

# Strategic Workshop

## Romania Moldova

November 2020

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Feedback from the workshops on individual strategies: –

Dr Greg Thomson

**Overall the standard was a very good to excellent.** But this is a work in progress. None of the strategies are currently being implemented and all needed further development. To really benefit from this exercise, colleagues need to follow through on the work they have done so far.

### General Comments.

1. Participants showed a high level of commitment to organising and recruitment.

It is essential others within the Federation/union share this commitment - this can be achieved through discussion and education. Otherwise organising will be crowded out by other priorities.

2. Management of the strategy is crucial for effective implementation.

The strategy must be put into writing and updated as it develops. This provides a point of reference against which progress can be monitored.

Effective management requires a steering committee which has responsibility for the implementation of the strategy and receives regular reports on progress.

3. Good communication is a crucial part of effective organising and recruitment.

Communication must be a two-way process, so that members feel involved and heard.

Everyone recognises that a digital Data Base is an essential tool in effective targeted communications and monitoring of an organising and recruitment strategy. Help and advice on which Data Base to use and how to do so was wanted.

Social media is a useful adjunct to face to face organising. But it is not a replacement for talking to members and potential members. And it is only useful if it is kept fresh and dynamic, so that it does not get tired and out of date.

4. Campaigns aimed at securing improvements members want, can be used to increase recruitment.

They should be used to supplement day to day organising and recruitment, not replace it.

They only work as an organising tool if members are asked to actively participate in the campaign. Even low-level activity can be effective, such as asking members to complete surveys or sign petitions or distribute leaflets.

Unions often fail to report their successes amongst the whole membership. But it is only by doing so that members

see the benefits of membership and why they should get active in the union.

5. Training plays an important part in organising and recruitment in three complementary ways.

It can be used to reinforce the benefits of organising and recruitment in building union power amongst the wider membership.

There are technical areas such as communication, use of social media and applications of a data base, where it can be used to improve the skills of leaders and activists.

Finally, a more general offer of training to members on issues such as health and safety, trade union rights and social media can help attract new members.

6. Recruitment of new starters.

There are clearly opportunities for unions to attend some recruitment events. Recruiting new employees when they first start with an employer is a highly effective way of increasing recruitment. It was good to see how many unions are doing this.

**This workshop was organised and supported by EPSU. I hope these brief comments are useful. I want to emphasise this is the start of a process, which you should continue with. EPSU is offering to provide further help and I would urge you to take up this offer.**

