



BUILD THE UNION

Mapping

Mapping

One of the key tasks of any union activists (reps, officers etc) is to know your members:

- Who are they?
- Where do they work?
- What do they care about?
- How committed to the union are they?

It is just as important in building a stronger union to know where your members aren't.

Two key concepts for trade unionist: **Mobilising and Organising**

- **Mobilising** – getting people who are already union members or activists to do something such as vote in an election, come to a meeting, engage in strike action etc.

Mobilising usually means working with people who have chosen to be part of an organisation (a union, a community group etc). It is a self-selecting group.

- **Organising** – talking (and listening) to people who are not already union members or committed to the union and convincing them to commit.

Organising usually involves talking (and listening) to people who are part of a 'Structure' – a workplace or similar. A Structure means everyone who works somewhere – not just the self-selecting group that we mobilise.

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To be successful as a union we need both Mobilising AND Organising.

Mapping your structure is essential if we are to build the power needed to take on employers. Power requires numbers. Successful union action needs us to mobilise those numbers.

STEPS

- **Step 1 – Decide on the structure you want to map.**

This could be the entire employer, a site of the college or university, a building, or a department. You may want to start small and build up to the complete site or whole employer. Deciding on the structure you are mapping is essential.

- **Step 2 – List all the people who work in that structure.**

ALL the people. Full-time, part time. Lecturers, support staff, etc. UCU members AND non-UCU members. When you map a structure, you must be as comprehensive as possible. Use reps and activists to do the mapping – make this the work of as wide a group as possible.

This can be as hi tech or low tech as you like – handwritten lists, spreadsheets, using your membership lists etc.

- **Step 3 – List all those non-UCU members who could be UCU members.** That is your target list to recruit.

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Important! – This is information the employer already has.

They know who works for them and will have a surprisingly good idea who is a Union member (and will definitely know who is a Union activist).

- **Step 4 – Charting.** Although not part of Mapping, this is the next step. You need to build up a qualitative picture of your structure.
 - **Who is a member of a different union?**
 - **What other outside links do people have** – faith groups, community groups, sports clubs – that could be used to build broader power (known as Whole Worker Organising)?
 - **Who are the Leaders** (not necessarily union activists but who are people that other workers will follow (known as Organic Leaders) – these people are crucial to building activity because if you don't identify and win them to the union, they will lead workers away.

This is the information you need when you come to mobilising your structure to action.



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