



Political Action and Communication System

New York, NY

Client

Service Employees International Union (SEIU)

Problem

The SEIU New York State Council consists of a central organization with approximately 39 satellite local organizations, or locals. Each of these 39 locals operates independently with their own databases of members and activists. Only a small amount of data is consistent between the local offices.

During a critical period, such as before an election, the member information was difficult to consolidate for an effective membership communication campaign because of the inherent differences in the way each local stored its data. In short, there was no efficient way to access important information on SEIU members from various locals due to basic database inconsistencies.

Scope

The SEIU New York State Council needed a common database system that would contain member information and track communications and activist involvement from each of the 39 locals.

To provide a consolidated member information system that could consolidate local database information and track communications and activist involvement, Warshaw Group developed the OneVoice system. This system included several advanced processes for data cleaning and enhancement from phone matching to voter status enhancement.

Warshaw Group provided the following database structure and communication environment to enable SEIU to access all local union member information from a central location (350,000 members, 1 million members and family combined):

- Internet user interface development;
- Web site architecture;
- Database design, development and installation;
- Mobile Validity data collection menu developer software;
- Mobile Validity Communications/Notifications software;
- Implementation of geographical mapping capability;

- Data conversion to a uniform format;
- Repeatable conversion scripts for each local union branch;
- Hiring and training of a system administrator to use and maintain the SCDS; and
- System technical support.

Solutions/Benefits

SEIU was able for the first time to access all local union member information from a central location via secure Internet connection. The system enabled the SEIU New York State Council to send highly relevant information to any of its 350,000 rank and file members and the 1,000,000 union and family members, providing a very powerful political component to the existing work of the union.

Over 10 million letters have been generated since OneVoice went live, at an average pace of 250,000 per month. During that time over one million member contacts have been recorded.

The system also provides an endless number of complex sorting and data compiling functions that will allow the SEIU New York State Council to think beyond its current boundaries.

