Further Education. It's ours

Building power in the workplace

University and College Union

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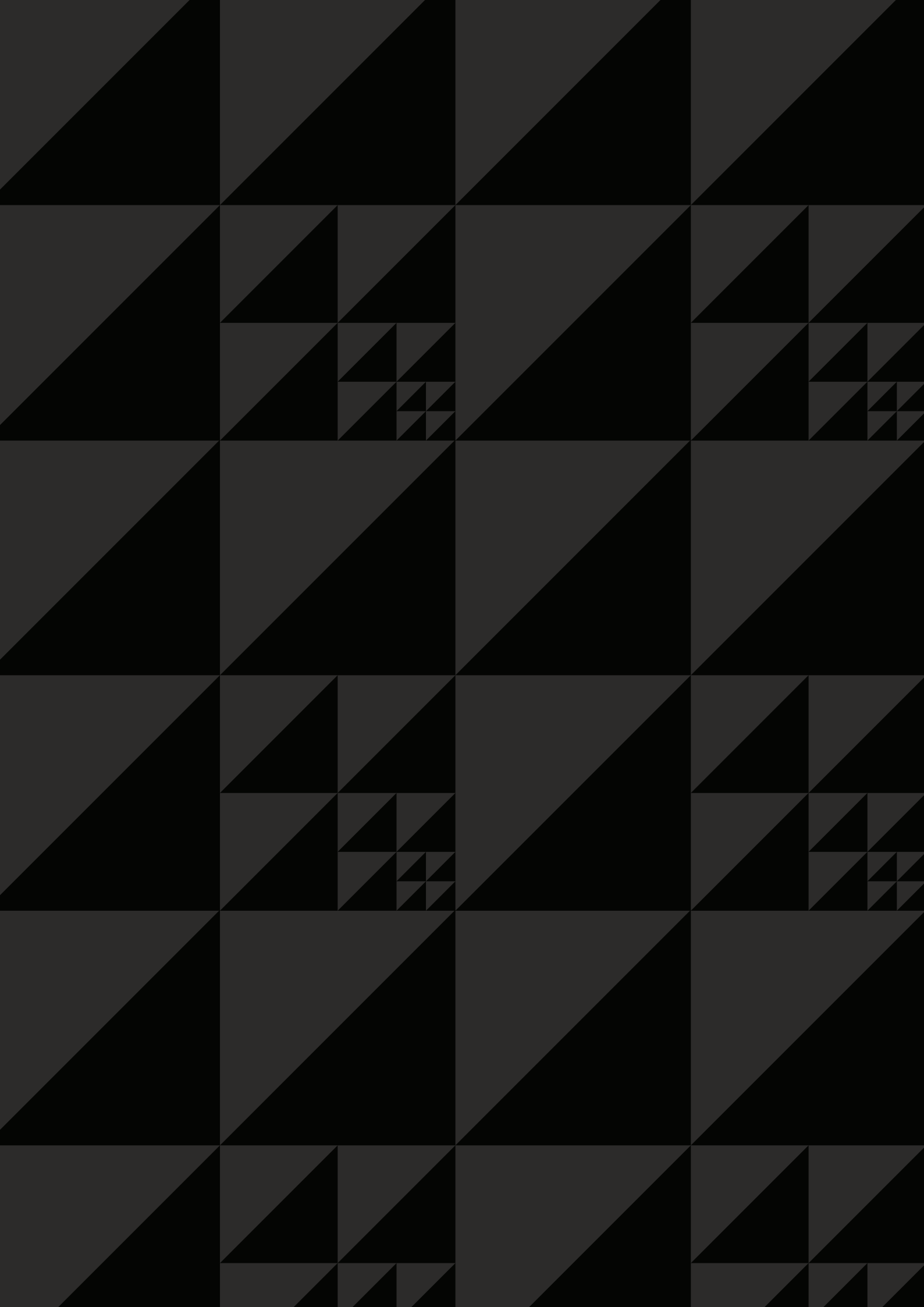

Building power in the workplace

This should be used alongside the Building Membership and Building Political Power documents. The aim of this guide is to set out ways in which all UCU branches can build on support and activity locally to mobilise your core support, reach out to new activists and widen both the reach and impact of your work.

Building contacts

Any successful campaign needs to build a base of supporters, volunteers and activists. Local branches will already have extensive networks in place. We are asking all branches sign up to the *Education. It's ours* campaign to receive updates from the campaign nationally.

Crucially, we are asking you to reach beyond present networks and encourage all members to sign up too and volunteer to help build the campaign in your workplace.

Members can register
educationitsours.org.uk/join

We will also be providing branches with posters and digital support to promote the importance of building our campaign contact base.

Building an organising base

Across all steps of the campaign model, you will be building the power needed to win. The first step in developing your campaign's power is to reach out to your colleagues, fellow members, reps, or committee officers to form an organising group. The core base of this will be your branch committee. We also need to reach beyond this to the wider membership.

In December, UCU will be holding a series of organising workshops. These are designed to support you and other organising groups in your region.

You should aim to **build an organising group of at least ten people** who can attend these workshops.

Here are some things to consider when building your organising groups.

- Prioritise colleagues who are listened to and who have influence in your workplace.
- Seek out people who have a range of different connections in the communities around your workplace, whether through sports clubs, voluntary organisations, or faith groups.
- Attempt to bring together a range of people so that your organising group will benefit from a variety of skill sets, views, and connections to different communities and areas of the workplace.
- Reach out to people using a range of different communication options, including face-to-face conversations, email, and WhatsApp groups. Your local knowledge will inform the best method of communication for you.

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Building strategy and organising

UCU campaigns team will be hosting a set of webinars to deliver training and support for you in delivering the campaign on the ground. We know how busy you are and do not want you to be weighed down in jargon and paperwork.

Sessions will cover organising techniques such as power mapping, charting, organising conversations, building strategy and more.

We will also host a specific session on building political pressure in line with our lobbying guide.

Recordings of these webinars will be directly uploaded to the campaign website.

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