look forward to learning from your experiences and sharing ideas that benefit locals statewide.

One challenge. Thirty days. Stronger locals.

In solidarity,

Max Hall & Diana Holmes

AFSCME Council 5 Communications

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