



YOUR TURN 13./14. February 2020 in Utrecht

Organising around ...

→ Recruiting, activating, empowering young members

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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

REFLECTION: RESULTS II



- 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

- 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 addressing
- 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 under-represented
- 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 already trade unionists





Questions?