

# 'THE MISSING HALF MILLION'

A Union panel discusses the TUC report and the challenges and opportunities in adapting to connect with young workers

## KEY CHALLENGES - HOW DO WE...

- Look like the people we want to represent?
- Transition members from free to paid subscriptions?
- Communicate in relevant ways and engage people?
- Convey the purpose and value of Union membership?
- Encourage young members to organise themselves?
- Engage differently with young workers?
- Make effective change in an agile timeous way?
- Keep people happy through change?
- Sing from the same hymn sheet?



## WE'RE LOOKING AT HOW TO...

- Recruit and retain.
- Demonstrate long term benefits.
- Facilitate member get member schemes.
- Move into new industries.
- Listen to young workers and empower them to participate .
- Provide potential members with advice.
- Publicise stories of where the Union have made a difference.
- Using campaigns to get back to grassroots.



## WHAT SHOULD WE BE DOING?

- Explore our definition of young workers (\*P2 re Target audience).
- Develop personas to stand for a wider group (\*P3 re Mindsets).
- Consider the breadth of life experience they represent.
- Understand that young workers are 'at the sharp end'.
- Consider our approach to return on investment (ROI).
- Gain the perspective of the lifetime member value.
- Get a wider breadth of perspective.
- Consider change/re positioning to become more representative.
- Consider who we need to keep happy (audience, union and execs).
- Find more agile ways to be an effective democratic movement.
- Consider how we could achieve the same things in different ways.
- Look at how internal democratic structures can be adjusted.
- Be aware that how we make decisions impacts culture.
- Explore how we can accommodate long term change by making short term change less prescriptive/specific.
- 'Show don't tell, step up and be vocal.
- Take young workers on a journey around their pain points.
- Identify opportunities to instill confidence around change.
- **Continue moving forwards, its working!**



THE CONTENTS OF THIS DOCUMENT WERE THE OUTPUT OF A UNION FOCUS GROUP HOSTED ON 3RD APRIL 2020 BY CLARE COATMAN, SENIOR CAMPAIGNER FROM THE TUC AND AUTHOR OF 'THE MISSING HALF MILLION: HOW UNIONS CAN TRANSFORM THEMSELVES TO BE A MOVEMENT OF YOUNG WORKERS' AND MELISSA WIGGINS OF NETXTRA.

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