Building Stronger Local Unions Together
Appendix A:
Local Union Task Force Meeting Notes

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Unifor Research Department
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The Local Union Task Force travelled to 49 communities across the Country. Detailed notes were kept at each meeting. These notes directly informed the Local Union Task Force final report and recommendations. This appendix is a list of those notes.

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1. What are the key challenges you face as a Local Union?

- ER Centralizing, moving, reducing jobs, part time
- Training – access to union education when in remote worksites
- Challenges to access our membership – shift work
- Cultural differences
- Employer barriers to membership access
- Redesigned work/jobs
- Members afraid to go to their union
- Bullying
- Members dissolution – they don’t see value of their union on the ground
- 2 way communication is needed – feedback from members is needed to know what is working
- # of conferences – smaller Locals and cost/time off
- Member apathy
- Problems getting members out to meetings. Split shifts, weekdays vs weekends for trying to increase attendance and engagement
- What will be the best way
- Morale issues in workplace
- Government attacks on unions
- Wages not keeping pace/rollbacks – 0’s and 1%’s
- Members not seeing the correlation between politics and how politics impact our union members/unions
- Harper waged war on organized labour
- Make sure workers vote
- Fear
- Lack of public information (CLC commercial was positive)
- We don’t learn info unless it’s in a commercial
- We’re small so company sees us as weak but we are strong – employers don’t see it
- No exciting things for our members to entice them. No event, nothing to entertain the mind
- Not interesting for members
- Member engagement – trying to get them out to meetings
- Apathy, busy, think others doing the job
- ESL, contracts not in plain language, struggle to read contract in a second language
- Multicultural workplaces and barriers to participation
- Find activists from cultures, communities
- Variety of cultures not reflected in union
- Need to engage new members on their union rights beyond signing a card
- “101 Activism” should be mandatory
- Generational change
- Young families/shift to choosing other ways to spend their time
- Busier, less free time, on our phones all the time
- 30-40 years ago – the Union Hall was the centre of our community
- Need to regain that sense of community
- Lack of quorum
- Geographic range of the Local – meetings don’t reach members in remote communities
- Members working at remote sites and leave to far-flying communities
- Unions accepting 24/7 from employers – going back to losing the weekend - 8 hour workday
- Owners of hotels want union business – so employees don’t drive the organizing, so don’t have understanding the benefits of being in a union
- Management attitudes reorganizing of workplace – taking employees and placing into job without training and trying to move into new positions. Leads to high level of frustration
- Corporate style engagement of our members
- Understanding contracts that aren’t written in plain language
- Concessions
- Communications (retirees and new technology is difficult)
- Bailouts in auto – union seen as bikers and trouble makers – need a public image campaign
  - We contribute to the community
- Falling membership and revenue – affects our ability at the local, staffing, events, etc.
- Trying to strike a balance to meet the needs of the demographics
- Fear of real and perceived reprisals – Harper government
- Demographics and regional/geographic dispersions of the membership
- Union awareness
- Membership (not) showing up to meetings
  - We watch how much info we put up on the website
  - Easier to check an app on my cellphone
- Retiree – things are sliding backwards; we’re not making gains anymore
- Labour legislation that is against the interest of workers
- Predecessors fought hard, but now it seems that the company is taking and we’re giving
- Need to put politics back into our fight
- Education about union history and unionism, and politics
- Son is against unions in his new workplace; low seniority = part time hours
- Lack of participation at local meetings
- Education opportunities
• Support from membership of Local Executive
• Membership engagement, specifically young workers
• Aging workforce moving to retirement; not training new workers
• Increase in contract work
• Eliminating jobs through attrition, divide and conquer – two tiering
• Skilled at work in the local but not at being more social locals
• Combined trades, paying less, creates tension
• Trouble reaching quorum
• Different wages for the same work at different workplaces for same employer (i.e. Irving)
• Erosion of labour laws
• Attending meetings despite family concerns: child care? virtual attendance?
• Shift work and dispersed membership
• Engagement in the local, attendance (suggest a local report card?)
• Two-tiers makes relationships strained
• Despite door prize of $50 still have trouble with attendance
• Suggest a draw for a day off – paid by the local for the draw
• Funding challenges with smaller locals
• Shift work and membership spread out
• Involvement in local, attendance at local meetings
• Low attendance at local meetings even with door prize
• Small locals face financial hardships
• Members are asked to attend too many events
• Locals cannot meet quorum
• Apathetic membership
• Cannot afford to attend so many meetings and events
• K.I.S.S. – trying to explain things to all knowledge levels to get folks on the same page.
• Need childcare at meetings.
• Lack of engagement
• Trying to educate but no $$ for Port Elgin
• Need online and local education
• Lack of attendance at meetings
• Lack of pride in ownership of union membership
• Challenges with a heavy-handed employer
• Employer jeopardizes time in meetings, saying they want to make things better
• Lack of time to participate more fully
• Part of a national local – how to meet people, feel connected?
• Victims of our own success: we don’t work in the coal mines of 100 years ago
• Lack of knowledge of what our members make or do, e.g. Tim Hortons trays, car dealerships, etc. – list of “Unifor goods”
• Still a lack of profile of Unifor
• How to get members to trust we are working in their best interests
• Conflict between old and new ways
• Unaware of our successes, i.e. Metro
• Member Apathy
• Meeting attendance and participation
• Time scarcity (multiple jobs)
• Geography (wide spread of the local)
• Leadership burnout (overwhelming number of challenges)
• Getting info out to members
• Lack of communication
• Jealousy, bitterness and par workplace atmosphere
• Mode of communication/ reading members
• Lack of scheduling or flexibility to attend meetings
• Junior members – lack of involvement
• Active members – duty overload
• Older members – lack of engagement
• Cultural demographic – not into union politics
• Communicating the value of unions
• Managing relationship with National Union (staff reps, council, money spent, high turnover
• To get members to volunteer time
• Structure: composite locals- no set process (money)
• B.U’s using money as defense fund e.g. lawyers (sitting on money)
• Amalgamated local: lots of distance between them. Same people attending meetings. Q: How to get people in?
• Quorum: Young workers apathetic (Don’t know history)
• Organize the organized
• What’s the value of the Union?
• Not having enough info (members)
• More educational materials
• Worktime meetings as a potential solution
• Leadership doesn’t have time to educate members
• Nothing about Alberta in newsletter. e.g. Unifor failed to deliver: don’t even have membership cards
• More local focus on serving members
• Employer subverting union (undercutting union)
• Locals stretched thin
• Communication/vast workplace/shiftwork
• Engagement
• Education in local and what National does
• Mentality amalgamated locals have different communication issues e.g. English second language
• Too concentric
• Attendance at local meetings (lucky to get quorum)
• Have to bribe them to come
• Members are too busy
• Apathy lack of interest
• Shiftwork inhibits member turnout
• Can’t attend meeting: people now work on weekends
• Meetings are staggered to facilitate attendance, but not on weekends
• No Union business on company property
• Some Bylaws enforce meetings at 9:30 am and 9:30 pm to get attendance
• Complacency: members know others will do the work for them
• Struggle with inclusiveness, many young workers. Too many generations in one room for harmony
• Vastness of locals makes it difficult to speak to each other. Communication is huge. Local stopped doing meetings for lack of attendance
• Expectation is Local leadership solves problems (from mentorship)
• Hard to get people involved. Tough to get meeting attendance
• Huge language barrier: communication
• People not speaking English is a challenge
• Members don’t know what a Union is
• Lack of Education about identity of Local vs. National Union
• Young people especially don’t understand Unions
• Lack of free time impacts members engaging with their Local
• Challenge is turnover: new hire package is good, but rapid turnover means lots of money. Smaller Locals can’t bear it
• Solidarity (absence among co-workers)
• Difficult to get members together
• Especially in splintered workplaces
• Member volatility
• Leadership engagement prior to member engagement
• Apathy: don’t know what unions are, lack of education, lack of volunteerism
• Lack of transparency and communication
• Leadership is crucial, attendance at meetings, communication key for solidarity
• President (LU) not being a proper advocate. Lack of leadership. Lack of accountability. Autonitarism in the workplace. Absentee leadership.
• Struggle to increase participation with young workers. Lack of involvement among young members.
• As a deaf person sometimes feel set aside, not treated properly. Had to be advocate for myself.
• Engaging the youth, many working two jobs. Answer: PEL (Paid Education Leave). Education as a tool to engage membership.
• Education as key to activism and good leadership.
• Challenge of unionized and non-unionized workers. Bring unionized in.
• Apathy. Union not helping membership.
• Companies are large, international and profit-hungry. Undermines solidarity.
• Wide geographical distance between units (e.g. hard to organize a meeting effectively)
• (Lack of) membership involvement (unable to get quorum, in some cases)
• Seasonal workforce (disconnected during periods of lay-off)
• Members don’t see all of what the union is doing for them
• Membership apathy
• Members don’t realize the benefits of the union
• Members tend to only connect with union in limited circumstances (bargaining + when they are in trouble)
• (Lack of ongoing national) support when organizing drives have ended
• No training for union reps of “young locals”
• Lack of connection between the organizing departments and the service reps who gain the assignment
• Local finances. Not enough money limits participation at union events
• Union doesn’t acknowledge alternative work schedules when reimbursing for lost time (e.g. over and above the standard 40-hour week)
• Hiring practices of companies
• Amalgamation
• Better way of reaching retirees
• Knowledge of locals in area
• Communication and education through regular councils
• Lack of facility
• Locals without hall use other union halls → National to provide list of facilities of Locals to facilitate
• Temp part-timers not included or engaged
• Educate younger members
• Membership decline, loss of subject matter experts within Local
• CEP slush fund prevents joining other Locals
• Participation only on a “need” basis from members
• Not enough members go on PEL programs → makes great activist
• National needs to fund new Local Unions PEL
• Company’s instilling two tiers to divide and conquer membership
• Serving members
• No full-time executive
• No time for union work
• Cannot mobilize
• Small locals don’t have $$ for templates
• Poor participation of members in general meetings.
• The individualism of members.
• The involvement of members in union life and their interest in union affairs is steadily declining. Even the employer has to pay employees if it wants them to stay after their work shift for an information meeting.
• Jealousy between workers: “Why should he have better conditions than me?”
• Poor communication between members working on different shifts or in different work locations.
• Lack of communication between our local unions in terms of sharing effective practices.
• Increase in disciplinary measures; this monopolizes the union’s health and safety activities. Other aspects get neglected because we are overburdened in terms of OH&S.
• Some members don’t support the union.
• Two-tier wage system causes division in the ranks.
• Always hard to get people to attend meetings.
• Need to get young members involved & educated about the history and importance of the union.
• Overcoming fear of joining the union (in an organizing drive).
• Educating leadership: this is especially a problem for small locals. They have no $$ to send people to PEL, workshops, etc.
• Shrinking workforce: after years of downsizing, the bargaining unit is much smaller – and activists can be more easily singled out & targeted by management in a smaller workplace.
• Precarious work affects union participation: many members are working at another job, and so can’t attend union activities.
• Older workers are less interested.
• Temporary agency workers don’t participate in the union.
• New hires take the benefits we have negotiated for granted, but don’t understand where they came from: need a strong new member orientation program.
• 90% of our members are part-time, no benefits, they don’t think the union does anything for them.
• 2-tier strategy divides the workers; and when the lower tier gets to over 50%, they will rebel.
• Poor participation of members in general meetings and on committees; “it’s often hard to meet quorum.”
• Lack of financial resources: for leave, for attending activities (Councils, conventions, etc.), for access to training, etc.
• Resistance to change.
• Refusal by the employer to grant leave.
• Getting the younger generation involved.
• Access to case law.
• Costly grievances, long delays.
• Involvement of the units in the local union; participation and involvement of members in general meetings and union life in general.
• The individualism of members.
• A small local union that has little income does not have the means to train members.
• The distances between members’ homes and their workplaces. For example, members whose workplace is in Montreal may live on the North Shore, the South Shore, etc., and because of traffic, it’s even harder to bring members together.
• Mobilization of members.
• Local union officers and the more active militants are running out of steam.
• Finding time to meet with our members.
• The cynical attitude of members.
• Lack of a new generation of activists.
• “Many members are unionized, but few of them are union activists.”
• Communication problems between local union officers and members and between members and officers.
• The concerns of rank and file members don’t always reach the ears of the leadership.
• Problems mobilizing our members when it comes to issues not related to labour relations (political issues or involvement).
• Member participation and involvement are declining.
• Union leave is often difficult to obtain and this is detrimental to union action.
• Members don’t understand what the local union officers do; they are not aware of the work they perform; lack of information.
• The image of unions has suffered a lot of the past few years.
• Lack of motivation on the part of members.
• Increase in individualism.
• Lack of involvement and participation of members in general meetings and in the activities of the union.
• Lack of visibility of Unifor.
• Multiplication of national meetings: two Quebec Councils per year, one Canadian Council per year, meetings of the Council committees, training, etc.; there are too many.
• Labour relations problems.
• Increased use of outsourcing.
• Etc.
• Loosing membership, (employer lay-offs and less people doing the same quantity of work)
• Vast geographic locations makes for time consuming commutes
• When to schedule meetings to accommodate workers with family responsibilities
What are the key challenges you face as a Local Union?

- Hours of work – impediment to activism
- More issues of time management – 12 – 16 hour shifts/weekend work
- Change in demographic – young membership prove difficult to recruit
- Finding and developing ways to arrest the attention of youth, (i.e. social media ideas?)
- Locals have lack of knowledge; do not know what is going on. For example, the education course being convened in (next week?), no one in the room except for the retiree raised it, was aware this class, open to all locals in the area, was being convened
- Poor communication channels among local
- Desperately need to educate youth, potential new members AND NEW Members accordingly. It is not happening
- Low attendance at membership meetings, (some locals mentioned last several have not had quorum to even convene the meeting.
- Morale is sinking within the local union
- Membership involvement
- Engaging youth
- Know the membership
- Communication: need advance notice for events
- Create e-mail distribution lists & phone lists
- Stewards need to be engaged and communicate
- Change the attitude to make people care
- Bargaining and enforcing the CBA
- Smaller locals are financially challenged
- Social & community activism
- Put faces of the union members in the community: get involved
- It’s a challenge for younger members who have both spouses working and child care issues
- Engaging leadership: Loss of full-time reps ... need to keep leadership involved
- Feel lost in remote areas
- Lack of access to national union
- Reach out and no response, especially in times of crisis
- Geographical area too big – beyond 50 mile radius too much
- Local rep work load, can never do enough, feel overwhelmed 24/7
- Lack of member participation – due to hours of work
- Serious burn out trend escalating among both local reps and membership
- National representation is also spread too thin – too much territory/geographically speaking in their assignment, (comment made by elected local leadership, not Unifor staff).
- Lack of communication all around – from the national to community locals to local leadership to local rank and file.
• Lack of new hire/union orientation – employer taking credit for what union negotiates
• Lack of tools to attract youth, arrest attention/sustain attention
• Instead of handing out pens – hand out USB sticks or Unifor apps
• Youth not interested in paper, (although many of the boomers prefer paper)
  o to this end, youth have no clue about unions and how they make a difference in worker’s lives/communities
• Membership participation
• Union representation and lack of it
• Competition among membership - individualism mindset among membership, rather than collective/public good, always “me me me” and as long as my needs are addressed, who cares what others want.
• Union politics, within the bargaining unit, within the local, within and among the community locals, work overload for locals – long hours, stretched to the max, and not enough support. Unlike the “good old days” when the local union was a social hub and members were eager to volunteer, spend time helping out to run the union
• Lack of “welcome packages”. New members are not being welcomed in timely manner are not appreciated by the union.
• Harper government has proved to be very challenging, now that he is out of office, maybe those challenges will be relaxed.
• Increasing individualism.
• Lack of participation in general meetings.
• Difficult labour relations.
• Lack of financial means.
• Grievance procedure is too long.
• Problems obtaining union leave. Even when leave is granted, there is no one to replace you, which leaves co-workers frustrated.
• Lack of dialogue with other local unions to share our successes and practical tips.
• Negative image of unions in the media.
• Shifts, many shifts/changes, # of worksites creates challenges for connecting with members
• Rank and file members are the best organizers
• Technology changes, $$, out-sourcing is creating fear among membership
• Lack of inspiration
• Losing members, organizing is challenging
• Communication within industry, challenges because of layoffs and declining membership
• Need communication tools when under the fire
• Connecting federal sector locals with new tools
• Members not active because they’re scared or may not have enough support
• Apathy
• Engaging members to understand what the union is and does
• Members taking the union for granted
• Basics of face to face explanation about the union in the work place, finding time to talk to members in the work place
• Hard to get participation in meetings
• Keeping retirees connected and active
• Hard to get members out even in denser areas
• Face to face contact is important
• Unifor picnic each year the crowd is getting smaller
• Taking organizing for granted
• Communication difficult in amalgamated locals w/ many sites
• Different understanding, impact of one workplace on others
• Communication w/ members
• Engaging to create new stewards
• No feeling of solidarity
• Members don’t see the union
• “Big union” image
• Need to be community-based
• Many workplace locations, getting out there at the ground level
• Losing touch w/ members who retire
• Lack of communication between exec and membership
• Participation in meetings – lot of the same people attending
• Need new leadership, need to communicate directly w/ members
• Training – capacity to train members ($) work with national union
• Strong leadership, not a succession plan
• Getting people involved, participation a challenge
• Busy, members busy, so participation challenging
• Not forceful, motivate members and make sure new members get involved
• Disconnect between members and union
• Downsizing = more work, and more stress
• Members not trained, no time, no energy or desire to participate
• More support needed for members
• Downsizing means less resources for the union to work with
• Member involvement a challenge, need to get new members involved
• Participation, enthusiasm is what needs to be generated - need to see more people involved in the union
• Employer hiring practices may screen out union friendly new employees
• Employees haven’t been through a labour dispute since the mid ‘70’s
• Lack of appreciation for sacrifices made by members to achieve gains
• Worker complacency, not wanting to participate
• “What has the union done for me?”
• Level of participation by members across all unions is low
The “me” society
Social get-togethers are needed, we are stuck in our own worlds
Succession planning is a problem
Finding members to take on roles as members retire from Job/union roles
Always a need for members to take on union roles
Disillusionment, visibility of union lacking as company has downsized at the work site
Unions are downsizing too
Need shop stewards that are accessible and at the work site
The new union cards, weight of the stock, it won’t hold together (need better stock/plastic)
Local cards not received – locals from National
Member participation
Proxy (e.g. a department will send 1 representative to a meeting)
Employer hiring practices (cherry picking)
Slanted toward corporate direction, disconnection from union
Change in culture of the union (shift away from activism)
Apathy
Lack of union knowledge among new members
Sense of entitlement among new members
Challenge with meeting participation
Lack of unity on the floor
Young members interested in other things vs. young people have energy but don’t know how to be involved
Apathetic older workers
Declining membership and struggling business
Geography of local union (many BU’s across 2 provinces, challenge to get everyone together and new involvement)
Challenges getting to work sites
Apathy
Getting together outside of bargaining
Low meeting attendance
Engaging and passing on knowledge to younger members
Transitioning and developing skill sets for younger members
Feeling of ownership and empowerment among members
Many work locations, people feel less engaged
Members don’t want to rock the boat, apprehensive about union involvement
The territory in which the units are located is enormous; huge distances.
Labour relations with the employer are difficult.
Information: “Less is more”; it was mentioned that too much information is received from the National Office in Toronto. Because there is so much information, it becomes diluted.
• Poor participation of members in general meetings; we have to make our meetings more dynamic; stop reading out reports.
• Membership involvement
• Plant closures
• Globalization
• Finances
• Media
• Public perception
• Management/wants us to do more with less
• Bargaining pressures
• Unfair trade agreements
• Retired chapters not included in presentation
• False sense of security- need product lineup
• Membership not coming to meeting/ newsletter
• Accessibility- shift work
• Engagement (youth)
• Educations/communication
• Orientation – new hires (package) e.g. calendars
• Not promoting the work Unifor is doing in our communities.
• Exposure – Labour Day
• Financial - employing people to do work.
• Support from national office. Why should larger locals absorb the burden of smaller locals?
• Member participation, especially young people.
• Contracting out. How to get the membership hired?
• Larger locals have very many issues to manage very difficult.
• Locals (small) are broken apart by employers. Anti-scab legislation.
• Sharing resources with smaller locals. Including knowledge about how to strike.
• Health care benefit claw backs, stronger contract.
• Lack of member participation (can’t get quorum). Stronger rank & file engagement.
• Don’t know how to build engagement. The union trying to fight to keep what we have not making gains.
• Contractors outside union come in and make more money and better contracts. Trying to stave off losses, rather than making gains. Union not helping.
• Not bargaining from a position of strength.
• Global ownership is a problem. Deep pockets. Threatening to strike has less effect with a global owner. When firms were national more bargaining power.
• Members
• Communications
• Apathy
• Negativity
Time/scheduling – shift work
Separation of workers
Use of technology
Working with management
Members don’t know who we are
Engaging members who may have different backgrounds
Aggressive management
Common message
Engaged politically
Distance in commuting
Burnout
Changing the way people view unions
Listen to our membership, what members want.
Shiftwork – hard to organize people.
Precarious work: can’t attend meetings.
Amalgamated local: Communication is a big issue.
Reaching members who are spread out.
Generational challenges: junior members too compliant.
Two-tier wages, benefits generates resentment.
Getting people to local unit meetings.
Difficult to get people to protests.
Health care: harder work, 0% pay increases, frustrated with union.
Funding – locals financial ability based on membership
Membership
Workload & schedule – members working 6 days/wk
Getting members to come out to local union meetings
Young member engagement
Engaging new members
Questions & discourse about why members pay union dues
Temp agencies – replacement workers – limit in contracts
Getting information on workers, once they retire (as a means for outreach from retiree chapters);
Getting people out to meetings;
There is no list of Unifor bargaining units by region. A list such as this could help locals outreach to other area units to help organize regional educational opportunities;
Geographical separation of bargaining units in a given local – hard for local leadership to get to know smaller units;
Getting Workers of Colour out to meetings;
Financial + staff support of retiree chapters once locals cease to exist Involving young workers
The economy doing well in one sector (e.g. Auto) vs. Energy (struggling)
• Keeping membership engaged and interested in their union (being more than dues payers)
• Trying to build unity and solidarity – a big work site with diverse jobs
• Large geographic area – mine site is huge, bigger than downtown Calgary
• Commuter base in our membership, leave community and go home
• Don’t attend meetings
• Commute to Oregon! Is an example (they live in another country), how do you engage that member?
• Members don’t understand the importance of having a union when comparable competitors are non-union sites
• How to communicate the value of a union
• Other companies “top up” the non-union wages
• Inside politics a challenge
• Challenges with members not attending meetings
• Shift work
• Engage young people, go to schools to educate young people on value of unions
• Apathy – “union” will take care of it
• Approaching /engaging
• Getting members involved in meetings
• Large number of young workers
  o Not familiar with history
  o Not concerned about pensions, etc.
  o How do we engage them?
• Large geographical area, some locals quite far apart – travel is expensive to bring them together
• Members don’t necessarily feel a sense of pride in their union – only asking what is the union doing for me?
• Need tools to be more effective at political action
• Leadership is burning out with the workload and complex issues
• Always seen going to workplaces when things are bad, need to be able to be seen when things are going will, too.
• How do we find ways to work in a northern region?
• Getting national union staff to meet with local employers
• Unwieldy employer
• Get members out (pizza, coffee)
• Have membership understand they are the union – engagement
• Different shifts
• “What does union do for me?”
  o wages
  o success stories
• Donor fatigue
  o too many “asks” – meetings
  o daycare
• Education on issues
• Cons educate why unions bad
• Reach/educate young people
• Mistrust in Union
  o spin-off pits union groups against each other for wages, work benefits
  o blame union
• Members don’t see what union does – members think from employer
• Members don’t forget history when union made hard decision (strike/lockout)
• Geography (outlier units harder to service)
• Losing good union activists, following layoffs
• Generational change
• Membership apathy
• Job security (i.e. lack of engagement in union when jobs are insecure)
• Membership volatility (swings in layoff and hiring periods)
• Membership frustration
• Communication (lack of)
• New members having a poor understanding of the union, the role of unions
• Public not sympathetic, not aware of all the good work the union does
• Locals are inundated with mail, too much to sort through... sometimes letters from the National are received in duplicate and triplicate
• Financial – no dues during seasonal slowdown
• Boom/bust of work is a challenge to build local
• Layoffs affect local executive consistency
• Offshore shift work makes it challenging to meet
• Shrinking membership – layoffs, downsizing, out-sourcing
• Old and cross coworkers
• Contracting out
• Unifor plans are presented but not audited – follow up and show follow-through
• More organizing, democracy, accountability
• Finding issues that unite members
• only in times of crisis when local tries to engage membership
• Diverse membership – geography
• How changing industries impact locals –
  i.e. fisheries, environmental restructuring, shipbuilding and generational shift
• Natural divisions in workplace (age, dept., FT/PT, etc.) can make engagement challenging
• Geography: not many bargaining units across a very large territory
• Do public sector workers have empathy with low wage-earners?
• Not able to send members to education courses (not enough funding – small locals)
• More communication between locals in a jurisdiction about needs
• Service reps have a lot of business difficult to quickly address concerns/grievances
  o (leads to low morale within union)
• Large companies – deal with issues
• Company would work through issues
• Company doesn’t work with union/ violates contract, don’t care/ don’t know the contract
• Employer challenges/ intimidates members
  o Intimidation practices by management
  o Don’t want to work w/ union
  o Grievance procedure dysfunctional
  o 3 to 4 years to get through the whole process
  o 2017 negotiations
  o They want to contract out
  o # of grievances at 400+
  o Discipline – need support because employer is taking advantage
  o Management techniques – surveillance “golden rules” only for workers
• Remind members of right to refuse unsafe work – OH & S strategy
• WCB on guided tours
• Water – basic issues and quality of life for workers on the shop floor
• Corporate power of company
• Need more reps
• People fear being targeted
• Working alone = OH & S rules broken
• Production ahead of safety
• Mandatory Overtime is being enforced, this impacts family/quality of life
• Disciplinary action if don’t work overtime / find replacement
• Lack of respect (need more respectful treatment from management)
• ER is our biggest challenge
• Company tactics to target leadership
• Mandatory overtime is an issue national / political level
• Not asked at wharf about overtime
• Wharf issues w/ facilities , the company doesn’t care
• No control over means of production
• Distance between workplaces in the local
  o serving members effectively
  o cost associated
• Heavy focus on one unit in a local, in a local with many units
  o feel less representation compared to larger units
• Communication
• Morale with members
• Concept of members being the union
  o need more empowerment
• Encouraging participation
  o youth in particular
• Union participation
  o participating in meetings
  o pay attention only when something is wrong
• Member apathy
• Low turnout at ratification meetings and other meetings
• Getting members’ contact information (email addresses)
• Financial challenges – Port Elgin and education opportunities for members
• Getting members to come to local meetings
• People not wanting to come forward to be a leader
• People are apathetic/fearful
• Two tier wages – angry
• Lack of education
• Shift work and families
• Part-time work, working multiple jobs
• Getting people involved
• Lack of interest in local committees;
• Lack of attendance at meetings;
• Lack of unity within group;
• Lack of trust in executive;
• Lack of youth – generation gap – generational shift;
• Youth not fighting for things.
• Hard to get/keep people involved – young people;
• Members don’t live in same area or where local is;
• Membership not big tech users;
• Education for members;
• How to combat anti-union rhetoric - we have to ask the hard questions (use as opportunity for discussion);
• How do we educate our kids, get them involved;
• Not taking things personally can be hard;
• Frustration with all the challenges, people feel beat down; and
• Challenge with running from fire-to-fire.
• Getting members out to be involved
• Low membership numbers
• Not enough people to fill roles
• 1 person in multiple roles
• Fear the company
• Low bargaining power
• Work sharing
• Money for training
• More training locally
• Lack understanding of union history
• Generational shift
• Education
• Changing labour market
• Two-tier division
• Trade agreements, worry about losing job
2. How can we build stronger member support and engagement in our Local Unions?

- If union align ourselves with Canadian values rather than Wall Street/big banks
- We own our values – soft issues/variables that create hope with our members
- Going back to basics – talking face to face to explain why they should come to membership meeting
- Change up materials on worksite bulletin boards
- Twitter, Facebook, Unifor Local website to reach shift workers, reach out to more members
- Emails from Unifor rep about union actions (press releases) and tell members at meetings about wins. e.g. TFW victory
- TV commercials
- Hands on/one on one communication
- Focus on members, human connection
- We need employee information, contact info (home #s/contact info) (Locals have a right to this info)
- Need to get the info on educational out to Locals
- Communicating to member how unions provide careers and good jobs create good communities
- Set up a Facebook page at the Local – info about the union
- New employee orientation 15-20 minutes in contract
- New member kit (PowerPoint)
- More info on union to emphasize union programs like P.E.L.
- Changing structure/time/location of union meetings
- Promote our labour history. Use it as member engagement tool
- Members need dynamic speakers to come to Local union meetings
- TV, town halls, web based town halls
- Children’s day, parents union members so our members with families are interested
- Beer fridge at SLDC and social events
- BBQ/handout food, t-shirts and have National Rep attend
- Wins build member engagement not just the losses
- Brag/publicize wins on the Union bulletin board
- Collectively all Locals buy a Unifor tent - partner with other Locals e.g. National Aboriginal Day
- Bring our children to work/the union to reinforce a positive image of our work and union
- National union under CAW ran program sending speakers into schools
- Why don’t we lobby to include a curriculum component on unions
- High school outreach program – have developed a power point presentation
• New employee welcome package, what we do, history
• Transition; younger workers and new technology
• Most western countries have education system that promotes capitalism, not a social democratic system; how do we get our agenda put forward; need to change the government
• See the Union more involved in community and not just when something bad happens
• TV commercials that promote the Union/Union pride
• Showcase our achievements and not just struggles
• Create more opportunities for learning, mentorship, engagement (bring shop steward to meeting with the company)
• Talk less, listen more
• “Buy pizza” – rethink the way we do meetings
• Shorter meetings – 1 hour instead of 2
• Rethink scheduling of meetings
• Union orientation for new workers
  Reconsider types of “involvement” that does not necessarily involve attending meetings
• New employee briefings so they know more about offerings
• Celebrate our victories!
• Circulate annual videos to members
• Challenge: employers not hiring younger workers
• Keep trying!
• Build solidarity in the community and make their issues your issues
• Ask for support (national or other coalitions, groups) for campaigns
• Get people involved in things other than meetings (Mayworks, arts festivals, sports, other activist activities, soup kitchens, etc.)
• Rethink what it means to be “involved”
• Combine resources or smaller groups to form committees
• Have regional meetings, multiple locals in the city so that larger events can be planned
• Need a spot/office/hall which can be used by all the locals with a big ol’ flag outside
• New employee training or Union welcome kit
• Sharing victories
• Get people involved in events other than meetings, e.g. area barbecues, social events
• Rethink what it means to be “involved” - not just attending meetings
• Combine resources or smaller groups to form committees
• Descriptions of Union positions
• Easier to read communications
• Listen to worker issues, don’t just talk at them
• Two-way communications – National-to-local, local to National
• Offer pizza!
• Education is key
• More recreational activities with area locals
• Lead by example; give them someone/something to get behind
• Get leadership on the train
• Focus on “internal organizing” with member-to-member conversations – personal
• Virtual meetings via Skype?
• Outreach at community events; union tables, etc.
• Not shaming people for not participating
• If it ‘is’ broke, fix it – if members don’t want to rally, think of a new tactic
• Re-think the “union meeting” – meet with smaller groups/departments – LISTEN
• Pizza and pop – critical
• Try smaller groups with conference call bridges: mix of in-person and technology
• People like FREE THINGS
• Gather in non-bargaining times, i.e. BBQ
• Don’t hesitate to be a union ambassador
• Leaders – listen, follow up
• Let members know value of their local union
• Interests of members – bringing in new activists
• Bring info to members to decrease fears of employees in becoming active
• Know their rights
• Plain language materials for members for sector specific groups
• Easier materials for members to access important info on rights, etc.
• New member kits/orientation in contracts for new members and more time in contracts
• Making it to meetings as shift workers (i.e. Use webinars/video for members to meet)
• Extra time with members helps to share key info/engage
• Find out what is working for locals
• New members introduction to their union accessible in different languages
• Eliminate barriers to union communications/education
• Show successes with members (i.e. WCB help for a member from resources of Unifor locals in community)
• More shareable/social media access for Unifor members
• Recent visits to Unifor websites? Do members know where to find website/Twitter?
• More publicity on Unifor social media
• Listen to our members/what are they doing? What are their challenges? Find out why they didn’t make it to a meeting
• How do we get buy in from members?
• How to respond to negative perceptions of unions?
• Answers for hard questions like what has my union done for me?
• Take the meeting to our members worksites, OH & S visits
• Collective Bargaining is a time when members are more engaged
• How to contact each other in this community – have option of sharing info across locals
• Getting more info to Unifor members on Unifor businesses/services in the community
• More opportunities to get together with other locals to build relationships
• More knowledge of union products, services, worksites
• Share info/email with each other
• Regional gatherings of a local (local 2000 for example)
• Hold a local event to get to know each other
• Aerospace council example of email/sign-up sheet
• Success at Port Elgin in education/training of new members
• Leadership is needed in Locals
• Make it personal for members
• When we help a member they tell others Re: Value of the Union
• Strikes build solidarity, quorum at meetings
• Solidarity, support from other locals
• Membership cards = Member connection/Identity
• Keep sending emails and get template/blank cards
• Smaller Locals, hard to get member engagement
• Free swag for members (pens, pins, branding)
• Jerry needs to come to worksites and visit members
• Leadership understand different situations in different provinces
• Mapping workplaces, Local strategies for engaging members
• What do you need?
• More social events - e.g. Christmas parties, picnics
• Union time is in the contract to walk around, engage and visit members
• What brings activists into Union – Recognizing how Union/What Union can do
• Presidents Council Oct.16\textsuperscript{th}
• Coming up with ideas, relying on the same people to do the work is an obstacle to developing strategies
• Finding issues that engage our members
• New hires are socially aware, Younger = Engaged
• Younger members like branding/swag
• On site time for Union to engage should be standard in a contract
• Union rights
• More targeted communications
• Smaller more condensed information on the Union and what we do
How can we build stronger member support and engagement in our Local Unions?

- Fresh attractive videos/ short and sweet
- Information on rights in workplace
- Face to face communications
- Can’t do Union business on company time limits engagement = a big problem
- Need updated member contact information
- Bulletin boards/ meetings – not getting members out
- Stronger Union Locals by building solidarity
- Immediate responses to members questions
- Local email and websites and one email update sent to members every month
- Make sure members have all Area Representative/ Executive members/ Worksite Representatives contact information
- Site meetings every two months
- Site Reps/ Area Reps/ Executive developed a channel of communication
- How to build stronger Executives
- Bylaws obligate Executive to attend Membership meetings
- Leadership can change the culture (Beyond workplace issues)
- Van and BBQ - pull it around Alberta, visit work locations and engage members
- Consequences?? When someone doesn’t show up to a meeting in leadership
- A person has to call the President if they can’t attend
- Amalgamate Local – many meetings in communities around the province
- Give ownership to our members, give/share/delegate the work of the union to our other members
- By letting someone else do the work we engage more members
- Set a good example – people will look up to you – dignity, integrity (walk the walk). If you don’t believe in something you’ll fall for anything.
- Inspire, emulate, be union proud
- Workers are the only ones fighting for us. Unions produce the results, believe in the union.
- Model your union commitment
- Share the load, mentors are important for bringing our members into life of the union
- Key is good role models and good modelling and empowering not favouritism. Not hear about partying at education.
- Overwhelming – list of committees in our constitution – prioritize and don’t get overwhelmed.
- A mentor can bring members into the life of the union. We need good mentors asking members to step up.
- Renewal at executive level needed
- Be aware of burnout
- ID member strength, ID “national leaders” in our worksites
- Recognize the contributions of our mentors, those who brought us along.
- Appreciation.
• Lead by example, support one another, share and support; re-ignite our connections
• With other leaders, locals, get to know each other better
• Unions not teaching youth on labour unions – rights gained, benefits achieved. We don’t emphasize the rights/gains made. Education on unions.
• Social events, publicize good work, events happening, bring a member with you
• Brand ourselves better
• Find creative ways to bring more members to Port Elgin (e.g. saving costs by sending multiple members to events, instead of just one at a time)
• Host meet and greets with other locals in the area
• Look at sending direct mail to members
• More effectively engage with members (e.g. listen to them, engage directly at the workplace)
• Put more “meat” (or “meet”) in meetings (i.e. give members some reason to come)
• Educating local leadership, ensuring they understand the goals/direction of Unifor
  o also promote new unit/executive training
• Loosen restrictions on the creation of retiree chapters (e.g. eliminate the 20-member minimum requirement, and change to a percentage of membership)
• Explore regional retiree chapters and/or other regional equity committees
• Provide local union leadership training on how to run effective meetings
• Develop workplace councils
• Intermingle with membership, at the workplace, regularly
• Talk to new members
• Retirees engage in union aware (course)
• Education, discussion is key
• Curriculum geared to key political issues
• Inviting members to events
• Central number for members to call so they can be rerouted to Locals around them
• Membership meetings should have child friendly activities – family oriented
• We need to present an economic solution to infuse membership
• We have to challenge economic system by establishing new economic goals
• Need more social media/WEB to keep everyone involved
• Locals are the face of the union.
• Increase our visibility: for example: grouping together several locals and workplace visits by leaders (visit by the Quebec Director to the forestry locals appreciated by members; same thing in the plants).
• Members have to be able to actually see their local and national leaders and observe what we do.
• Improve communication with our members by:
How can we build stronger member support and engagement in our Local Unions?

- Holding meetings with unit chairs;
- Providing information via emails, newsletters, websites, etc.;
- Listening – we have to listen to our members and follow up on their requests;
- Preparing the next generation;
- Setting up a suggestion box;
- In the case of small locals, calling the members one by one.

- Bring in guest speakers (from the national union or elsewhere) for meetings to make them more interesting.
- Provide supervision for children at meetings so members can bring their kids.
- Get some wins for part-time workers, so they feel the union is something that helps them – then they will participate more.
- Structure locals differently for greater participation.
- Hold an annual meeting of all Unifor local presidents in each community.
- Activists should wear their Unifor swag so the union is more visible in the community.
- Hold more interesting meetings: dealing with some issue that is genuinely important to the members (even something not directly union-related). Invite family members where relevant to some of these topical events (e.g. Financial planning, pension & benefit discussions, etc.).
- Sponsor special events / fun events with other locals in the region.
- Undertake a membership survey to see what members think of the union, ask them what they want to see.
- Provide food at union meetings.
- Hold meetings right after shift, close to work, so it’s easy for members to get there.
- Ask members about other ways (not just attending meetings) that they might like to be part of the union.
- Overcome divisions with temps and two-tier workers.
- Ignite the passion of the members: the same spirit that led us to organize a union in the first place!
- Encourage members to participate, while learning about the rules related to various topics, such as the functioning of a local union (bylaws), laws (e.g., health and safety), standards, collective agreements, etc.
- Be proactive in providing education. We have to move the discussion outside the collective agreement and stop assuming that our members read the texts. We have to present the working conditions, insurance plans, pension plans, etc. to them and explain them.
- We have to go off the beaten track and invite outside speakers to come and talk to our members about different subjects or topics chosen by the members.
- Go out into the field; reach out to members directly, listen to them, make sure that the information is circulating (bulletin boards, websites, social networks).
• Give priority to one-on-one contact or email (with dialogue), because some members are too shy to ask questions during meetings. We have to establish a dialogue with members using different channels.
• Offer breakfast, draws, prizes to attract members to meetings.
• Group together several local unions in the same offices so that we can exchange or share services.
• Create committees on different topics in order to attract as many members as possible (young people, women, politics, environment, mobilization, etc.). Committees are a good way to get more people to participate.
• Organize different training activities.
• Organize activities in the community (get involved in local organizations).
• Provide good service.
• Get rid of the negative image of unions.
• Take in-house training programs such as PEL or the family camp program; offer members the course “Getting to Know Your Union.”
• In terms of general meetings:
  o cut down on the length of reports presented at the meetings: they’re not interesting and they put people to sleep!
  o make meetings shorter and make sure that only one idea is debated at a time.
• Presence of stewards on the floor in workplaces.
• Don’t leave any questions unanswered.
• Create Facebook pages to establish channels of communication.
• Organize recreational activities.
• Invite rank-and-file members to the Quebec Council.
• Give priority to person-to-person contact.
• Hold union meetings close to the workplace.
• Participate in union committees.
• Encourage member participation by making it more attractive to participate (rewards).
• Adapt our messages so that we emphasize the role of members’ participation in successes rather than the union’s ability to mobilize members.
• Ensure training for both members and officers.
• Functional union committees are an underestimated mobilization tool.
• Make major files and campaigns more accessible to members by explaining them in terms everyone can understand.
• By supporting local unions, through specialized services such as the Fonds régional des sections locales du Québec (FRSQ) and the Service de défense des accidentées et accidentés du travail (SDAT), by establishing committees (youth, women, etc.) to encourage the participation of more members.
• By communicating with members, by publicizing our successes, by talking to members and reaching out to them.
• Through training; by making our union meetings more interesting (e.g. invite guest speakers, organize a breakfast to coincide with the meeting, etc.).
• Offer money in exchange for the participation of members in meetings (donuts, coffee, etc.).
• By holding special meetings to welcome new members.
• By publishing a union newsletter.
• By organizing more recreational activities to bring members closer together (Christmas dinners, etc.).
• By holding draws for prizes.
• By including members in the decision-making process and consulting them more often; this will make them feel more involved.
• By signing up members who don’t usually participate a lot in order to encourage their involvement.
• New membership meetings, education course,
• New member orientation within first three days on the job
• National correspondence needs to get to rank and file
• Fill holes in communication lines – too much falling through the cracks – member engagement will never be achieved
  o stressing lack of communication, no formula in place, no protocol or policy.
• PEL: Send members for education
• Increase PEL funding so small local can send people
• Give people hope: no more concessions
• Monthly e-mail blast to all members
• Send youth delegates to Council and Conventions
• Better tools to resolve conflict within the local. Better ways to answer questions so members feel respected
• Make things fun ... find creative ways to get the message out
• Make sure that people are heard and respected at meetings
• Let opinions be expressed
• Re-image our union: focus on what we do for our community
• Develop respectful relationship with the community
• Develop closer relationships with retiree, join in their efforts
• Support other unions at picket lines/community events
• Volunteer and sponsor youth sporting clubs/events
• Especially in smaller communities, develop relationship with local papers – pick up the phone – invite them to events by voice, (not electronically or via press release). Union often receives great positive press with photo
• Collectively organize community events – bake sales, picnics, Santa Clause parade, labour day events
• Develop a database for community local unions
• Build strong local Unifor unions/solidarity – move toward having presence and respect at Labour Councils
• Start organizing REGULAR Unifor community local meetings. Discuss anything and everything and share resources
• Share contact info
• Share resources with community organization, in kind if need be
• Develop welcome package in paper and electronic. USB stick/app etc.
• Some locals have coordinated socials for members in effort for members to get to know the union, local leadership and each other….amazing what develops from these events which have included:
  ○ lunch and learn
  ○ dinner and learn
  ○ movie night - snacks
  ○ coffee (the good stuff) and conversation
  ○ community road shows
• Membership survey to ask “what do YOU want”
• Be creative when organizing events – always integrate “hooks” to attract attendance, and a variety of hooks – what attracts the youth may not attract the more senior membership – although – light meal is always nice
• Raffle
• Provide child recreation while parents talk union
• Invite guest speakers to membership meetings that appeal to membership
• Create competition among membership and their families, drawing/pumpkin carving/ideal local mascot/writing
• Volunteer at sports clubs
• Suggestions to try: book club – labour stories
• Found that increasing Unifor exposure in workplace brings positive results feedback from membership. This can be as simple as walk about the workplace/s, to just say “hi, how are you doing? What’s going on?”
• Make effort to know your membership and their concerns. Have “small talk, share the daily news” and make this ongoing – not staggered and not just when you need something from them, (attendance at picket line or union rally.)
• Invite other locals in the community to events organized by your local. Go beyond electronic invites...pick up the phone and connect, voice to voice – drop by in person if geography allows.
• It’s not easy to answer this question because a lot of things have been tried...
• Keep our members informed about the issues.
• Get people involved.
• Advertise the services offered by Unifor:
  ○ Student bursaries;
  ○ Family camp – one local told us about one of their members whose participation in the camp literally transformed him. Before he was not very active, but now he is extremely motivated and involved.
• Stewards check in w/ new members after orientation and see how they are making out
• Add email for members to list of info from employers, a good way to connect w/ new members, existing members
• Older members not so interested, younger members engage w/ union when they have a problem, mainly a way for members to know rights up front
• Open meetings w/ members so members can engage, make a contract on any issues
• Find out how our members are doing
• Get out/ off the chair and get it done, enough is enough
• We need to engage w/ our members
• Bargaining surveys, new members also can engage in this, young members, new members coming into bargaining unit, so their voices are heard
• Take it back to the grass roots
• Hold family events w/ out shoving the union down their throats
• Don’t see solidarity, bring it back so members know we’ve got their back
• Personal issues, care about these issues members are having
• Be engaged in the community as well
• Personal, grass roots, so members feel part of our union family
• Need to gain trust again
• New members need to have info on what the union is about, how important bargaining, votes are
• New members communications
• Engage – take members for lunch, a potluck dinner
• New member outreach
• Be the change our members want to see, be fair and just w/ our members
• President can do new member orientations (in the contract)
• Stronger member support & engagement
• When stewards and exec of local come by and say hello at breaks, lunches, remember the members’ birthdays, this builds solidarity
• Power of the one on one conversation, reaching out to welcome members into a circle of the union – create space
• Pick up on the interest of new members in the local, give the push, get new members out to events, conferences, etc.
• Finding ways to get together when there is no crisis
• Find common issues to gather around
• Fundraising initiatives at the local level
• Community initiative to support
• Education
• Promotion of the union in the community
• Labour day events
• Encouraging member involvement w/ smaller roles (find space for new people to get involved)
• New member education on value of union
• Member training
• New ways to communicate with membership since work place is changing
• Get to new members before management does
• More union activities and social events
• Make more use of union halls
• Build friendships
• Finding ways to get together
• Gatherings that involve food and drinks
• Building community (i.e. Saying hello, greeting on shop floor)
• Forums “coffee shop discussions” for members to drop-in – open forums, informal, sit and listen, get to know what is going on with members
• Participate in community events with kids
• Champion younger members
• Education, training to build confidence, invigorate activists
• New members - find their interests
• Change the way we approach getting members involved
• Training opportunities – PEL (Port Elgin Education)
• More opportunities for members in the community / to build enthusiasm
• Socially engaging members to meet each other from other locals in the community
• Encourage members to be involved, support them, take new members under your wing (Mentorship)
• Disconnections – bridge between younger and older members
• Key speakers – bring into community powerful speakers (e.g. CLC Winter School key notes)
• Training / Education that is in Vancouver – need training in the North (don’t hear enough)
• How many locals in our community?!!! (don’t know)
• 3300, where are they all located, we need a database, so all members know
• When a dispute, go to one location at work site to meet employer, moved our space in worksite – need to find ways to get together at work
• Maintenance lunch room – in past helped build our solidarity on the shop floor
• Getting together builds power
• LGBT committee wants to network – in this region
• Need rail local members to link up w/ other locals
• Go back to the roots and train new members
• Explain who the union is to new members
• “Weekends” brought to you by unions
• Lack of understanding of the contributions by unions
• “Unions are too strong” (public perception)
• We need to market ourselves
• Reinforce what accomplishments we’ve made as a union movement
• Spread out as a local – go visit our members, our work places, say hi, what is going on w/ you? (personal contact)
• Social media – set a “coffee time” at a coffee shop to invite members to meet w/ union leadership – one on one conversations
• Adopt a procedure for welcoming and integrating new members (e.g. try to negotiate a clause in the collective agreement setting aside time for a meeting with new employees).
• Better publicize our successes.
• Training.
• Organize social activities (BBQ, etc.).
• Offer education on labour unions in schools.
• Make sure that local officers are available to members.
• Make changes in the Executive Board membership (ensure rotation).
• Make sure we get back to members with answers to their questions; don’t leave them hanging.
• Believe in ourselves
• Have confidence in each other and ourselves
• Ask members how we can support them
• Make spaces in leadership for members
• Stop speaking from both sides of our mouth
• Communication/families and membership
• Embrace technology
• Amalgamate smaller locals
• New workers- not involved in local, we are not relating to young workers
• Reach out to members
• Some kind of recreational event
• What is activism, how we talk to our members- look for different ways
• Bring in mobilization, communication, education and organizing to those that need us, in community
• Internal barriers
• Being relevant in communities
• Education
• Pride in membership!
• Solidarity/strength in numbers
• “Trust” in the union
• Consistency/collaborate
• Diligence (hard work)
• Honesty
• Utilize “retirees” as a resource
• Reach out to communities – United Way, etc....
• Activism
• Celebrate our victories
• Educate younger members. Young workers need a history lesson. In house trade union education.
• PEL is a game changer for local unions.
• Social democracy union. Have to go beyond wages and benefits.
• Need stewards to educate members about workplace issues. Have difficulty filling leadership positions.
• Not enough education among members.
• Newer generation less enthusiastic about unions. Grow new local leadership to recruit young workers. *create mentoring program* that will connect younger workers with older, more experienced workers.
• National office should encourage turnover at conventions.
• More coordination for national campaigns (pensions, min-wage etc.) *Celebrate victories.
• Orientation
• Need time allowed to spend with new members
• Go to where the members are
• Websites/Instagram, newsletters
• Unifor smart phone app
• Engage new members but also the others
• Representation/WSIB cases
• Get people to FEC
• PEL $$$
• Listen to our membership, what members want.
• Have staff do meet-and-greet in local/workplaces where members feel disengaged.
• Need more education and awareness of how union works.
• Public response/defence with Unifor logo.
• National union to educate people about benefits of unionism/socialism.
• Not advertising our work in defending membership/community.
• National union could have more national campaigns (fair wages, internet freedom, etc.) National union has to campaign community causes.
• Small may be better for some.
• Health care workers not well paid, need national campaign/provincial to highlight plight of workers in health care. (not well paid at all)
• Need more training for people in local unions.
• Need better communication: stewards would see people twice per day.
• Active committees, progressive, active.
• Paid time for Chair people to meet with membership quarterly. Get mileage to attend meetings, paid childcare, compensation if need to miss shift.
• More online presence, website outdated. Not enough follow-up info from conference meetings.
• Focus on education from local to workplace.
• Family Fun Day, builds member engagement.
• 7pm local membership meetings time is difficult, here other times. Live stream meetings, for those who cannot attend.
• Workplace trainers would engage high schools – senior students.
• Unifor BBQ to provide literature.
• Workplace meetings
• Recreational/fund raisers/community interest groups
• Engage TPT’s – show value of union
• Education of members – perm/temp on rights & what we can do
• Young workers committee – fun activities
• Find ways to support + celebrate local union leadership and activists (it’s a thankless job, and very little incentive to do it)
• Translate the CBA into languages that are dominant in the workplace, to increase accessibility for members;
• Need more staff reps interacting with members in their workplaces
• Locals need to engage through social media + online... they have to know how to do this effectively... will help make the union more accessible
• Diligently post union information on bulletin boards;
• Pressure local union executives, chairpersons, committee persons to actively engage the membership and “get the word out” on meetings + events. Shop floor leaders have to be better communicators;
• Set up local union Communications Committees (who are responsible for re-evaluating what modes of communication work and don’t work, and to try new things);
• Locals need to “make it fun to be there” (at meetings + union events);
• Find ways to unlock “dormant” PEL funds when local unions close. Currently these funds are inaccessible;
• Create more educational opportunities for members (e.g. raffle off a PEL course to members);
• Bargained hours to represent members (4500 hours)
• Remind people on the shop floor about health & safety meetings, announce meetings
• Phone members/remind members about union meetings
• Communications of the floor
• Information on the website
• Send email notices out
• Issue of not caring
• Train new members to encourage them to get involved (direct contact)
• Need to support each other from different sectors in local areas
• Collectively can fight the big fights
• Need to educate members that we need to fight just to keep what we’ve won in the past (no guarantee the status quo will remain – i.e. universal health care, etc.
• Need to be more visible in pressuring the government
• Need to have representation in orientation for new hires.
• Need to make room for all to get involved
• Need to influence the government
• Black history
• Union bulletin board;
  o change how members engage
  o more understanding
  o challenge – how to keep moving
• Picked 5 ridings to phone bank in election
• “5 minute chat” – commit to 5 minute phone call with member daily – what they are doing
• Remember community members as well as union – reach out/join community
• Engage members one on one
  o Christmas party
  o Diwali – come to meet members
  o Hindu members came to Xmas party as a result
• Educate one member at a time
• Have member at grievance meeting – see process/local office
• Understand what union does – visible
• Show what happens behind closed doors
• Don’t turn members away
  o assist with WSIB, EI
  o could use retirees
• Force employer to honour CBA – more arbitrations
• Leadership must lead every day
• Consistent message
  o led/directed by National
• Own our decisions
  o everyone makes “mistakes”
  o explain decisions
• Out-think opposition
  o strike vote
  o multiple meets
  o consistent script
• Hold events
• Meetings in local bar – May/November
  o must RSVP
How can we build stronger member support and engagement in our Local Unions?

- Clear messaging
- Be a mentor
- More personal 1+1 interaction
- Organize social events, sports teams... initiatives geared at bringing folks together.
- Bring members together more to demystify who the local/Unifor is
- For ONR groups, consider section 18 (OLRA) to combine collective agreements, build solidarity within the workplace (i.e. stronger if more united and with more bargaining clout)
- Connect sub-units in the local with their respective Industry Council (e.g. office workers should connect with Unifor’s ETOP council)
- Better communication to members
- Discover how to connect members and how to connect community
- Coalition building – rural workers
- e.g. union building – life insurance policy for all members
- (10,000 members = add value to union card)
- Environmental restructuring impacts union, jobs ... role union is going to play
- Activists are also community leaders
- (it’s helpful for people to see them outside context of collective agreement)
- Lots of people who do want to be involved – how to connect up with them?
- Locals could have a conference call (e.g. Loblaws has a conference call every Monday)
- difficult to get members to meetings
- Re young people – they don’t necessarily know what it’s all about so finding someone to give info is difficult
- New member orientation
- Labour Day events, other events for fun ... to build community, solidarity
- Commitment from locals to communicate and work together
- Can we utilize discussion leaders better to unify locals (e.g. to support committees in local)
- Form Unifor “councils” similar to labour councils
- More info about where people work
- ’76 Strike – This year is 40th Anniversary
- Solidarity needed
- Go to H.Q. of company
- Delivering message to company
- Demo’s @ day of action
- Mobilizing members strategy to come together across shifts/ areas
- Prepare for 2017
• Reps on shop floor taking on the company – we win by sticking together
• Fight smart
• Irritate the ER in solidarity
• funny hat day
  o buttons for different days
  o sign – Unifor mark board each grievance/ each discipline each H & S violation
  o thermometer
  o little, annoying things that won’t get you fired
  o 2017 focal point – first 500 proposals, grievances outstanding
• Never underestimate the boss’s power
• Worker power – take “5’s”
• Motion from members to give exec a hammer
• $6 billion investment = need movement on day to day issues
• Union patch on uniforms
• Targeting issues = stand together
• Lunch room solidarity
• Different world/ different strategy
• Education needed
• Follow procedures by working together
• Get committee ready for bargaining/ prep now
• Use union website info/contract on PH
• Social media – engage Twitter/ Facebook to engage members
• Comms strategy/ outreach w/ members
• Use the new tools
• Retirees – get them out in support
• Volunteers – coordinate what support is needed?
• Motivate seniors
• Town is strong, we need support, strategy to bring attention to what is going on
• Education
• Need to relay message that union is more than bargaining
• More union visibility
• Better communications with members
• Newsletters – accessible & pertinent information
• Local website that’s updated
• Facebook page
• Collecting email addresses
• Engage the youth
• Email/social media
• Company values/respect/union values
• Provide information to become active
- Personal contact
- Build succession plans
- Mentoring
- Engage the seniors of the local
- Educate
- Market ourselves
- Childcare to help participation
- Teaching/mentoring
- Financial viability to allow participation
- Visit high schools – talk about labour unions
- Lobby Labour Minister re unions in curriculum
- Educate members;
- Try something new - putting the call out to come to the hall isn’t working;
- Follow up after member issues;
- Presence of Reps in the workplaces especially at bargaining times;
- Ensure visits to units that are decentralized; and
  Livestream some national events or conferences.
- How do we make members aware that they are the Union;
- More recognition – in community, in media;
- More information on how to get involved;
- Meetings at the bar;
- Certain members feel discouraged from being involved (seasonal workers, etc.);
- Spend a workday in the Union office;
- Orientation is too brief, does not really teach enough about the Union – who is
  Rep, how
- We help, etc.
- Make sure new hires know a familiar Union face;
- Sharing posts on social media among rank-and-file to friends to raise awareness
  about Unifor, etc.
- Contact info online is really sparse and not specific – helps to negate “closed
  shop” feeling.
- Facebook page for locals
- Local labour council
- Get to know each other locally
- Food
- Bowling team
- Fund events
- Golf tournament
- Inspirational speakers
- Someone to ignite / understanding / excitement (from National, from outside)
- Need to claim the victories
3. Are there some best practices and good ideas from your Local Union that you can share?

- Using electronic communications instead of paper
- Send out specific info about meeting topic
- Smaller units get equal voice and vote in Local
- Social events
- Summer meeting then pub night
- Xmas meal/drinks
- Summer family picnic and Xmas party each year
- Local executive come out to worksites with coffee/donuts and free giveaways
- Make every Local meeting a social event – provide food/socialize before meeting starts
- Free stuff
- Kitty/attendance draws at Local meeting
- Campaigns? (Federal election)
- Political action – membership mobilization coordinator presentation at meeting
- Guest speakers – fun/exciting
- Unifor – Bylaws
- New union has allowed union to become politically active (used to be nonpartisan)
- We are getting political message out to our members
- Communications – each area has a dedicated steward to connect with members
- Ask stewards to do tasks/communications
- Newsletter quarterly
- Union pins for our members
- Swag – T-shirts, toques
- Info bulletins are multilingual
- Using google translate (members read and correct)
- Newsletter from Local to each member – lots of info and a good way to communicate to your members
- Advertising, billboards, Unifor signs
- Free swag give away, raffle at membership meeting
- New member welcome, orientation
- At work major hiring spree; lots of new members; expanding a health and safety orientation to a broader union orientation for new hires
- Key people who are knowledgeable in key positions on committees
- Labour studies programs; graduates become union activists; want to see other locals included in the program (McMaster Unifor Labour Studies Program)
• Started our own newsletter; want more packaged materials such as Ken Lewenza speaking on these issues
• Retirees functions that are open to all members; presenting the retirees with a gift and giving them a chance to speak about their experiences as a union worker; this is what unions have done for Canada; CLC needs to do it as well
• We use Facebook and Twitter but employer watches Twitter account; YouTube invaluable as an outreach tool; great for seasoned speakers and sets the message.
• Mentoring? We don’t have young people in some of our locals
• Social media good, but for certain demographics; many of our older members don’t have the technology
• Irving/employer councils to discuss/share strategies
• Draws for $100 at each meeting
• Communicating online and through social media
• [Challenge: meetings not centre/accessible to everyone]
• Conference calls for larger/decentralized locals (45 minutes)
• Change up the agenda
• Have guest speakers to motivate
• Shorter meetings
• Supporting community-based groups to demonstrate the social activism of the union
• Common Christmas party
• Gather email addresses from those who will give it – communication is key
• Personal messages and follow-up – people are busy and forget
• Find commonalities or cliques in order to get messages shared in smaller groups
• People who already trust each other
• Learn from other groups who organize/mobilize well
• Share best practices to improve in all locals
• Holding meetings twice to accommodate shift work
• Gather members’ email addresses
• Prioritize personal communication, face-to-face
• Keep your membership informed
• Continue the member-to-member organizing practices well after certification
• Know your workplace and where people stand
• Use social media to continue the conversation
• “Topic” meetings, guest speakers, lunch and learns, contract interpretation meetings with a rep
• Email lists/ important info
• Have a right to collect email info
• What are the best practices of other jurisdictions?
• Union-broadcaster, worker-owned “CHEK”
• More use of YouTube – broadcast important meetings
• More educational materials on YouTube
• Food Drives, free hot dogs for students, more visibility in union
• Transit local partnership with students – secured a seat on the board
• Share office space, share resources, cost cutting, but separate locals
• Pool leasing facilities in one location where possible, also helps increase communication
• Leaflet: Who is Unifor in area?
• Pooling of info/ sharing of resources on issues/ problems
• Support locals (strikes, solidarity)
• Share info, materials about Union (buddy system)
• Sharing one Local Union hall – cost efficient
• Actively promote people within the workplace – stimulate activism
• Sharing job prospects
• Education: PEL
• Take a chance on promoting people (someone new)
• Utilizing connections in Labour Council
• Showcase successes, appreciation
• Educating Stewards: increased interaction
• Disconnected (Negotiate time into Contract)
• BBQ gave an excuse to go out and confront the membership, start a conversation. Includes reaching out to other locals
• Van/BBQ was good advertising
• New hires: After management gives their intro talk, Leadership gives a 15 minute talk, including new member kit. New member orientation
• Get better message across at the beginning
• Advertising Local meetings. Done by Local Executives, bigger Locals have more resources for member outreach
• Some companies work with Unions. “Military” is on the decline. Feeling was workers are protected. Unions must pushback
• No political correctness
• Preparation for strike. Prepare for militancy
• Move away from emotion toward strategy
• Too much pride among Local Union leadership
• Better communication system: email and such can be tracked by employer unless on secured system
• Piggyback on employer congregation: training session, etc. Schedule meetings around employer meetings – make it convenient for people
• Retirement banquet. Nominate children for scholarships. ($3,000)
• Employee orientation packages after 3-4 weeks
• Professional development for members. Money put aside from Local
• If have problem with employer
• Port Elgin – GET THERE!
- Communication with stewards, not tracking process, outcome. Communication is the key between stewards, members, etc.
- Grievance handling procedure; pay attention to process to make sure members are being served, including following up.
- Communication, education and deep member engagement, particularly around grievances.
- More union history in the workplace
- Push members to go to website: have it include successes, challenges, etc.
- National website used to have regional links for more localized info.
- Use shop stewards for arbitration, to give them exposure.
- Leadership involvement in United Way campaigns. Using newsletters as an opportunity to promote charitable work.
- Wear Unifor t-shirts in community to bring greater visibility.
- Engage beyond our own membership: Pride Parade, crucial historical events, have presence at events.
- Wear union swag: labour council, member meetings, etc.
- Fly flag of union/sign (bargained): showing more pride in Unifor symbols
- Connect (communicate) with members, but don’t overwhelm them
- Charge stewards with the responsibility to outreach to members, to encourage participation at meetings
- Executive board needs to be present at all meetings/events
- Develop a communication tree (from the local executive to stewards and members) for important information and accountability
- Host Xmas party, ask members to pay up front, then reimburse them when they attend
- Connect with Aboriginal communities for events like Labour Day, and make it a true community event (parade, picnics, kids’ games, etc.)
- Retiree meetings
- Meetings of leaders
- Research/pension department support at bargaining table
- Bags with info and food to keep members informed
- Picnics/face to face invites
- Welcome new members
- Acknowledge new members at membership meeting
- Mentorship critical
- Women’s Committee Chair passes “Chair Torch” to another woman
- Political action committee’s community based → not only follow Labour Councils
- Communication strategy (40 hour course @ Port Elgin)
- Speak out against the things that put up barriers
- Make members/community aware of changes to new legislation, new bills etc.
- Labour Councils (joint/participate)
  - very informative
Are there some best practices and good ideas from your Local Union that you can share?

- Strength in learning from each other
- Support rest of labour movement

- Mentor leaders and new members
- Set up committees to deal with specific issues and find solutions; example: in the area of occupational health and safety.

- In terms of union meetings:
  - Start meetings by addressing miscellaneous items first (instead of beginning with all the officers’ reports, which are often boring);
  - Flexible meeting times;
  - Organize a draw to attract more people.

- Use polling to take into account the wishes of members.
- We have to give more room to the next generation in union meetings and within the locals.
- Leaders should connect personally with all members in the workplace every week. Make sure your face is known, and you are talking to your members.
- Communication is crucial: talking to members, leaflets, newsletters, social media, up-to-date and user-friendly web page. You always get better participation when the members know what you are up to.
- Communications means members know what is going on, even if they don’t attend meetings.
- Distribute a booklet to all new hires with contact info for the union, and information on what the union does.
- Make sure new members get information on H&S, meet the union executive, who is their rep, etc. Orientation about the union.
- Hold a dinner and dance once a year for new members and their spouses.
- Educate & motivate stewards so they are out getting to know the new hires. First impressions are crucial.
- Have a union “ice cream day” once a month (bring in an ice cream truck, even managers can have a cone!)
- Member-to-member campaign; personal, face-to-face contact is essential if we want to get closer to our members.
- Organize common bargaining tables when possible, if this is not already being done.
- Organize social activities with members; involvement in social causes (food banks, Christmas baskets, workplace United Way campaigns, etc.).
- Celebrate retiring members.
- Convince members of the importance of leave, despite the fact that there is a cost involved.
- Innovate, be dynamic and visible and change the “strong-arm” image of unions.
- Ensure active communication with members:
  - Publish a monthly or quarterly union newsletter (make sure it’s regular), with one page per unit;
  - Ensure active social networks;
- Share best practices and good ideas from your local union.
  - Have a mobilization committee that’s active all year round.
  - Offer training at the level of the local union.
  - Organize social activities.
  - Purchase of a bus by a local union that’s used to transport members to protests or other activities.
  - Computerization of grievances (Genesis 6001 – a program developed by Local 6001 and whose licence is available for purchase).
  - Involvement in the community (Christmas baskets).
  - Organize a brunch to coincide with general meetings in order to encourage participation.
  - Introduction of new members and stewards during general meetings.
  - Meetings between the union and newly hired employees.
  - Promotion of events by means of flyers and posters (demonstrations, etc.).
  - Organization of regional meetings between locals.
  - Ensure exchanges between local union delegations during meetings, such as during the Quebec Council (allow as many people as possible to participate).
  - Sharing of services (rent, WCB reps, etc.).
  - Recreational activities.
  - Hold focus groups when working on files (example: reform of bylaws in a local union).
  - Draws.
  - Involvement in the community.
  - Workshops and training for unit leaders.
  - Open house at the offices of local unions (example: Local 698).
  - Mobilization committee.
  - Make the local union and its officers accessible to everyone via Facebook, Internet, etc., so that it is easy for members to communicate with them.
  - Make it mandatory for all members to complete the survey in preparation for bargaining.
  - Set up a Facebook group for members.
  - Policy for the recovery of time devoted to the local union in order to encourage involvement (sharing between work and family-leisure time).
  - Invite guest speakers to talk about various topics (one local mentioned that it doubled the number of participants at its meetings thanks to this formula).
  - Present videos prepared by the union and the QFL (on Unifor’s founding, a year-end review, etc.)
  - Organize social activities with members.
  - Get involved in the community and make members and the public aware of our actions so that they can see the work being done by the local and the labour movement.
• In the case of amalgamated local unions, organize meetings of all the unit chairpersons.
• When a local union is involved in a labour dispute, immediately adopt a motion during the general meeting to support the group (visit to the picket line, financial assistance, etc.).
• Create a special fund dedicated to a charitable organization in the region and publicize this union commitment in the community in order to raise awareness of Unifor’s various actions.
• A local union that has an additional local strike fund can use it to make loans to members during conflicts.
• Set aside a sizeable budget to ensure training for stewards.
• Educating new members
  • New member orientation course mandatory – advise when organizing
  • Local president make it a priority to meet new members within 90 days or at least a phone call, welcoming the member to union and a chat about resources, history – goes a long way
  • Steward introduce themselves to new member immediately after the employer
  • Union send letter to new member, (as does the employer “congratulations on employment with company xyz )
• Control the message
• Walk and talk so the members see their leaders
• Orientation: flowchart to introduce leadership and the structure of the union to new members
• Social events: e.g. Women’s candlelight vigil
• Introduce union studies as part of school in the community
• Plug in new activists and involve them on committees (even if they aren’t elected)
• Allow more participation
• Re-introduce events like the annual local union picnic … family-oriented
• Introduce leadership to new members before they go on the job. Make members aware of their rights
• Encourage attendance to courses offered by the locals or several locals in the community
• Door to door food drives
• Key spokesperson for local union
• Swag stuff, good quality made in the community, (although not union made). Very attractive stuff and brings out the membership time and time again, (Bell local)
• The above, encourages members to wear, and raise awareness of Unifor. More union presence and pride among membership. They don’t want crap – find it offensive and insulting, better off not giving crap - if you can give good stuff they will be proud and able to wear.
Other ideas to market the union – collective fund raising events for community charity
- Opened office space to other community groups
- $1,000 draw – three times a year to provide support for university expenses a member’s child incurs.
- $1,000 draw – three times a year to provide support for the sports club a member’s child belongs to.
- Engage with membership beyond daily grievances
- Bargain the opportunity for the local union to be advised of new hires and the opportunity to meet with these with new members
- Develop YouTube video to introduce new members to:
  - Unifor, local union leadership, history,
  - Include lots of photos of office
  - Social events
  - Other members at activities
  - Local leadership photo/profile
  - Members attending Unifor councils, conventions,
  - Port Elgin education and Family Ed.
  - Social Justice Fund projects
- Create a tool where the member will feel PROUD to be a Unifor member, not just an employee of XYZ company
- Review the collective agreement – highlighting the gains made over the years, paying close attention to pension, benefits and any other noteworthy items.
- Hand out apps with more info
- Union cards
- Collect contact info and keep up to date, (with walk about)
- Invite community groups to social events and other workplace actions
- Have “garage sale”; accept gently used items, donate to community charity.
- Must make membership, new and old alike, feel appreciated, wanted and remind that interaction between the two is important. Both young and old have much to offer and learn from each other. Very important to succeed and achieve solidarity in the workplace/local union. One brother describes it as “the recipe for success”
- Tracking grievances – data base, even those settled outside of arbitration. Need to be accessible and have input by all locals in Ottawa and surrounding community.
- Advertise the election of new executive officers in the local weekly paper.
- Get up in front of members to explain how the union works; open a dialogue with members; explain how labour relations work.
- Establish a rapid communication channel between members of the executive (texts or other).
- Make sure everyone can participate, regardless of differences of opinion.
- Post the minutes of the meetings of the labour relations committee.
- Email Tree Locally
- Dedicated communications people
- Website
- United Way (union as a supporter of UW), union sponsored prizes, union supporting the UW financially, and providing community organization support
- Being visible
- Can’t fake caring, show you care
- Learn some of the different languages spoken in the workplace
- Welcome package (physical) for new members – well designed, w/ photos, accurate info, good presentation, share w/ other units and locals
- Handout package include collective agreement, letter, rep contact info, work place rights
- Chinese New Year and cultural events, social events for people to meet
- Chief steward and H & S reps going to each site regularly
- By law changes, elected reps attending membership meetings, setting example
- Challenge – consequences of not attending meetings
- Family oriented event at water park
- Union introduction w/ new members
- Accurate email contact lists
- Personalized messages w/ email
- Regular email
- Messaging to members before employer gets message to them
- Potlucks for members only
- Education for new stewards, executive, members – support them, they understand who to contact, creates new branches of activism
- For their own benefit and solidarity
- You have to look after members – priority but...
- Good/ welfare reps
- Sunshine & cheer committee
- Newsletter for members and retirees, staff (i.e. “Pulp Fiction”) – on a web page
- Other Unifor locals can supply stories to successful newsletter Local 10B Pulp Friction
- New hires – lunch w/ new members, know your rights/ benefits
- Labour Day events / Christmas Parties
- Social events
- United way
- Telethon – engage members in volunteering
- Executive members meet up in different locations
- BBQ’s
- Union goes to members in the workplace
- Bonding on the picket line
- Big actions – people bond
- Personal stories recorded (history recorded, whether or not there were “successes”
- Doing controversial things to gain members “attention”
- Open lines of communication so members are informed
- Spending $ to train members who have an interest (half of people getting trained are new/young members)
- Social media – setting up “coffee time” at nearby coffee shop and meet up
- New hires – union spends 1 hour with new members to introduce the union (orientation) – this is bargained with the Employer
- Town hall meetings for all work sites, regularly throughout the year on the company’s dime
- Giving members opportunities and space to get training, be politically active
- Halloween events in the community, with candy and family oriented
- Open house – give members space to raise issues, eat food, socialize
- Doing things in a respectful way creates respect on the other side
- Steward lunches – connecting stewards, sharing info
- Going around in the work place to meet members
- Supporting laid off members (e.g. Gift certificates at Christmas)
- Regional meetings between the unit chairs every five to six weeks; three executive meetings per month and a general meeting every two months.
- Members are given a booklet containing the contact information of all the local union officers.
- Donations to charitable organizations in the region.
- A party for members upon their retirement.
- Use of a communication network using social media.
- Voting in the workplace.
- Members are given promotional objects bearing the union logo.
- Officers and stewards are provided with the necessary training.
- Being involved in the different structures and activities of the National Union as well as regionally (QFL): presence on committees, participation in activities such as demonstrations, etc.
- High school presentation
- Youth committee
- Communication
- Day care/childcare/elder care
- Guardian board, (Unifor local presidents sit on board)
- Steward body meeting- recaps councils so all leadership is on same page
- Conference call meetings
- McMaster studies, brings together membership across Ontario
- Engaging every member
- Acknowledgement of members
- More committees
- Communications – media/newsletters – community relations
- More training – PEL - (collective bargaining)
- Scholarships
- Cost sharing (building)
- Try to build solidarity. Utilize retirees more. e.g. show new locals how to organize a picket line.
- Spend money on hall for monthly meetings.
- Have other area locals reach out to use the union hall.
- Have quarterly leadership meetings. Have one-day training sessions. (15+ participants in local)
- More integration among area locals for social gatherings (golf tournament, fishing etc.) Help build membership support.
- Job orientation should include more resources, education and mentorship.
- Lost first meeting with new members.
- Social media – diversify
- Union awareness program
- Solidarity committee
- Parts line – newsletter
- Golf
- Social events
- Finding talents of our members
- Poetry, cause
- Swag, flags
- Draws, i.e. IWD event
- Have a retirees chapter
- Do a unified activity button/tee-shirt
- Regional environmental committee
- Young workers committee – volunteer initiatives in the community – meal program
- Women’s committee – holiday sponsoring families – charity fundraisers – habitat for humanity – send large delegation to women’s conference
- Sponsoring local sports teams
- Volunteering at Christmas parties and gatherings
- Member BBQ
- Set up community fund that funds community groups and projects
- Supporting local food bank
- Communication committee – website, Facebook page – exploring their own social media platform
- Identifying leaders in membership and mentoring them
- Organize events that members want to participate in (e.g. family Xmas party)
- Encourage participation at meetings by raffling off Blue Jays tickets, for e.g.
- Invite locals to share office space
- Urging/encouraging members to take on leadership roles (e.g. participate on standing committees) – sometimes you have to push them to do it; won’t take the initiative themselves
- Establish a Retired Workers Chapter Facebook page that can be used to promote community events
- Leadership should lean on the expertise of standing committee reps;
- Host a community toy drive and picnic
- Organize a Black History Month community event + IWD event that is aimed at bringing the community together
- Foster local union standing committees; make sure activists are plugged in to broader local union and national union events (e.g. rallies, council meetings, conventions, workshops)
- Establish a dedicated Education Fund to help bring these members to various events
- Ensure members that participate in union events are required to deliver a report-back – creating a space for them to engage with local leadership + membership
- Open invites to attend RW chapter meetings... a way to possible encourage more RW chapter start-ups
- United Way = our members
- Unifor is part of the campaign and recognized as the key to success of the United Way
- $2.2 million raised at our local (major portion Unifor members)
- Members volunteering in community acknowledged by the union
- Hockey team at Suncor winning
- Support from other Unifor locals during days of action
- Branding /investment in the community
- The Union supports sports, kids, in the community
- United way – companies tools credit for union employees
- Local sponsors events, fund raisers for non-profits
- Training/ education for members
- Community hall / space for “not for profits” to be part of the union hall
- Road shows to member locations
  - go to the members in the district
- Bargaining reps and execs going into new orientation for new members
- Bring a member to a conference (one who has never been) to introduce them to the union
- Exec and reps going into the workplace to see the members
- Newsletter in the spring and fall to educate members
- Women’s committee raise the profile of women’s issues in the community
  - go to the community to volunteer
- Joint women’s committee with a variety of locals
  - fundraising for women’s services
- Good and wellness committee – support members in times of need
- Retirement recognition
- Remember people and their history/experience
  - newcomers
  - no union experience
- Be friendly
- No jargon
- Ask this question at every National Conference, Council etc.
- Cultural/linguistic sensitivity
  - make space/share experience, some cultures not okay with bars
- Meetings – 24 hour work schedules
- Change times/locations
- Eliminate silos – not “my” union but “our” union
- Leadership that looks like me
- Snack and Yack
  - take meetings into the workplace
- Flyers – e.g. “what are Human Rights”
- Use Facebook for updates/meetings
- BBQ at workplace(s)
- Brand the Local – visible
- $20.00 gift card every December from Local for every member – thank you
- Lead by example
  - be a good worker
  - earn respect
- Separate work duties from union duties
- Need best practices chat line
- somewhere to call
- forum for info
- Strategically locate the union hall (something more central to the town)
  - Greater “brand” recognition
  - Encourage other local unions to share the office space
- Post the Unifor sign outside of the office
- Organize Unifor shirt-days at the workplace (e.g. on Fridays)
- Invite small local unions to use the union office
- Organize more ‘in-house’ education for members, particularly new hires
- Utilize social media to its full potential
- Engage with face-to-face meetings, more education
- More opportunities to use community structures rather than just the local
- Have one-on-one conversations with people
- Employers work to build divisions
Are there some best practices and good ideas from your Local Union that you can share?

- Important to show solidarity and be leaders in social unionism
- BE SEEN, unions have to be seen
- Bring unionists together for a regional education to unite us
- Cultivate a presence in the community
- Get to know each other better - from outside, people see Unifor but we don’t know each other
- Making actual phone calls to people both to get anecdotes and to promote engagement
- Engage through FB where lots of older folks are now
- Invite new folks to convention, etc.
- Pump up communication – right now there is lack of communication directly from the local
- More member-to-member training
- Create a sense of urgency that an issue will impact us collectively
- Labour Day parade – hosted by large local in the community
- Traditional correspondence – face to face
- Advertising?
- Spirit of unity & today’s reality = disorganized labour
- Speak respectfully to the issues
- Structure of union committees, how do we constrain monster?
  - o Dealing w/ multinational monster
  - o Problems/ issues = same
- Stick together – complacency / members forget what previous struggles were
- Our strike broke municipal record # of days out (Municipal workers)
- Never stop
- Strengthen your base
- Youth engagement
- Are we politically active? Visible in the community?
- Understand who you are dealing with
- Get battle ready
- Spread the work group effort
- What we need to do is organize ourselves
- Education on union for youth – rights / gains
- Local website & Facebook page
- Local has large boardroom for meeting space
- Holding local meetings by conference call – especial for members who are in different towns
- Getting emails as part of strike registration form
- Rep assigned to EI for the local
- WSIB reps
- Active Women’s Committee across the local in different towns
- WSIB reps – networking – sharing resources
• Survey monkey internet
• Provide bursaries to high school students going into labour studies
• Unit chair meetings
• Worked with other unions in workplace to raise money for Syrian refugees;
• Make more noise about causes that benefit everyone/common people, e.g. minimum wage;
• Sharing resources, e.g. sharing hall with other locals;
• Region locals used to meet to share struggles and strategies;
• Sending regular emails (2-3 times per week) works well; and
• Some assumption that a different workplace won't share common issues/concerns.
• Persistence is key – never know when you will impact someone;
• Sometimes it takes a personal invitation – to have someone’s support;
• Face-to-face conversations;
• Picking a random month to hold meeting; and
• Holding social events and meet-and-greets with food, family-friendly events w/local executives present and local literature.
• Facebook page for locals
• Sponsor youth bowling team
• Sponsor soccer team
• Website for local
• Workplace bulletin board
• Engage, use resources of laid off members
• Tracking gains
• Celebrate successes
• It is possible to make gains - - e.g. In one case we eliminated tiering one step at a time. Took years, but we got there.
4. What ideas do you have for working with other Unifor Local Unions in your community?

- Get involved with District Labour Councils e.g. Labour Day event
- We rent a meeting hall from another local – we have somewhere good to meet – convenient pooling resources
- Unifor t-shirts – got them made and other Locals get them made up
- Get info about Unifor print shops/swag suppliers out to Locals e.g. bulk order swag between Locals
- Car pool with other Locals in the community to travel to meetings/conferences
- Hold a social event in Regina each month – invite executives of Locals in the community – pub night
- More advertising about community events e.g. Canada Day festival – Unifor booth
- Education is crucial for training our members to do their roles – get your members out!
- Invite # of Locals to educational – leads to increased networking
- National will put on the course and set it up – topic can be whatever training is needed
- SFL Spring School
- Prairie School for Union Women
- Different Locals/members get together to volunteer to do community work
- Billboards advertising what Unifor members provide by way of public services in their communities
- Subsidies for Locals to send members to courses from National
- Working together with a charity
- Locals meet together in province (e.g. Sask Area Council)
- Ongoing way for Locals to come together
- Education/info sharing and vehicle for Locals to meet
- Take a class on your union, ask new members to get involved
- Something for new members – to build their knowledge of their union
- General program from National in each region, Locals could rotate members through a 3-4 hour program
- SFL – Program for young workers in schools to learn about union rights – SFL – Worksafe model that can be copied by Unifor.
- Membership Mobilization Coordinator will work with Locals to put on a BBQ/Picnic
- Employers hire our members (we have members who enjoy the benefits but don’t like union)
Allot more time for new members in contract
Work well with other unions
Regional conference
Services to other locals
Discussion Leader: Mod 13 – progress in Unifor since we’ve formed; buying each other’s products; but how do we find out about the products? We still have members and even leaders who buy foreign cars
Need a Unifor made product list
We have a women’s committee but many members can’t make the meetings
Car magnets increase visibility; flags
I try to make sure that I’m in the area when a new member starts; we need to go to the people
Doing meetings at lunch time or just after work
Unifor label
Online forum in the area
Regional council in the area
Have meetings with other locals in the area
Create a labour council
Create a women’s committee or other committees from multiple locals
[Challenge: takes money and time to meet with neighbouring local]
Swap executives: invite the executive of another local to your meeting; they may learn and/or offer constructive criticism – next meeting go to theirs
Bylaws restrict members from attending workplace events – does not pay for time on Union business
Having a joint women’s committee or other regional committee would make it easier to gather enough members
Attend Labour Council meetings
Think about meetings at different times for non 9-5ers
Christmas party and invite retirees
Have a multi-local organizing forum
Train more members as Discussion Leaders
Troublemaker’s Conference
Promote involvement in committees: Women, LGBTQ, H&S, etc.
Branch out to area committees when locals don’t have enough people to form one
EFAP program
Family Education Program in Port Elgin – promote it!
Get local unions to work together to put on a local education course
Area Councils – socialize/ golf
Involve Locals in Golf tournaments
Solidarity actions BBQ for strikers
We need to build on council
• Get presidents together
• Area Councils open to everyone
• A way to touch base And get together/ ideas shared
• Educationals in province, not always Port Elgin
• More access to Education/training needed, make sure Locals are aware of opportunities
• Minimum 15 Training/courses
• Locals coordinate for scheduling of courses
• Make sure updated addresses/ contact information to Edmonton office
• Resend course offerings
• Education emails make sure clearly labelled in emails
• Contact Regional office/ Reps when you want a course put on
• Facebook page for Prairie Council
• Union get involved in our community
• Offer speakers
• Political info
• Visibility and outreach
• More info on what good work our Union is doing
• Fact sheets on rights for Locals to use
• Memory sticks with relevant info/ available
• Holiday party – host for Unifor Locals
• Labour Councils’ golf tournaments to raise funds for United Way
• Host a meet and greet for Locals
• Family day – sporting events
• Connect with your Prairie Regional Executive members
• Need a process for developing communication with Prairie Regional Council members
• Spring conference hosted for all Alberta Locals in the sector ( support staff)
• Guest speakers/ invite other Locals
• Educationals
• Medium size Local – Shop Stewards dinner every year
• Shop Stewards day Educational and Social
• Human Rights caucus meetings across locals
• Food drive for Christmas hampers (employers donate prizes to kick start the drive)
• Habitat for Humanity build a house
• United Way – Roof-top camp out, spend a week in a tent, donations raised and publicity
• President meetings - get a drive to organize a bigger presence at Labour Day
• Family Day at Tinker Town Amusement Park
• Retirees Chapter in our region would be do-able
• Elders support, volunteer events to help out with our retirees
• Bargaining coming up – share good language from other contracts
• To see what good ideas/language other bargaining units have achieved to enhance all our collective agreements
• Retirees Council – expand to former CEP locals
• Presidents meeting, combine with May Day or Labour Council Picnic
• Get to know each other better
• Utilize labour councils, where possible
• Regular meetings of Unifor locals in the area (question is, who spearheads this? Can’t expect local presidents to take on more work.)
• Host regional breakouts/networking opportunities at Unifor national events
• E.I. and Workers Compensation removed from Constitution → We (Local) need to assist (create a network of support)
• Add in Constitution a new committee to meet with Government
• Need to attach CEP and CAW (former) Locals to get to know each other (recreational)
• Create networks of exchange between locals within the same region.
• Use the national representatives to help establish contacts in other locals.
• Maintain regional meetings between locals, not only with the presidents (as was the case under the former CAW), but extend the meetings to include other executive board officers and younger members.
• Make sure every local has a list of all the bargaining units (not just the locals) in their whole region.
• Have a presidents’ dinner once a year.
• Hold joint workshops / guest speakers / PEL courses. (You only need 15 participants to get the Education department to do a workshop in your area.)
• Undertake joint community-wide recreation events.
• Pool services for rank-and-file members; for example: a tax advisor, grievance advisor, employment insurance advisor, health and safety advisor, etc. Share our expertise for the benefit of members of several locals.
• Improve information sharing and channels of communication between the locals.
• Increase cooperation between local unions when a local is facing a labour dispute or other difficulties.
• Organize annual meetings between local unions within a region in order to facilitate dialogue and create networks.
• When negotiating collective agreements within a sector, try to negotiate the same expiry date.
• Social activities between several local unions.
• Participation in social activities during conventions (happy hour).
• Assistance program for small local unions aimed at encouraging their participation in union meetings.
• Have networks & updates for stewards, WSIB reps, etc.
• Organize service exchanges between local unions (WCB reps, harassment, etc.).
- Mobile teams to assist during disputes.
- Recreational activities between local unions.
- Local exchanges, mutual assistance.
- Group local unions together by sector to provide mutual support during disputes (example of the aerospace sector in the case of Delastek).
- Hold regional events for local unions.
- Recreational activities (establish relationships in an informal setting).
- Catalogue of products made by Unifor members.
- Have a regional office that is clearly identified with the Unifor brand.
- Exchange of offices. One local could rent from another. Sharing of services (WCB rep, expertise, etc.).
- Support during labour disputes (visits to the picket line, financial support, etc.).
- Exchange mutual favours between locals.
- The locals are already cooperating in part. A suggestion was made to hold regional meetings more frequently, even if the Quebec Director cannot be present (so much the better if he can attend). The aim of these meetings would be to discuss their respective problems, their successes, their expertise, etc.
- Create a directory of the local unions.
- Combined union hall
- Community newsletter
- Combined community local union social media page/link
- Reach out to the some 310,000 members for support
- Do not let size discourage building relations.
- Do not believe being a small poor local is a reason to give up – big large locals will be there with human and financial resources to help
- Integrate Unifor presence in all community events, i.e. floats in Santa Clause Parade, booths at harvest festivals, anything where community at large is in attendance
- Build union presence in fundraising campaigns
- Promote the social unionism aspect of Unifor in the community
- Utilize retiree councils (and their experience) because typically we/retirees are eager to help, active local retirees enjoy being active and to this end, have great knowledge and history of worker’s struggles/community engagement.
- Develop relationships with retirees – extend special invitations to events – they in turn will introduce further “helpful” contacts in the community.
- Resource retirees, often know “what’s going on” in community, can be very helpful strategizing – communicating in Unifor campaigns, education etc.
- Organizing family picnics among locals in community
- Committees that have reps from several locals (e.g. Regional environment committees).
- Events that are open to members from all locals (e.g. Comedy night at Yuk-Yuks)
- Social events: combine resources from different locals within the region
• Sporting events & dances with other locals
• Support each other’s activism: when buses are going to a rally, invite smaller locals to have members come on them too
• Picket lines: know each other’s struggles
• It’s hard to participate when you work 6 days a week: Sunday is your only day off
• “Google hang out” and Skype are new ways to have meetings that are more convenient
• Focus groups/surveys – what do our members want?
• Need more resource support from national union
• Regional education – let region decide
• Sharing more information, experience in union – for example PEL, one week courses in Port Elgin, experience on bargaining committee, etc.
• Apps Apps Apps.....
• Christmas parties, parades, gift exchange, food drive, turkey draw, tobogganing for kids
• Family Seasonal Events – Spring walk-a-thon, summer picnics, autumn harvest festival, local music, winter dance
• Attractions for kids, face painting, tattoos, tech stuff, Magician, petting zoo?
• Share everyday events/information – regardless how boring or unimportant it seems, can lead to very interesting discussion and building the union
• Invite panel discussion to membership meetings – coincide with guest speaker – “theme of the month” educational but always with a thread to build the union
• Encourage members to discuss anything, just provide time lines and keep in line with community and/or union
• Make other LOCAL unions feel wanted, appreciated – not the enemy, not the competition, not threatening. Be supportive and develop relationship. Identify common ground and be friend, not foe
• Participate collectively on labour council
• Invite community organizers, families to local rally. Raise awareness of how the workers benefit the community. We all want to raise the bar for everyone, not race to the bottom
• CO ORDINATE, REGULAR, ONGOING, UNIFOR MEETINGS For all Surrounding Area locals!
• “This meeting has proven to be productive for me”
• This has already been done at the level of training.
• Exchange the contact information for the locals.
• One example given is that locals have realized that everyone benefits from a recreational committee, so why not establish a Unifor recreational club on the North Shore instead of one for each local union?
• Splashdown pw! in summer
• PNE day
• Committees – regional council if function a little better, hosting events or participating/ asking other locals to participate, need to see more activity
• OH & S/ training via BC FED, our committees can get the word out to locals
• Same w/ Unifor Education
• Joint officers & steward training w/ other Unifor locals in the community
• Guests at local union meetings, builds the relationship
• Email other union locals about activities
• Newsletters
• Share our email from this meeting to build connections, share events
• Connect w/ other locals for strike support, solidarity, pump it out
• Promote community chapters (i.e. Labour choir, 114)
• Holiday Social Dec. 11 – New West office
• Diversity of locals in greater Vancouver (video – putting faces to names)
• BC Council – we are starting to build presidents meetings, promote council to locals who haven’t attended.
• Donations to community events and groups, advertisements
• Some locals may not have standing committees, can involve other locals into standing committees of another
• Women’s advocates working together
• Friendly competitions between locals to fundraise for organizations/ community initiatives
• Meet up in the community for strategic planning and collaboration
• Locals working together in the community
• Do a social cause together to build pride in the union
• Fishing derbies, social events and open them up to other locals in the region, builds up networks
• Strike solidarity/ support for picket lines
• Labour day events
• Community events – Miners Memorial Day in Comox / Cumberland
• Weekend Labour event
• Set up a Unifor meeting ahead of Miners Memorial weekend and get more locals involved
• Get Unifor members to meet and invite them to come together
• Ginger Goodwin, signs on the Island Highway
• “guerilla” sticker events
• Tap into strong labour tradition/ history in area
• Know your history info for new members to access
• Events to re-invigorate us
• Sharing our struggles – area meetings/ councils, builds our depth of knowledge / not re-inventing the wheel on how to deal w/ big challenges or struggles
• More social events
• CHEK Station (Unifor Members), opportunity to get local union and labour issues covered in the Media
Local unions in the region are already cooperating: information sharing on files and issues (labour relations, occupational health and safety, etc.).
Sharing of services related to material, office space, etc.
Shared participation in events (combining members to fill a bus, etc.).
Inviting other locals to attend our activities.
Guardian board
Windsor Regional Environment committee
Invite any and all locals to general membership meeting (voice no vote) see our process
Women’s committee working together- network
Making waves and Social outreach in community
Workers of Colour and Aboriginal workers, plan events together
Labour centre- provide WSIB, (specialist) for locals that do not have best practices from other countries?
Community Chapters- speak for precarious workers, unemployed, help, resumé, smart serve
Share information between locals
Local presidents (executive) meetings
Labour councils/affiliates
Support other locals, strike lines, food drives, social events
Share resources (union halls)
Invite other locals – give them a sense of pride
Share wins (& losses)
Reach workers on shiftwork
Share how members are represented, explain dues
Help other locals on strike
Monthly newsletter (community)
Site specific newsletter
Monthly unit chair meetings
Website - post news
Phone people to attend (e.g. called people to attend LUTF)
Need to engage former leadership (informal leaders)
Use retirees – instructors, H&S experts
Caravan of Local Unions
Road trips
Regional flying squad
We don’t talk about or promote what Unifor does
Local Labour Council
Local charity challenges – i.e. food drive
Products made by Unifor members
Promote who is union
Charitable events and sharing space.
• More cooperation among local presidents/executives.
• Labour council puts on a picnic.
• More cooperation with social justice parts of church.
• Unifor should participate in Earth Day at Schools.
• Community events – take back the night
• Labour councils
• Reach out to other unions
• Joint fundraiser volleyball tournament with another local – young workers
• Environment council
• Fight for $15 minimum wage – raise the floor
• Regional recreation councils
• Brand Unifor at community events
• Run friendly competitions among locals (e.g. who can bring out the most members to a Labour Day event)
• Sharing office space;
• Local networking (e.g. among area H&S representatives)
• Organizing a joint float in community labour day parade
• Fostering ongoing dialogue between nearby local unions (find ways for larger locals to help smaller locals)
• Organizing car-pooling or joint bus rentals to bring multiple local union reps to union conventions, councils
• Establish regional “flying squads” among locals
• Organize joint town hall meetings on issues important to the community (e.g. Health Care Town Hall meeting)
• Organize a bus trip and tour of the Family Education Centre, for those who have never been there
• Greater cross-union communication
• Joint golf tournaments/fund-raisers
• Joint women’s committees
• Pass along information between locals
• Locals working together once a month to do something for the community
• Leadership conference locally to talk about issues
  o Invite Unifor directors
• AWOC
• Caribana Parade
• Find common interest
• Christmas party
  o donate to community
• Bring back the fun!
• Re-invigorate Labour Day picnic
• Have some non-politicized events to draw activists and non-activists together
• Sponsor a Syrian family/refugees
• Contact info is so important to make that direct personal contact
• Identify young ambassadors in your workplaces
• Plan socializing opportunities – BEER
• Relay for Life team
• Threads for life support
• Recreation committee
• Baseball team
• Sharing technological expertise
• Sharing expertise around WSIB and other skills
• Heart & Stroke bike fundraiser
• Local rallies and info sessions around a particular issue
• Involving members and broader community
• Children’s Aid
  o sock & underwear campaign
• Stuff-a-purse campaign for Women in Crisis Centre
• Generational paradigm shift
• TV commercials
• Meet with area local unions
• Working with councillors, city/community
• Provide union hall for social events/fundraisers
• Get involved in community events/parades
• Area Presidents Conference
  • Used to have presidents/leadership meeting locally, regular meetings before
    conventions, etc., shared common problems.
• Different unions and student union on campus worked together on a campaign;
• Locals together in Antigonish raised money for Syrian refugees; and
• Labour Day – family picnic, social gathering in community.
• Organizing skating parties with different locals;
• One local has maybe 90% part-time workers – challenge to get them out;
• Talk about the Union in schools, get to students at earlier age;
• Locals meeting regularly together;
• Other locals info picketing at a local’s workplace to talk about an issue;
• Solidarity actions at members’/locals’ workplaces;
• Support locals where workplace is closing;
• Having town hall meetings; and
• Different ways of having meetings.
• Leadership meetings
• Regional solidarity committee
• Social event
• Stop being me and get to the “WE”
• Get to know where our members work
• “Unifor made”
• Unifor pride - e.g. @convention
• Connect in one location
• Make sure orientation is positive
5. What do you need to strengthen your Local Union?

- P.E.L. subsidy for smaller Locals
- Need a facility like Port Elgin in the west to cut down costs to Locals for members to access education
- Phone # to call with contract questions
- Or F.A.Q’s to answer typical questions
- Different speakers/educational aspect speakers – list of available speakers for Local meetings
- Bigger Locals helping smaller Locals with training/support
- System to communicate with other Locals via National in Saskatchewan about educational needs/putting on courses in our community
- Access to education via National in our area
- Provincially – have regular meetings of the Locals in the area/cities/councils
- Defeat Brad Wall
- Research Department create pixie dust
- Motivational speakers at our Steward Seminar - Jerry/Ken
- Unifor educational materials in other languages
- Resources and tools for outreach with members
- Promote LUTF surveys to our members
- Cree and Dene – materials
- Not just labour day parade, paid vacation we negotiated in 1940
- Need to keep the jobs
- Made in Canada strategy
- Cut income, cut purchasing, stupid
- Regional training
- Regional councils
- Program to help mentor newer executive members; I went through a really fast learning curve
- New members’ guide
- Need to brand the national better
- Defeat Harper
- Become far more aggressive at the bargaining table
  - Telco history and the multi-tiering of wage workers
- Define “Union” – Union means one
- National representatives make workplace visits and attend local union meetings
- How to meet locally to discuss our problems and find solutions
- Add national representatives who could assist smaller locals
- Concise education communications so that people will read them
What do you need to strengthen your Local Union?

- Organize information so that people will read it, streamline and put vital info up front
- Need TIME to talk to members
- Money ... so many meetings and events, can’t attend them all
- Lots of rhetoric out there that blames unions, maybe more positive messages needed
- Course on mobilizing the membership
- Easier-to-navigate website
- Clear and short communications so that people will read them
- Organize information so that people will read it, streamline and put vital info up front
- More positive messages about unions needed
- Share best practices to improve all locals
- Easier-to-navigate website
- More communication with other area locals
- TV advertisements from Unifor
- Mailed information – not all email
- More education offered in French
- More awareness of what education is available
- More focus on education other than bargaining or arbitration which is intimidating to new members or those who do not want to do those particular things
- More members
- contact info and structure
- more swag – cool stuff only
- support from executive
- presence of National Rep
- know more about programs and services available
- annual ticketed event for members
- see the tangible support that we belong to Unifor
- broadcast message to the public
- publicity, advertisements – tv commercials
- More translation into more languages – 5 languages needed
- Talk about diversity and make space available
- Locals task someone w/ ability to implement solutions
- Negotiate PEL into your collective agreements (bargain 4 to 5 cents per hour into PEL fund for more education/ training members)
- Members become inspired from union education
- Educate employers on benefits of having a unionized workplace (i.e: training course “Building respectful workplaces”)
- Incorporate union/ management training
- Course offerings extended to out of scope
What do you need to strengthen your Local Union?

- Anti-harassment training offered by union/ workplaces
- How can we make fun/ enjoyment into our union activities?
- Unions are a source of community
- More support for families – Unifor childcare
- Reality of needs for National Childcare programs
- Big 3 Childcare centres is example
- Membership meetings offer childcare
- Port Elgin family education centre program – let members know
- Difficulty operationalizing committees
- Smaller more intimate meetings to get personal issues (by job category)
- National presence at Local GM’s
- National needs to send back info gathered at Regional committees more info for Locals
- More one on one talks
- Join Locals for committees, Locals in Region combine for committee work
- Members love swag smaller Locals lack funds
- Amalgamate smaller Locals
- Annual, Provincial meetings to share info e.g. Committee amalgamation
- Engagement outside bargaining
- National provide resources to get member feedback on committee, for example
  - status quo not working
- Share successes
- Summarize findings
- More media presence (Unifor)
- More Unifor presence
- Change mentality away from focus on wages to a bigger picture.
- Resources to explain provisions in the collective agreement
- More resources (Educational) to get information to our members
- Lots of website direction: Local internet site, National website
- Building interest, cultivating activism
- Identify other members to come to meetings, go to PEL, help educate them
- Help build activism, foster apprentices
- We need to bring members out. Q: How do we do this??
- More provincial diversity at PEL
- More Local town halls with National office
- New executive, come up with a 3 year plan (strategic plan)
- Good to plan our successorship for our local
- Booth at Federations of Labour Convention is good
- Visibility
- Grooming people for leadership positions via education courses
- Bargain Paid Education leave to build your local
- Keep asking, takes more than asking once
• Keep organizing in the workplace before you think about outside
• Embrace social media
• Get out to schools to talk about unions/union history
• High school curriculum for history – include labour history
• Approach school boards
• Safe Workers for Tomorrow OH&S Training
• Winnipeg - endorsed by Labour Council to elect labour friendly/labour activists to city council/school board.
• Huge Labour Day Parade
• Pride Parade this year
• Recreation Council exists to organize events
• Christmas party December 5th (fundraiser for women’s shelter)
• Golf Tournament
• Hockey drive for equipment (4 locals participated) for kids (WASAC)
• Work with each other!
• A vision to move forward
• A system* that supports at least 1 rep per local to attend the Constitutional Convention
  o *financial support from the national
  o a model that existed under the CEP
• Bring training programs to more remote locations
• Better access to PEL funds, negotiating PEL
• Online education accessible to stewards
• More national leadership presence in the community (visibility of national leadership)
• Get to know your Locals in the area
• Support with WSIB from other Locals
• Need National’s support → need to understand sector and sectoral issues
• Need support from Staff Reps
• Organize regional meetings on a more regular basis;
• Solicit national representatives to help with networking;
• Take distances into account when choosing meeting locations;
• Organize social activities as well (not only activities focusing on labour relations);
• Find solutions that would give small local unions better access to training.
• More money: everything depends on this!
• Ensure the involvement of members and the next generation of young workers.
• Support for local unions during labour disputes.
• More money for training.
• Reduce lead times for grievance settlement, as the lengthy delays greatly undermine the balance of power.
• A directory containing the contact information of officers.
• Greater visibility for the Unifor brand: posters, ads, etc.
• Promotion of the union.
• Raise awareness of Unifor among our members (some of them don’t even know what union they belong to).
• Organize regional meetings of presidents twice a year.
• More support for representatives.
• Increase the number of members recruited.
• Set aside a space or room for the union’s members to foster a greater sense of belonging.
• Organize inter-union sector-based meetings.
• Be attentive to members, be more present in the field, listen to members’ concerns, etc.
• Increase Unifor’s visibility – advertising, etc.
• How do we find our way around Unifor? Who does what? What are the different departments, services, etc.? What tools are available in French?
• Increased financial resources.
• Create an interactive link with a database of Unifor case law.
• Ensure a presence in our communities through involvement in different organizations.
• Be present in the workplace, talk to our members, be visible and listen.
• To address the irritants mentioned in the preliminary discussion, clarify the rules and practices and harmonize these rules while taking into account previous arrangements and past practices.
• Put in place financial incentives for locals that take in groups having fewer than 50 members.
• At the national level, increase Unifor’s visibility in order to project a more positive image.
• The National Union has to listen to the rank-and-file members and the local unions: bottom-up instead of top-down approach.
• Better access to resources – legal advice, even if a limit is imposed (e.g. no more than five calls annually).
• Financial assistance to be able to participate in the different meetings at the national level.
• Finally, mention was made of the concerns expressed by an independent local union that it would no longer be able to attend national meetings if it merges with a larger local. In a similar vein, one local union said that it would withdraw from Unifor if forced to merge.
• Explore bargaining paid leave for members to attend union membership meetings and/or other union functions
• Bargaining paid representatives, benefits, health and safety, etc.
• Bargain PEL – to provide inspirational experience for members. Typically a life altering experience for members that encourages union activism and engagement
• Make efforts to keep records of members lost due to plant closures. Keep regular contact. Draft “special” correspondence for this group of members.
• These workers often try to find new work, more likely to support a union if we take these proactive measures. Good for community relations too.
• Don’t be shy to blow our union horn.
• Elected reps should attend all meetings and functions
• Education: PEL - increase funding and scholarships
• Get the leadership more active
• Think outside the box for scheduling meetings: find new times and ways
• Communicate with TPTs, part-time workers, temporary workers
• Send out minutes of all meetings
• Reach out to smaller locals and offer help
• Reach out to friends and family members ... let them know what unions do
• Engage leadership with the membership
• Reach out to all members: there is an obligation to be in touch with the needs and wants of our members
• We have strength in our solutions
• Try to schedule meetings around shift times to maximize attendance
• Apps Apps Apps....
• Structure local unions can rely on in case of emergency/crisis – injury, fatality, violence, wrongful dismissal. Suggested a Hot line in times of crisis and a detailed directory to have easy access to Regional Directors/Unifor Department Directors at National office, (beyond what is available website)
• Regional education
• Ideas, mechanisms for raising awareness about regional courses, and recruiting members – convening courses we “need” not what outsiders decide.
• Electronic voting for large geographic area
• More engaging membership, More representation
• More representation at Unifor Council meetings, Conventions, Industry Councils etc.
• More attendance at local membership meetings and how to accommodate shifts/hrs of work, (24/7) and geographic challenges
• Access to all arbitration rulings
• Courses designed especially for middle east immigrants who have developed a very negative view of unions
• Increase opportunity for regional education one day and three day courses
• Local Union bulletin board – easy to access on any community local website – national website too – to be managed locally
• Iron out the kinks that exist between Ontario/Quebec border issues. Some members work/live in both regions – there is a lot of tension, need to address this sensitive, delicate issue
- Develop courses on technology, social media etc. which must be kept up to date. Perhaps even a couple hours, online course to keep our members tech savvy should they choose. Have to access online course at local union hall and or password that change ongoing.
- Coordinate solidarity committee in Ottawa and surrounding area to build the community local unions and keep harmony support among all
- More financial stability.
- Training.
- Greater visibility for Unifor.
- Increase the number of members: Organize.
- The members often focus on the negative; they don’t take into account our successes. It’s up to us to publicize them more.
- Increasing union density, especially other workplaces that share same employer
- Sharing between locals for new organizing
- More participation in education, Port Elgin (educationals, family program)
- More involvement w/ Regional Council, campaigning on regional issues
- BC Council / committees, connect with locals in communities
- BC Council PEL, bursary for Unifor members
- More engagement w/ Unifor education
- Develop a map of all the employers where there is a Unifor certification
- National locals, sites across Canada
- Sectors/ patronizing Unifor workplaces
- More support for new / probationary members
- More standardized procedures for joint/ local training
- More opportunities for local training
- Unifor website needs improved user accessibility
- Local training - more access needed in Prince George
- List/names of keynote guest speakers to inspire action, our members bring it closer to home
- Could use help with logistics, event planning basics
  - get togethers by employer group@ the pub, lunch...
- Local presidents meeting in the community / contacts of locals in the region
- Sectors meet up across different sector groups/ all execs get together ( finding common ground )
- Call to arms for participation
- Communication at the district level – more connection between local / district levels (in the case of National locals across Canada)
- More activism and emphasis on social justice goals
- Acknowledgement of work that local union leadership does
- Need to connect members in different communities
- Continued support from the National union
- Building internal capacity and knowledge of local leadership
• Awareness for members that the union supports the local and members
• A way for members to better understand benefits of the union
• Finding a better way to provide mentorship, education, knowledge to membership
• Talking to members in small groups is important
• Need to lead by example
• Need to promote solidarity
• Unifor members working together
• More members
• The moral and financial support of the National Union
• Service expertise (health and safety, etc.)
• Member resources (e.g. retirees).
• The National Union should increase its advertising in the mainstream media.
• More aggressive organizing.
• Regional meetings with the Quebec Director should be opened up to our members and advertised; the media should be invited, etc.
• More local union gathering places
• Education- bring programs to our communities (15 people needed- National will put on program in your community)
• Leadership- build relationship with membership
• Small locals very effective/ high turnout, need resources
• Give small locals resources, don’t absorb
• No forced mergers
• Education – members, un-organized, access to Port Elgin Unifor Education Centre
• Organizing
• Reach young workers
• Website with the ability to send messages to the union
• Internet subscription
• Email – iphones – computer
• App that I can get to check
• Hotline for laws, rights CA’s
• Fear of termination
• Closed social media forum for leadership (executive) in community for dialogue
• Union t-shirt – promote ourselves (swag)
• Highlight C.A improvements
• Protect pensioners
• Need support of our members
• Delegates of things – i.e. OHC, Labour Council
• Mentorship – formal vs. informal
• More 1 day and 3 day courses
• Fun events – how to kit/swag
• New member orientation package
• Young workers – fear of losing job
• Something to engage young workers
• Course on engagement
• Take union talk to youth/H&S
• Get into schools/why unions, workers’ rights
• Mandatory training for Reps – Constitution
• Unifor Day – fun day – Canada wide
• Get kids to FEC
• Scholarship fund (Locals)
• Need more time to get support for events, protests.
• More engagement with members on floor. Social events to re-connect members.
• Communication – local need website
• Need more support from national – dealing with national company who doesn’t care about members i.e. Bell
• Need support to fight corporate giant
• Need local solidarity – e.g. Bell with 30 & BUs- company pitting BUs against each other
• Bringing together different BUs from small employers into master table and common expiry – health care (long-term care)
• Fragmented workplaces – bringing units together
• National union to hold locals accountable – sometimes too much autonomy given to locals is a barrier to activism and engagement, and can allow a local’s work to break away from the core goals/objectives of Unifor;
• More direct communication from the National office, especially for RW chapters and to activists from local unions that no longer exist;
• Better National website (that acts as a repository for information that can be accessed by locals);
• Better organizing support (e.g. health care sector in Kitchener)
• Need to utilize activists, with experience in the sector, in organizing drives
• Stronger communication channels within a local union, and across bargaining units
• Solidarity = strength when dealing w/Employer
• Orientation for new members – beef it up
• Packages from union for “on boarding” new employees
• Organizing opportunity around job security concerns
• Social media is powerful for communication and organizing, important for our whole community
• Union pride advertise our good work
• Speaking out/media – letting them know challenges
• Employer hires our members
  o Employer power in negotiations
• Economic power = skills, mobility, defense fund means not able to starve us out in a dispute
• 2 days needed for engaging more members on different shifts
• Retirees bring their skills / experiences / history
• Newsletter “pipeline” went to current members and retirees in the past
• First Nations lubicon – we built outdoor rink
• Communications
• Representation on all shifts
• 2% of workforce is # for job stewards
• Some roles not filled so stewards on opposite shifts
• Steward recruitment
• Representing members – meaningful important
• Build confidence in new stewards
• Try to connect elected reps more regularly
• Train members locally in union education
• Use social media to educate
• Show videos of our union at meetings
• Use the resources of the national union
• Celebrate and communicate the victories
• Unite with other Locals around common challenge
  o Company pits Locals against each other
  o Need Unifor to take stand against company
• Need to map membership and share with Locals
  o use of election database Nationbuilder
• Celebrate/share successes
  o get info out quickly
• Info on rallies/events
  o members don’t hear with enough time for book-off
• Create an activist database
  o send info not just to Local President/Secretary
  o Info doesn’t get to all members
• National Reps need to support wants/needs of bargaining committee at table
• Information to locals on resources available from the National office
• Help communicating why unions are useful to members (new and old)
  o Provide union orientation materials
• Build working relationship with the local media
  o Tips on how to best do that
• Information on how to start a Retired Workers chapter
  o Share information from other chapters.
• People have a lack of memory on what the union has done for them
• More presence from union leadership in the workplaces
What do you need to strengthen your Local Union?

- Invest in education
- More communication
- Personal touch
- Need to tell members about our successes
- What effort do we take to tell members as shop stewards?
- More education or better communication about subsidies or how to get trainers to the community
- Better website – it sucks!
  - young people understand tech inherently and will get frustrated if not working smoothly
- On-line training courses
- Issues around organizing model put in place with forming of Unifor
- Tools to live webcast?
- Access to other collective agreements
- Coordinated response/solidarity from members
  - pro-active approach
  - meet and analyze issues
  - mobilize/ do an action
  - thermometer sign at rail tracks
  - if we aren’t all together we have a hard time moving forward
- Amalgamated union local
- Labour Council (Unifor is not participating in all of them)
- Meet twice a year
- In the north – we need to talk to each other
- Organizing drive
- Class analysis
- Political action at municipal level
- Privatization – political control – transfer from companies to public
- PR Cannery – shut down
- Best thing for community - adjacency
- Fisheries – we are fighting government – political problem that we have to change
- Bring +1 to next union meeting
- Everyone needs to do it
- First step for people getting involved
- Better communication within local
- More union visibility to build solidarity
- Locals joining together whenever there’s a picket line
- Pulling out best practices & language in collective agreements
• Having these conversations at general membership meetings
• More member education
• Sticking together – solidarity
• Local unions that are across the country need to represent “all” units
• Funds for education
• Online courses
• Online meetings
• Cost-sharing schemes between locals
• Shared newsletters to include area locals
• More advance notice of events would be appreciated - e.g. RSI Awareness Day sponsored by Unifor – we were only give a few days’ notice of our event. Unfortunately our agreement dictates that we provide the employer with a minimum 5 days’ notice prior to attendance at union events
• Guidance and support for conflict resolution within the Executive Board (an issue shouldn’t have to escalate to harassment before the National is willing to help)
• Support with WSIB representation for our members
• We have taken the training but are still floundering
• Examples of language/verbiage that is accepted by WSIB; example of case studies, WSIB network and contact info
• How to become involved in researching an issue, becoming a discussion leader, learning Unifor policies (are all of them published on the website?)
• Member participation (more of it);
• Leadership – knowledge and experience of dealing with issues, knowing collective agreement, etc.;
• Some locals have new member orientation;
• More exposure in the local community;
• Strong support network for shop stewards;
• More educational opportunities (Port Elgin);
• Retiree involvement; and
• Publicizing the positive things we do.
• Working together as a team with all Local Unions in the area;
• Welcome letter/package for new members;
• Formalizing new member orientation; and
• Strong representation at the Local.
• Shareable images from communications
• Better education, access to education
• Lunch & learn
• Information / swag to put into a members kit
• Get together in one hall – bring in outside resources
- One template for collective bargaining language
- More materials from research department
Other Points / Ideas:

- Resources on Unifor website – course lists/descriptions
- Manuals/materials on website
- Self-serve resources
- “Unifor University” online
- Unifor building with available space for union meetings in the area
- Make Locals aware of tools, resources, campaigns
- Make sure our Locals get the resources out to our members
- Members like positive campaigns
- Union committees – zero interest amongst members (trying to get people interested)
- Everything – paid time for member to get involved
- Access to education not possible in remote camps structure doesn’t fit
- “How to” from National on setting up/running committees and mentors
- Directory of Unifor products and services made/supplied by Unifor represented worksites
- One day new stewards course – know your union
- Young workers – fear of losing job
- Something to engage young workers
- Course on engagement
- Take union talk to youth/H&S
- Get into schools/why unions workers’ rights
- Mandatory training for Reps – Constitution
- Unifor Day – fun day – Canada wide
- Get kids to FEC
- Scholarship fund (Locals)
- Young workers – need locals support, a regional young workers conference
- Education – planning meetings used to be held, which connected department w/ the locals on education needs and pools, #’s w/ other locals
- Education department coming out to BC
- Video conferencing – courses as a mode to reach members
- Committees on communications so all committees are communicating with each other
- Unifor Hockey Tournament (a hat with tickets)
- Education department at BC Council President’s meeting
- PEL bursary for local to send a member to Port Elgin (BC Council)
- PEL video promotion on the Unifor website
- Sharing resources, office space, amongst PG locals
- Renting carpenters hall, HEU, for member meetings
- Knowing our past, your rights, rights at work, member to member campaigns
- Anti-union environment / via media negativity
- Market our values
- Campaigns
- Inspiring a positive vision worked in the election/ Trudeau campaign inspired
- Creating space
- Attention to all the members across the country who are on lay-off (how to support them, how many are there, which work places?)
- Job Posting resources (skilled trades has done something like this)
- Find out what members need – e.g. Accessibility needs
- Any merger success stories
- We need a PR person to polish our image and to combat anti-union messaging
- Positive image and change perception
- Pride/raise expectations
- We do have a couple of Unifor locals – reach out to them
- Local labour council is made up of many local unions in the community
- Dues – Dollars
- Workers do the work
- We did the work to make it successful
- OH & S – no bathrooms close to work areas
- Anti-scab legislation
- Notice on contractors use – 2017 June
- Core work/ contracting out
- Race to the bottom w/ non-union contractors
- Wanted to become amalgamated
- More inclusive
- Put language to prevent non-union contract work
- Political action to change government
- Workers party
- Elevating our members
- Demand change
- Sign FFAWU petition
- Non-union company started up to work on jobs @ smelter (UA Local)
- Actively organize non-union contractors ahead of 2017
- Keep contractors out of production
- Local had a bereavement list to honour past members;
- Scholarships and bursaries available for members’ children? yes; and
- Union parents setting an example through their activism is important.
- Government decisions are forced on us and have a negative impact on us * often all workers