

Local Union Task Force Final Report

strong
local 
unions

July 2018

introduction

Unifor was founded on August 31, 2013 with the main objective to: build the strongest and most effective union to bargain on behalf of our members; work with our members to improve their rights and human rights in the workplace; extend the benefits of unions to non-unionized workers and others in communities across the country; and to ensure there is a bold progressive voice for workers driving the politics of the country through engagement and collective activism.

Local unions are the foundation for building and extending the success of Unifor. In five years, the union has grown, developed and established itself as an effective force for workers in Canada. Much of this success is the result of active and engaged local unions and members.

In this same period, the forming years of the union, Unifor locals have shown tremendous diversity in membership, geography and needs. There are organizational differences and varieties of the type of work and workplaces. The stark differences reflected from coast to coast to coast and internal growing challenges of the union led to the creation of the Local Union Task Force in 2015.

Goals of the Local Union Task Force were to identify the needs of local unions, uncover ideas and best practices, and support ways to spread those practices and above all strengthen the engagement and activism of members.

The Task Force has become one of the most significant undertakings of Unifor in its first five years. The broad-based interactive discussions held with a wide variety of members helped to build the union.

Through the ambitious multi-year process of the Task Force, the national union reached out to local union leaders and members to talk about building stronger locals and how to best advance the core reasons why Unifor was formed. During 2015 and 2016, the union hosted membership town hall meetings across the country.

Regional Directors, the Québec Director and the Task Force advisors hosted 49 town hall meetings in communities across the country, engaged over 2,000 local union leaders, activists and members in the process. Members completed more than 1,500 comprehensive surveys, providing valuable information and insights.

After all the town hall meetings were held and information was gathered, the Task Force made a report with several recommendations to the 2016 Convention in Ottawa, where delegates adopted the recommendation report that set out a plan of action to guide the work of the national union.

The work of the Task Force engaged with the majority of local unions and 2,000 participants at Town Hall meetings. Local unions representing more than 80% of the union's total membership participated.

There were 28 recommendations included in the initial report, addressing education, communications, collaboration and resource sharing, community solidarity and profile, connecting the generations, local union participation and evaluating the Task Force. Some of the recommendations were practical and had immediate outcomes. Other recommendations of the Task Force addressed larger obstacles and issues, and were approached as multi-year goals. This report serves as the final update to inform members about the status of all 28 original recommendations.

While the overwhelming majority of recommendations have been fulfilled, the internal work of the union is continuing to ensure that the voices and needs of members drive the progressive vision established for Unifor.

what is in this final report?

During town hall meetings and at Unifor's 2016 Convention members said loud and clear that the Task Force needed to develop a concrete set of recommendations with an action plan; and that the union at all levels must be accountable for carrying out the work. Part of that accountability to members was a commitment to monitor our progress, evaluate the work, and report to the membership on the outcomes of the Task Force.

This final report offers an overview of the detailed action plan and outlines each action item and how it was completed or in progress. The work to implement

the Task Force recommendations was all made possible thanks to the efforts of members, activists, the National Executive Board and National Assistants to the President, and staff of the national union. It was only possible because of our collective efforts.

This work is only the start of phase two of the Task Force. Our work in building a strong, progressive union that shapes the political agenda in Canada must continue every single day.

what is next for the Task Force?

The Task Force began as a project to reach out to local unions, members and leadership to discover what is needed to strengthen our local unions and become a stronger national union. Now that the overwhelming majority of recommendations have been completed, the union will move to the next phase of this internal project.

Phase two of the Local Union Task Force will continue the important work to expand Unifor's activism and membership engagement with the aim of continuing to build a strong progressive union.

It is important to remember that the kind of movement envisioned for our union is one that is realized in the workplace, in the lunchroom, on sidewalks and in coffee shops across the country. Important events and decisions occur on the national stage and members and leadership will be present there, but this is not where powerful movements are formed. Instead, we need strong local unions and community relationships to bring about the changes we wish to see in our workplaces and communities.

In the weeks, months and years ahead, the national leadership team and the National Executive Board will continue to discuss and implement initiatives to harness opportunities for the national union and local unions to build even stronger local unions and a stronger Unifor.

With five years under our belt and the implementation of these recommendations, the union has an incredible foundation to continue our objective - build a progressive vision for a better world, one where workers' power is both a driving force and the agent of change.

why did the Task Force focus on the development of local unions?

Local unions serve as the face of Unifor in the community; it is the beginning, middle and end of every campaign and every fightback. It is where members gather to learn and develop their skills. It is where we work to build the next generation of union leaders and reflect the full diversity of our membership. The local union is where one member can help to organize non-unionized workers, and give back to ensure the life of the union continues for generations to come. Local unions are also where we

build friendships and personal connections with our allies in other unions and community organizations. The local union truly is the foundation and the essence of Unifor and it is why the work to support local unions and offer resources is key to the foundation of the union's future.

quick facts on Unifor local unions

- 🔗 Number of local unions in Unifor: 688
- 🔗 Average size: 430 members
- 🔗 Two-thirds of locals have fewer than 200 members
- 🔗 10% of locals have more than 1,000 members
- 🔗 Just under two-thirds of members (63%) are in a local with more than 1,000 members
- 🔗 3% of locals have more than 3,000 members

Looking for more resources and background on the Task Force?

The full copy of the original report that led to the creation of the Task Force and the report on the findings of the Task Force are available online at unifor.org/lutf.

recommendations

Recommendations from members fall into six categories, with several components and actions items that the national union acted to implement. In several recommendations, the national union created resources and tools to share knowledge and information with members. Resource guides, new members' kit, and many of the other deliverables can be easily located on the website. Please visit unifor.org/resources, then search for what you are looking for.

Sharing is also strongly encouraged!

1. Education

We heard that education is key for activists and local unions. Members highlighted that education must be a top priority throughout all of the work of the Task Force. To ensure that the materials created because of the Task Force can be easily shared with others all of the guides and resources have been uploaded to the national website. Be sure to check out the handy reference list at the end of the list report for quick links to access these great resources.

Here is what members and the Task Force report recommended:

a. Expand knowledge about existing resources

Review existing outreach and publicity materials and methods, identify gaps and develop a strengthened plan to expand knowledge about our existing courses, their content, the process for participation, funding options and opportunities for regional courses.

Here is what we did:

- The Education Department on a continual basis has been conducting area school planning meetings to identify gaps and opportunities to promote education programs. This will continue to happen on an ongoing basis to ensure regular review. The Communications and Education departments have worked collaboratively to ensure regular and ongoing promotion of education courses on Facebook and Twitter and through the e-newsletter, with targeted promotion in certain geographical areas for regional schools.
- In 2017, the national website was revamped and part of the updated structure created a new education section that can now be found from the home page. This change makes Unifor education front and centre so that programs are readily accessible to all members. Changes on the website page also improved the search function for courses and programs that are running each year. New content was also loaded on to the education web page to answer main questions. Check out the Unifor education program online at unifor.org/education.

b. New member orientation kit

Make available a high-quality new member orientation kit for all incoming members that provides an introduction to Unifor, basic information on how the union functions and outlines ways for members to participate. The kit could include printed materials, access to a welcome video message and electronic copies of key documents.

Here is what we did:

- The Communications Department created a comprehensive New Member Kit that is free for members and local unions to order. The kit includes information on the structure of the union, your rights as a member, information about dues, equity, the national leadership team and ways to get involved. The full-colour information booklet is in a Unifor folder along with a pen, and it includes a postcard that lists additional online resources. The postcard outlines where members can easily find the constitution online, how to subscribe to the weekly Unifor national e-mail newsletter (Unilink) and how to follow the union on social media. Accompanying the kit is an information sheet to write important contact information for local union executives and workplace representatives.
- In addition to the kit, a short animated video was produced to provide a quick overview of the union and our structure. This four-minute video can be shared with new members by using a web link on the dedicated new member page (unifor.org/yourunion) or by going directly to the Unifor Canada YouTube page at youtube.com/UniforCanada.
- All of the New Member Kit materials are available as PDFs to download and print or share with others. The video is also included on the website so you can view it and share regularly.
- To find the downloadable order form, the complete, electronic New Member Kit and individual PDFs of each page of the kit, and the video please visit unifor.org/yourunion.

c. Paid Education Leave outreach

Develop an inventory of bargaining units with Paid Education Leave (PEL) provisions, provide targeted outreach to Service Representatives and local unions about the program, and report to each Canadian Council on progress toward expanded coverage and strengthened provisions.

Here is what we did:

- The Education Department has been working to conduct an inventory of all bargaining units to identify areas and gaps. National Representatives are building on existing opportunities to outreach with local leadership and connect with members at all Unifor councils, including attending meetings and hosting information sessions and a resource table to share information on the program.
- To inform bargaining committees and locals about the PEL program new fact sheets on how to bargain PEL and why to bargain PEL were created and have been distributed. These handy information resources also include tips and model language and are available in the new bargaining section of the website at unifor.org/bargaining.
- The Education Department is continuing to engage and resource National Representatives in negotiating PEL and promoting education programs. During the 2017 staff seminar, the new fact sheets and PEL entitlement reports were provided and discussed to identify where support is needed in bargaining over the new few years.

To locate these resources visit unifor.org/bargaining or check out the resource section on the website and conduct a search.

d. **Develop more online resources**

Develop online education for both group and independent study, and consider the development of short self-serve education modules that local unions could independently incorporate into other meetings and functions.

Here is what we did:

- The Education Department is working to ensure that the union will launch an online learning platform early in 2019 to enhance our existing educational programming and outreach. The new platform will be accessible through the education page on the national website (unifor.org/education).
- The online learning program will include a suite of online courses that members can access on any device from anywhere-anytime. Members will be able to create a profile that will allow them to access their student records and sign up for education related news. An added benefit of the system is that it will streamline the registration process for Unifor area school courses and other educational programming.
- During 2018, the Education Department conducted a pilot to test the online course registration system. This was a successful pilot and will be utilized for area courses starting fall 2018.
- Updates on the progress of the online learning program will be communicated on the Education Department webpage at unifor.org/education

e. **Expanded courses on the use of technology**

Expand regional and short course offerings on the use of technology including social media for building local unions, planning and running a virtual meeting and use of online survey tools to survey membership.

Here is what we did:

- The Education Department reviewed our existing weeklong program, the local communications course, and updates include; the effective use of social media, how to develop surveys for membership, and how to conduct virtual meetings. The department is working to include a video resource on how to effectively use social media as part of the online learning platform that will launch in early 2019.

f. **Support the development of regional speakers' bureau**

Outreach to academics and other social justice organizations to develop lists of guest speakers in various regions and communities willing to speak to local union gatherings on topics of interest.

Here is what we did:

- The Research Department prepared a guide with an extensive listing of speaker names and contact information to assist locals seeking to organize a guest speaker for a membership meeting tailored to their geographic location. In addition to the contact listing, this resource also provides excellent tips on how to secure a speaker and organize an event.
- The Speakers Bureau resource is on the website at unifor.org/speakersbureau.

Be sure also to review the new Inclusive Practices Tool Kit before every union event that you host for other information on how to make your event accessible and inclusive. Visit unifor.org/resources for this great reference!

2. Communications

We heard that local unions are struggling to find the best ways to communicate with members. Local unions of every size and geographic location expressed the need for Unifor to better communicate and advertise the full range of resources and tools that are already available. At the same time, we also heard that face-to-face communication is important and listening is vital.

Here is what members and the Task Force report recommended:

a. Membership contact tools

Develop and make available to local unions state-of-the-art membership contact and tracking tools to gather, organize and use membership contact information such as mailing addresses, telephone numbers, e-mail addresses, and demographic characteristics, among others. Such tools will be developed to ensure appropriate privacy protections, and the ability for local unions to integrate and share information with national membership information systems.

Here is what we did:

- The union has enhanced the Local Administrative System, referred to as LAS. This web-based system established by the IT Department allows locals to search for their members, contacts of local or unit chairs in a geographical area, sector or industry. The system is set up to log in and function as either English or French depending on the designated language that the local union prefer to use to communicate. In 2017, the IT Department worked to update contacts for local presidents, recording secretaries, treasurers, unit chairs, etc. The information must continuously be updated and all locals are asked to submit updated contact information to membership@unifor.org immediately following a change and on an annual basis to ensure the system is accurate.
- Locals who are part of the LAS can also submit dues, perform accounting functions, update their membership information, send emails or

postal mail to members, search the address book of their own members and other local executives. This web system even has an online Unifor store to order materials and swag for your local.

This is a free service available to all local unions! If your local is not currently using the LAS and would like to know more or receive training to be set-up please contact lassupport@unifor.org.

b. Smartphone app

Make available to local unions a smartphone app that will provide access to National and possibly even local union information updates and materials, and offer a customizable means for local unions to communicate with members.

Here is what we did:

- The Communications Department carried out a request for proposals process and selected one vendor to work on the development of a Unifor mobile app. The app, available in both French and English, will focus on the information most relevant to local Unifor activists, including breaking news, priority solidarity campaigns and a calendar of events. While the Unifor website remains the most complete source of news and resources about the union's broad range of activities, the mobile app is designed to be an "at-a-glance" digital tool for staying engaged.
- The app will be available in both the Apple App Store and Google Play Store for Android and Blackberry devices on August 18, 2018.

c. Improve access to online resources

Unifor Communications Department review the existing organization of national and Québec website resources and make adjustments as needed with a view toward greater accessibility and ease of use.

Here is what we did:

- The Unifor Québec website structure and content was revamped. The new web template offers several features to assist members in locating timely updates and news and there is now a way to easily search for resources, events and media releases. The website has an updated platform and layout that has the main sections at the top of the page instead of along the side. To enhance accessibility visuals are on each page to help guide readers and capture the audience.
- Early in 2017, a proposal was put together for review by the National Officers. The proposal outlined a path to transition the website for functionality, accessibility and to ensure better accessibility of this important resource. In the spring of 2017, work was initiated to update and reconfigure the website.
- Visual changes to the site have simplified the look and decluttered the homepage and other pages, in order to improve accessibility and clarity. These changes bring unifor.org closer in line with modern website layouts, relying on a simpler design with better use of images. The search function has also been overhauled, using a new program and better instruction on tagging pages and materials.
- The site's new menu and layout was updated to apply more common sense organizing of content. Changes made to the site were based on user testing with members that was completed during the 2016 year. To respond to the needs and requests of the membership several new sections were developed including:
 - A new standalone education section;
 - A new standalone health and safety section;

- A new standalone equity section; and
- A new standalone resource section.

- To enhance the accessibility of the site, the colours, use of PDFs, links and photos have been evaluated and in during 2017 and early 2018 several adaptations were implemented based on a comprehensive accessibility review conducted by an independent third-party organization. While the national website has been reconfigured and hundreds of internal changes have occurred in the past two years, with modern technology and advancements expanding the digital world it is evident that a new website structure is needed. In the fall of 2018, the Communications Department will begin the process to develop a new website; accessibility, searchability and full integration with multiple platforms will be a priority in any new design.

d. Multiple language translation support for locals

Develop best-practice guidelines for the development of multiple language materials, and coordinate lists and provide contact information to local unions of approved regional translators.

Here is what we did:

- The International Department worked to develop a one-page resource that outlines translation services that locals and members can access for a fee based on the type of service. Translation is available for meetings, materials and teleconference calls. Using this service will assist locals to provide greater accessibility for our diverse membership.
- The service contract is with Pendleton Translation Services and every local can access it. There are 18 different languages available with this service. To find out more information please visit unifor.org/resources and search for the translation guide.

3. Collaboration and resource sharing

We heard that there is both a strong desire and myriad of opportunities for locals to share resources and collaborate on events and actions; and specific tools will help accomplish this goal.

Here is what members and the Task Force report recommended:

a. Unifor community meetings

Encourage local unions to meet with other local unions in the same community up to two times per year for general discussion about ongoing issues, to consider areas of collaboration, to share information on existing community connections, and to develop joint initiatives.

Here is what we did:

- Unifor Regional Directors, Québec Director and Area Directors have been working with local unions to hold community meetings to discuss a variety of topics including campaigns, member mobilization for elections and the disaffiliation from the Canadian Labour Congress. Vancouver, Saskatoon, Thunder Bay, Ottawa, Saguenay-Lac-Saint-Jean and Moncton are just a few of the many examples of where meetings have happened in the last year. This work is ongoing, and the Regional Directors along with Area Directors will continue to implement strategies and actions to connect local unions based on geographic location.
- In phase two of the Local Union Task Force, community hubs will be organized to encourage more regular community meetings. Locals can then connect, develop initiatives, share ideas, and implement national campaigns on a local level more easily. To resource the necessary community organizing work required to undertake phase two of this project, the National Executive Board has approved booking off members to act as campaign organizers. Across the country, these campaign organizers will reach out to other members and local

unions to develop strong local networks, offer support to build political actions in communities, and seek to strengthen Unifor's presence.

b. Community contact directory

Develop and maintain an online directory accessible to local unions that provides contact information for officers and committee members of other local unions, searchable by region and community.

Here is what we did:

- While important progress was made on this recommendation, work must continue and be ongoing to ensure that the database contact information is up to date and maintained.
- With the support of the IT Department and COPE staff, time and resources were dedicated to update and enhance the online, web-based database system, the Local Administrative System (LAS), to add local presidents, unit chairs, and recording secretary members. Work was not undertaken to add in committee members in each local union.
- The local database service is available to all local unions and allows you to create and customize distribution lists for sending emails, printing envelopes and labels to local membership and to contact other local executives. The database however is only as accurate as the information provided by employers and local unions.
- The directory is an important contribution to connecting locals to other local unions and committee. It is a service provided by the national union that is absolutely free to all locals.

If you have questions or want to set up this system for your local union, please contact lssupport@unifor.org.

c. **Guide to resource sharing**

Develop guidelines and best practices for local unions about resource sharing, such as co-locating, joint-ownership of property, shared leasing, shared personnel, among other initiatives.

d. **Guide to mergers**

Develop educational materials, guidelines and best practices for local unions considering mergers; and will identify national and regional staff to provide guidance and facilitate discussions as requested.

e. **Guide to amalgamated and composite locals**

Develop and make available to local unions, educational materials, guidelines and best practices concerning effective organization and equitable representation for units within amalgamated and composite local unions.

Here is what we did:

- To assist local unions seeking tools for resource sharing, mergers, or best practices for amalgamating locals, three individual resource guides were created in 2018. Each guide intends to provide the knowledge and tools necessary for local unions to better collaborate and share resources. With an intent to inform and start, important conversations in local unions all three guides were developed in plain language and a concise format that is easy to read and avoids legal jargon. Every delegate at Canadian Council in 2018 received a copy of the guide as a combined resource booklet titled Strengthening Our Base: A Guide to Amalgamated Local Unions, Resource Sharing & Mergers. Each guide, along with the combined guide is available for download from the national website, please visit the resource section and search for resource sharing at unifor.org/resources.

f. **Guide to amalgamated and composite locals**

Develop and make available to local unions educational materials, guidelines and best practices concerning effective organization and equitable representation for units within amalgamated and composite local unions.

Here is what we did:

- A guide was developed in 2018 to assist local unions who are part of an amalgamated or composite local in the union. Along with tools and resources, this guide includes personal accounts from members in amalgamated locals. Every delegate at Canadian Council in 2018 received a copy of this resource as part of the guide titled Strengthening Our Base: A Guide to Amalgamated Local Unions, Resource Sharing & Mergers. The individual guide on resource sharing is available for download from the national website, please visit the resource section and search for amalgamated and/or composite locals at unifor.org/resources.

g. **Support for servicing smaller bargaining units**

Review existing practices of bargaining units serviced directly by local unions, and establish appropriate guidelines and standards with the goal of ensuring equitable access to services, National Union staff and resources for both existing and newly organized smaller bargaining units.

Here is what we did:

- A guide was developed in 2018 to assist local unions and National Representatives service small bargaining units and locals. Small bargaining units have existed in Unifor since its inception in 2013 as well as in both of its predecessor unions for decades prior. The resource outlines guidelines, roles, and ways for local unions to access support from the national union. Every delegate at Canadian Council in 2018 received a copy of this resource titled A Guide for Local Unions Responsible for Servicing Bargaining Units. This informative tool is available for download from the national website, please visit the resource section and search for servicing bargaining units at unifor.org/resources.

4. Community solidarity and profile

We heard that connections to each other and the broader community are increasingly important.

Here is what members and the Task Force report recommended:

a. Proactive community engagement

Local unions develop inventories of new and existing connections to organizations in their communities, compile and share inventories with other local unions at Unifor community meetings, and discuss opportunities for collaboration while prioritizing outreach to a diversity of communities.

Here is what we did:

- Some local unions have started this work to inventory connections and share initiatives with the Communications Department. This work is in its beginning stages and will be ongoing in the next phase of the Task Force.
- If your local has a community connection or is involved with an initiative that you would like to share with other members tell us about it by sending an email and any relevant websites or images to communications@unifor.org.

b. Unifor signs and flags

- The national office will coordinate with the Québec Director, Regional Directors and local unions to conduct an inventory of local union offices requiring a Unifor sign and provide targeted outreach; additionally the National Office will initiate a campaign to erect Unifor flags at workplaces wherever feasible.

Here is what we did:

- With the assistance of the Director of Operations and Facilities, an inventory of local union office signage was conducted. Every new office has signage that complies with the Unifor Identity Guidelines.

- This item was also discussed with local presidents who attended the President's Conference held at the beginning of July 2018 in Port Elgin. During the two-day conference local presidents were informed about the ways to order signs and flags for the local through the LAS system and which logo should be used to ensure the Unifor identity is maintained.
- The national union is in the process of launching an internal campaign to assist local unions to secure a designated spot to erect a Unifor flag and/or window decal. At the 2018 staff seminar for National Representatives, this item will be discussed further in an effort to strategize about ways to implement and secure Unifor flags at workplaces.

- To support Unifor promotion in workplaces the Communications Department created a new window decal with the logo and a title that says "Proudly Unionized with Unifor". Delegates at Canadian Council received one of the window decals to post in a designated area to display the union's pride. Locals can also order the decal from the national workroom, nationalpurchasing@unifor.org.

c. Unifor promotional materials

Review and refresh existing offerings of promotional materials (e.g. shirts, hats, jackets, pens, pins, water bottles, etc.). In coordination with the Québec Director and Regional Directors develop easy-to-use online ordering system, and provide regional links to approved unionized services offering customized local union material.

Here is what we did:

- Enhancements were made to the Local Administrative System (LAS) that every local union can access for free to submit an online order for promotional or educational material from the national union. This system highlights items for order and allows locals to place requests online.

- The national website now has a printable form that locals can download, complete and submit to nationalpurchasing@unifor.org to submit a request. In collaboration with the Communications Department, the promotional items available to local unions are regularly promoted in the weekly Unilink newsletter and on social media. In 2018 the national union did a pilot test for Labour Day t-shirts that several local unions purchased with an easy fillable form and streamlined process. While enhancements are underway to improve the online ordering system and its functionality, work has been done to implement this recommendation.

d. Unifor goods and services directory

In conjunction with local unions, develop an online directory of Unifor-made consumer products, and Unifor-staffed services, including the ability to search within specific regions and communities.

Here is what we did:

- In 2017, the Research and the Communications Department developed a comprehensive guide of products and services produced and provided by members. This extensive resource is available online. The guide is nearly 100 pages long, broken down by types of goods and services, and further categorized by regions and cities or towns. Due to the ongoing organizing of new units done by the union, the directory was updated in July of 2018.
- Every delegate at Canadian Council 2018 received a copy of the directory and it is also available online for every member to review and shared. Check out the directory on this designated page unifor.org/proudlyunifor.

5. Connecting the generations

Many during the Task Force process vocalized the need for bridge building between generations.

Here is what members and the Task Force report recommended:

a. Mentorship program

Establish a working group comprised of representatives from local unions, Education and Retired Workers Departments, and the Young Workers Committee to review mentorship programs in other organizations, past experiences with mentorship programs in our own union, and develop recommendations for a Unifor local union mentorship program with the goals of connecting young members and activists with mentors to share knowledge, insights, experiences and advice.

Here is what we did:

- With assistance from the Education, Communications and Research Departments, a working group resourced by Katha Fortier, Assistant to the National President was formed to create a guide in launching a mentoring program at the 2018 Canadian Council.
- A local union mentoring program was developed to assist activists in workplaces to foster the future generation of activists by engaging young workers and new members to get involved with the union. To help establish the mentoring program a resource guide was developed and provided to all delegates at the 2018 Canadian Council. This resource, also available online, outlines how locals can set up a formal mentoring program, recruit mentors and mentees; and it provides handy templates for setting goals, providing feedback and holding meetings as part of the program.

- A PowerPoint that can be downloaded from the website and used at a membership meeting, to promote mentorship, was created to supplement the resource guide. To assist with outreach and promotions, a poster to recruit mentors and mentees is available from the website or it can be ordered from the national union.
- All of the resources developed for this new program are showcased on a designated webpage that can be accessed at unifor.org/mentorship.

b. Outreach to schools

Unifor Communications and Education Departments will review existing materials from our own union and across the labour movement to develop high-quality materials, speaking notes and presentations on the role of unions, current issues, and labour history, among others, for local unions to use to speak with elementary and secondary students, and outreach to Boards of Education to incorporate labour perspectives into curriculum.

Here is what we did:

- The Education Department worked with the Communications Department and young workers who are National Staff Representatives to produce materials for primary and high school students. The materials seek to inform young workers about their rights through a series of three posters on workplace rights. The three posters each highlight safety, harassment and employment standards. The outreach materials are available for local unions to order from the national union and were distributed at the 2017 Canadian Council. Members are encouraged to take the posters into local schools; materials are also available on our website in both English and French and can be easily downloaded for print or to share.
- In addition to the poster series, a PowerPoint presentation was created to support members providing a short presentation on Unifor and unions to schools. The PowerPoint is available for download and includes speaking notes to

assist you delivering a short presentation about our union. There is also a template letter on the website that members can download to provide to the local area elementary or high school about the posters that are available, along with offering to conduct a presentation. We made it easy to access, please visit unifor.org/education and look under the high school outreach section.

c. Support for retiree chapters

Unifor Retired Workers Department conduct an inventory of existing Retiree Chapters, review, and develop new materials as needed, to promote the establishment of Retiree Chapters, develop guidelines and best-practices for the development of area - or community-level Retiree Chapters with members from multiple local unions, and identify start-up facilitators in each region to assist new Retiree Chapters.

Here is what we did:

- Created a series of new information booklets to provide resources on Forming a Retired Workers Chapter or Area Council and a guide on the Retired Workers Chapter Bylaws. To aid members who have retired, the Retired Workers Department developed the Little Red Record Book as a handy tool to keep track of valuable information. A newly retired workers meeting template poster was also designed for use by local chapters and councils.

All of the new materials can be found online at unifor.org/retirees.

6. Local Union Participation

- a. Identify locals that did not participate in the Task Force:** The Québec Director and Regional Directors in cooperation with Area Directors and Staff Representatives will meet with local unions that have not participated in the Task Force.

Here is what we did:

- Over the past two years, the Québec Director and Regional Directors in cooperation with Area Directors and Staff Representatives have met with different locals in-person and via teleconference calls to discuss barriers to participation. National Representatives were enlisted to assist in contacting and surveying locals about barriers and challenges. Information gathered from meetings, conversations and surveys have provided valuable insight to understand the different obstacles that a diversity of locals face. Feedback solicited from the meetings assisted in the development of several guides, including the Guide on Resource Sharing for local unions.
- Good progress was made on this recommendation and the work will continue for years to come to ensure that regular conversations are held with locals. Through ongoing conversation and identification of barriers, the union can work to meet the diverse needs of locals and members and make Unifor stronger.
- As phase two of the Local Union Task Force kicks off, member organizers on the ground will assist in outreaching to all locals; these efforts and work conducted to build a mobilized membership base will consider the diverse needs, size and resources of each local, along with identified barriers for participation.

- b. Identifying barriers to participation:** Meetings will include a discussion of specific challenges and barriers to participation that may be faced, explore solutions, and consider further options.

Here is what we did:

- The national union conducted a review to identify locals that that did not participate in the Task Force and a separate review was undertaken to identify which locals have not attended a council meeting or conference in the last four years. By using this list, the Québec Director and Regional Directors were able to identify which locals have not been actively engaged in the union's internal work. Over the course of the past two years, the Québec Director and Regional Directors have reached out to locals through phone calls, in-person meetings and via email to discuss barriers and challenges for locals to participation. Through these ongoing discussions, the national leadership team continues to learn about and assist with the diverse needs of locals.
- Develop a pathway forward: In cooperation with the local union, Staff Representatives and Area Directors, a plan will be developed to ensure the structures are in place that enables participation by the local union.

Here is what we did:

- As part of phase two of the Local Union Task Force, a plan was developed to support and enhance the involvement of locals and members in the work of the national union. This plan continues to build and deepen the capacity of members and locals with the goal to strengthen the engagement of Unifor's local unions and members; expand and extend Unifor's profile and presence in communities; and build a stronger network of members and local unions from coast to coast to coast.

- To resource the necessary community organizing work required to undertake this project, the National Executive Board has approved booking off members to act as campaign organizers. Across the country, these campaign organizers will reach out to other Unifor members and local unions to develop strong local networks, offer support to build political actions in communities, and seek to strengthen Unifor's presence.
- During 2017 and 2018, the Communications Department regularly advertised and promoted several resources created from the Task Force recommendations, used social media tools, Facebook and Twitter, to promote resources and events related to the Task Force and its recommendations.
- This final report on the outcome of recommendations was presented at the 2018 Canadian Council and it is available online on the national website for every member to read and access the information.

7. Implementation and Evaluation

The Task Force heard throughout its work that the overall initiative was vital and important to building stronger locals and a stronger Unifor, and the national union ensured that happened on a regular basis.

Here is what we did:

- The national union made all reports related to the creation and findings of the Local Union Task Force available on the website. To review these report go online to unifor.org/lutf.
- At every regional council meeting during 2017 and 2018, Katha Fortier, Assistant to the National President provided a presentation on the Task Force with updates and a report on the status of recommendations.
- Printed hard copies of the report on the findings of the Task Force was provided to every delegate at the 2017 Canadian Council and printed copies were made available for local union membership meetings on request during 2017.
- At the President's Conference in July of 2018, Katha Fortier and Shane Wark, both Assistants to the National President, provided a presentation to local presidents and National Representatives on the recommendations and deliverables of the Task Force.

Going forward the Communications Department will maintain a page on the website to document the Task Force and make available the reports and outcomes. To easily access this webpage, please visit unifor.org/lutf.

Quick Tips on How to Access Online Resources

Education course listings and programs
unifor.org/education

High school outreach materials
unifor.org/highschooloutreach

Information on the Unifor mobile app
unifor.org/mobileapp
or download the app through the Google Play Store
or the App Store on your device.

Mentoring Program
unifor.org/mentorship

New Member Kit
unifor.org/yourunion

Product and services guide that outlines
Unifor goods and services
unifor.org/proudlyunifor

Speakers Bureau
unifor.org/speakersbureau

Young Workers page
unifor.org/youngworkers

Resources and guides

Constitution of Unifor
unifor.org/constitution

Guide for Amalgamated Locals
unifor.org/amalgamatedlocals

Guide for Local Union Bylaws
unifor.org/localunionbylaws

Guide for Local Union Resource Sharing
unifor.org/resourcesharing

Guide for Mergers
unifor.org/mergers

Translation Services Guide
unifor.org/translation

Retirees Chapter guide
unifor.org/retirees

Speakers Bureau Guide
unifor.org/speakersbureau

Information on Negotiating Paid Education
Leave, including Model Language
unifor.org/bargaining

Looking for more resources?
Visit the resources section of the
unifor.org website and type in
keywords to find a new tool.

