



MESSAGE BOX FOR UNSUNG SUPERSTARS CAMPAIGN

Why the campaign?

We want to increase the profile of admin services workers.

- Presently, they're unrecognized for carrying the weight in workplaces and under-appreciated for being the glue that holds worksites together.
- Workplaces wouldn't function without them.
- Their efforts need to be acknowledged and celebrated.
- Potential to increase public awareness about the value of work performed by admin services and the variety of jobs.
- Greater recognition of the significant contribution made by BCGEU-represented admin workers in all sectors of government and non-government services.
- Offers opportunity for the employer to acknowledge staff by reposting our social media shareables.

Who are we?

- Component 12 members work in a wide range of jobs for government ministries and independent employers.
- Comprised of women and men.
- BCGEU members in the administrative services component provide front-line administrative and support services for the B.C. government and non-government employers. We work in a variety of classifications and positions: administrative officer, clerk, postal clerk, clerk stenographer, coordinator of volunteers, analyst, court

clerk, financial officer, health unit aide, medical records librarian and technician, office assistant, data processing operator, radio, teletype and switchboard operators, stationery clerk and stockworker.

How does the campaign work?

- Nominate a co-worker using the webform on the BCGEU website.
 - Share a story of the UNSUNG SUPERSTAR (s/hero) in less than 150 words.
 - Provide worksite and contact info.
 - We'll follow up with both you and the nominee to secure a photo of the nominee and conduct a short phone interview for the bio.
- From that, we'll create profile material for the BCGEU website and social media, such as Twitter and Facebook, to showcase the nominee/UNSUNG SUPERSTAR.
- The material will be posted in August and September.
- The nominee will receive a token of our appreciation.



