



**University and College Union**

**Organising and Campaigning  
To Build Bargaining Strength**



# Workload Campaign Model

A joined-up approach

- Health and safety rights
- Campaigning
- Organising – getting members involved  
eg workload reps



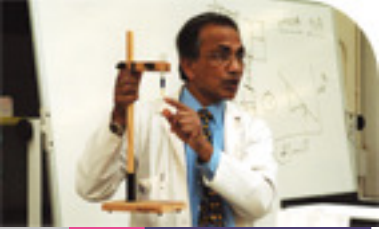
# Ways to find workload reps

- Hold workload meetings – ask for reps
- Email members about the role
- Carry out a workload survey and include a question about becoming a rep
- Speak to members individually – in person or by phone



# Speaking to Members

- Key way to find workload reps
- Use a structured organising conversation
- Involve members



# Structured Organising Conversation

## Step 1 - Introductions

Introduce yourself and explain why you want to speak to them



## Step 2 – Issues and Agitation

Ask questions about workload – is it excessive, does it cause stress? Find out about specific workload issues.

Discuss how it is unfair and encourage them to direct their anger towards the employer.

Get them to start to think about how it can change.



## Step 3 – Vision and Education

Present the member with a route to addressing the issues – by acting collectively through their union.

If they said their workload was excessive refer back to this when asking them to become a workload rep.

Explain how the more members that get involved the stronger the campaign and greater chances of success.

Training and support will be provided for reps.



# Step 4 – Ask the Question

Link the member's workload issues to the need to address them collectively.

Ask if willing to become a workload rep.

If there is silence after you have asked the question, don't fill it. Wait for the member to respond.

If the member says no or raises an objection, acknowledge their feelings, answer any questions and redirect them back to their issues and how they might be collectively resolved.





# Step 5 – Inoculation

If an anti-union employer, prepare the member for the employer's possible reaction to them becoming a workload rep. Reassure the member of the support available.



# Step 6 – Next Steps

If the member has agreed to become a rep explain what the tasks will be and the training and support available.

If the member hasn't agreed to become a rep see if they will do something else eg recruit colleagues



# Involve members in finding workload reps and recruiting

Aim: find a rep in each key department you want to focus on or where you start.

When speaking to a member, as well as becoming a rep, ask if they will ask colleagues eg 5 or 10 others, to become a rep, complete a workload survey or, if not a member, join UCU. Give them a few brief points to use when they are speaking to colleagues



# Identify key workload issues for a claim

Gather information about what members want

Use surveys, conversations and meetings

Hold a meeting to discuss the claim before putting it to management



# Identify natural workplace leaders

Colleagues who are respected and whose views can influence others.

Might not be union members.

Your campaign would really benefit if these natural workplace leaders joined UCU or spoke in favour of the campaign.

Choose who could approach them



# Key Organising Points

Involve members: workload reps, finding reps and recruiting

Identify key workload issues

Agree claim with members before putting it to management



# Resources

Building UCU Guides [UCU - Building UCU](#)

Building Your Branch [UCU - Building your branch](#)

Recruitment [UCU - Recruitment toolkits](#)

Structured Organising Conversations and Training  
[UCU - UCU activist education programme](#)