

YOUR TURN 13./14. February 2020 in Utrecht Organising around ...

Ryan Plocher / Elina Stock; GEW

### **OVERVIEW**



- → Reflection: What do younger members want?
- **→** Recruitment
- **→** Activation
- **→** Empowerment

# REFLECTION



→ GEW Youth in (most) states; federal youth group meets three times a year; open to all under 35

→ 2014: Brochure of ten steps to make union more accessible

→ 2017: Survey of 7000

members under 35





## REFLECTION: RESULTS I



- → Reflect meeting culture: Times, places, duration, speaker time limits, use of acronyms
- → Reflect on generational dialogue: Mentoring, continuous review of organizational development
- → **Reflect on union activity:** Meetings, working groups, projects
- → Worst case: Engagement dependent on going to many meetings during the week dominated by certain colleagues who decide everything by themselves





- → Young members need time, information and a warm welcome
- → Recruit students rather than new teachers
- → Be clear about where, how, when to get involved
- → Being invited to participate personally is the best method
- → Is short-term success possible?

# RECRUITMENT

junge GEW

- → groups at universities, sometimes with other trade unions
- industrial action for student workers
- → direct advertisement at teacher training seminars
- → seminars for beginners & students
- → peer-to-peer / personal adressing
- → classic advertising and digital approaches.



### **ACTIVATION**



→ "Aktivenkonferenz": Active young members meet with state-level functionaries at conference on organisational development (2016, 2018)



→ "GEWolution": Federal conferences for ca. 120 active young members on youth issues (2012, 2016, 2020)

Quotas for young women at major conferences, especially those abroad



## **EMPOWERMENT**

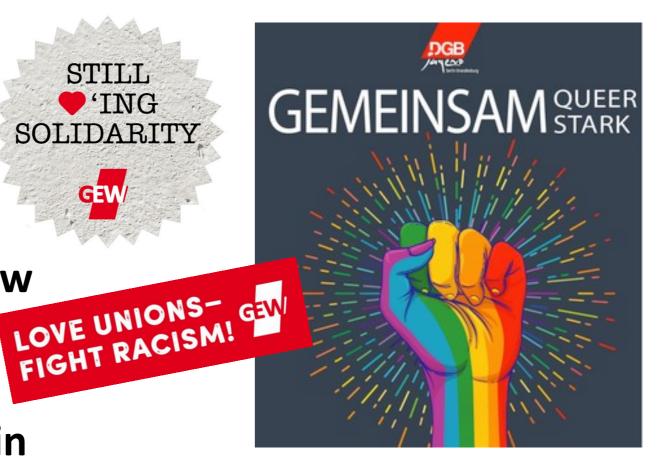


→ Solidarity with the underrepresented

→ Be aware of institutional bias toward men (Who is speaking how long about what?)

→ Be aware of institutional bias toward colleagues further along in their careers (Is child care available?)

- → Be aware of the costs of union participation (e.g. for students who work on weekends)
- → We aren't just your successors—we are <u>already</u> trade unionists









**Questions?**