

# Daisy Rooks

---

Department of Sociology  
University of Montana  
Missoula, MT 59812

**Phone:** (406) 243-2852  
**Email:** daisy.rooks@mso.umt.edu  
**Webpage:** [www.umt.edu/sociology/faculty\\_staff/rooks/](http://www.umt.edu/sociology/faculty_staff/rooks/)

## INTERESTS

---

Political sociology, economic sociology, social movements and collective action, social and institutional change, labor and labor movements, inequality and social justice, and sociology of education.

## EMPLOYMENT

---

Assistant Professor. Department of Sociology. University of Montana. January 2009 to present.

Visiting Assistant Professor. School of Management and Labor Relations. Rutgers University. January 2008 to December 2008.

## EDUCATION

---

**Ph.D. Sociology.** University of California – Los Angeles. December 2007.

Dissertation. “Working for Change: Young Reformers in Labor Unions and Public Schools.” Dissertation Chair: Ruth Milkman.

This project analyzes a new, professionalized approach to social change and social reform that emerged during the 1990s. The new approach has four defining features; intensified participation, individualized motivations, standardized practices and policies, and quantified results. This dissertation compares two organizations that exemplify this professionalized approach to social change and social reform, Teach For America and the AFL-CIO Organizing Institute, in order to explain the emergence and evolution of this new approach. I draw upon participant observation, documentary analysis and more than 115 in-depth qualitative interviews with participants, staff, critics and founders of the two organizations. I find that three factors, organizational pragmatism, labor market transformations, and the changing social and political landscape, explain the emergence of this new approach. Specifically, I find that tactical and strategic innovations are not solely determined by organizational staff and movement leaders, but are also shaped by limits imposed by the structure and internal power dynamics of organizations. I also find that professionalized social change and

social reform organizations capture the attention of uncommitted young people by framing participation as a means for achieving individual educational and career aspirations. Finally, I find that the individualistic motivations of participants reflects the weakness of the organized left and paucity of political education during this period, not the deficiencies of “Generation X.”

**M.A. Sociology.** University of California – Los Angeles. 2001. Master’s Thesis: “How New is New Labor?: Union Organizers and the Transformation of the American Labor Movement.”

**B.A. Cum Laude.** Urban Studies (self-designed major). Smith College. 1997.

## **PUBLICATIONS**

---

Rooks, Daisy. 2004. “Sticking it Out or Packing it In?: Organizer Retention in the New Labor Movement.” Pp. 195-224. *Rebuilding Labor: Organizing and Organizers in the New Union Movement*. Ruth Milkman and Kim Voss editors. Ithaca: Cornell University Press.

Rooks, Daisy. 2003. “The Cowboy Mentality: Organizers and Occupational Commitment in the New Labor Movement.” *Labor Studies Journal*. 28 (3): 33-62.

Milkman, Ruth and Daisy Rooks. 2003. “California Union Membership: A Turn-of-the-Century Portrait.” *The State of California Labor*. Berkeley: UC Press. 3: 3-37.

## **TEACHING EXPERIENCE**

---

### *Course Instructor Experience*

Assistant Professor. 2009. Department of Sociology. University of Montana. Courses: Classical Sociological Theory, Social Stratification, Race, Class and Gender, Sociology of Work and Inequality and Social Justice Service Learning: Hunger and Homelessness.

Visiting Assistant Professor. 2008. School of Management and Labor Relations. Rutgers University. Courses: Development of the Labor Movement, Introduction to Labor and Employment Studies, and Youth in the Workplace: Understanding Youth Labor Market Participation in the U.S.

Instructor of Record. 2003-2004. College of Letters and Science. UCLA. Courses: Service Learning Seminar and Youth at Work: Young People, Work and Labor.

### *Other Teaching Experience*

Teaching Fellow. 2004-2005. Department of Sociology. UCLA. Courses: Development of Sociological Theory and Economy and Society.

Teaching Fellow. 2004. Institute for Labor and Employment. UCLA. Course: Labor and Workplace Studies Summer Institute.

Teaching Assistant and Associate. 2002-2004. College of Letters and Science. UCLA. Course: Work, Labor and Social Justice in the U.S.

### **AWARDS AND FELLOWSHIPS**

---

Dissertation Year Fellowship. UCLA Graduate Division. 2006-2007.

Constance Coiner Graduate Award. UCLA Center for the Study of Women. 2006.

Dissertation Fellowship. UC Labor and Employment Research Fund. 2005-2006.

Small Grant for Labor and Employment Research. UCLA Institute of Industrial Relations. 2005.

Society for the Study of Social Problems. Labor Studies Division. Braverman Award for Best Graduate Student Paper. Honorable Mention. 2004.

En-Route Master's Fellowship. UC Institute for Labor and Employment. 2001.

Research Mentorship. University of California – Los Angeles. 2001-2002.

Chancellors Fellowship. University of California – Los Angeles. 1999-2003

Arthur Shattuck Parsons Memorial Prize. Smith College. 1997.

Dean's List. Smith College. 1995-1997.

### **BOOK REVIEWS AND COMMENTARIES**

---

“Hotheads of the World Unite!: A Response to Art Shostak.” 2009. *Labor Studies Journal*. 34(2): 164 – 167.

Review of “Bananeras: Women Transforming The Banana Unions of Latin America,” by Dana Frank. 2007. *Labor Studies Journal*. 31(4): 95-97

Review of “Worker Activism after Successful Union Organizing,” by Susan Markowitz. 2001. *Industrial and Labor Relations Review* 55(2): 352-353.

## **INVITED LECTURES**

---

“Deconstructing the “Me” Generation: Youth, Professionalization and Civic Engagement in the 1990s.” University of Montana, Department of Sociology. February 15, 2008.

“Youth Change Agents: Labor Markets, Organizational Pragmatism and the Professionalization of Social Change.” Rutgers University, School of Management and Labor Relations. New Brunswick, NJ. June 18, 2007.

“Organizer Retention and Turnover: The Role of Training and Development.” The Organizers Forum on Organizer Training and Development. Denver, CO. April 28, 2007.

“Choosing Youth Reformers: Organizational Pragmatism, Social Change and Institutional Reform in Public Schools and Labor Unions.” Northwestern University, School of Education and Social Policy. Evanston, IL. January 23, 2007.

“Working for Justice: Explaining Young People’s Interest in ‘Justice Jobs’.” Presented at the ‘Is There Justice in Employment?’ symposium. Reed College. Portland, OR. April 19, 2006.

“The Cowboy Mentality: Organizers and Occupational Commitment in the New Labor Movement” presented at the ‘Labor in the Grip of Neo-Liberalism’ mini-symposium. Smith College Department of Sociology. Northampton, MA. March 1, 2004.

“Sticking it Out or Packing it In? Union Organizer Retention in the New Labor Movement” presented at the University of Massachusetts Labor Relations Research Center. Amherst, MA. March 2, 2004.

## **CONFERENCE PRESENTATIONS**

---

“Making the Entrepreneurial Teacher: Teaching Accountability, Teaching Teachers” presented at the American Sociological Association conference. San Francisco, CA: August 9, 2009.

“Teaching Accountability: How Organizations Shape New Teachers’ Attitudes about Accountability Systems” presented at the First International Sociological Association Forum of Sociology. Barcelona, Spain: September 8, 2008.

“Beyond Charisma: Perceptions of Effective Leadership in Union Organizing Campaigns” presented at the United Association for Labor Education conference. Minneapolis, MN: March 10, 2008.

“Recruiting Individuals, Individualizing Recruitment: Organizational Pragmatism and the Professionalization of Social Change in the 1990s” presented at the American Sociological Association Collective Behavior and Social Movements Workshop. Hempstead, NY: August 10, 2007.

“Choosing Youth: Volunteerism and Organizational Pragmatism in School and Union Reform” presented at the Labor and Employment Relations Association conference. Chicago, IL: January 7, 2007.

“Working for Change: How Labor Markets Influence Institutional Reformers” presented at the United Association for Labor Education conference. Seattle, WA: May 17, 2006.

“Working for Change: How Labor Markets Shape Social Movements and Movements Shape Markets” presented at the UC Labor and Employment Research Fund conference. Santa Barbara, CA: May 13, 2006.

“Building Bonds of Solidarity: Leadership in Micromobilization Contexts” presented at the American Sociological Association Annual Meeting. Labor and Labor Movements roundtable session. Philadelphia, PA: August 21, 2005. Co-author Robert Penney.

“The Cowboy Mentality: Organizers and Occupational Commitment in the New Labor Movement” presented at the American Sociological Association Annual Meeting. Organizations, Occupations and Work roundtable session. Atlanta, GA: August 17, 2003.

“Sticking It Out or Packing It In?: Theorizing Occupational Turnover and Retention Among New Union Organizers” presented at the UC Institute for Labor and Employment Research on Organizing conference. Los Angeles, CA: May 17, 2002.

“Sticking it Out or Packing it In?: Union Organizers in the ‘New’ Labor Movement” presented at the United Association for Labor Education conference. Los Angeles, CA: April 13, 2002.

“Sticking It Out or Packing It In: Union Organizers and the Transformation of the Contemporary American Labor Movement” presented at UC Institute for Labor and Employment Graduate Student Research conference. Santa Cruz, CA: January 19, 2002.

“Sticking it Out or Packing it In: Theorizing Occupational Retention in the New Labor Movement” presented at the UCLA Comparativists' Day conference. Los Angeles, CA: February 1, 2002.

"How New Is New Labor?: Resistance to Change in a Loosely Coupled Organization" presented at the UCLA Center for Comparative Social Analysis' workshop. Los Angeles, CA: December 6, 2001.

## **RESEARCH EXPERIENCE**

---

Research Assistant. 2006-07. University of Oregon Labor Education and Research Center. Gordon Lafer, PI.

Research Assistant. 2004. California Family Leave Research Project. UCLA Institute for Research on Labor and Employment. Ruth Milkman, PI.

Research Assistant. 2000-2004. California Union Census Project. UC Institute For Labor and Employment. Ruth Milkman, PI.

Research Assistant. 2000-2001. VOICES Project. UCLA Labor Occupational Safety and Health Program. Marianne Parker Brown, PI.

## **PROFESSIONAL ASSOCIATIONS AND ACTIVITIES**

---

Referee. Teaching Sociology, Contemporary Sociology, Sociological Focus, Radical Society, Labor Studies Journal, Industrial and Labor Relations Review. 2001-Present.

Governing Council Member. Labor and Labor Movements Section. American Sociological Association. 2001-2004.

Member. American Sociological Association, United Association for Labor Education (UALE), Industrial Relations Research Association (IRRA)

Advisory Board Member. VOICES Project, UCLA Labor Occupational Safety and Health Program. 2000-2001.