

Building Stronger Local Unions Together:

Recommendations and Action Plan of the Local Union Task Force



Why Create a Local Union Task Force?

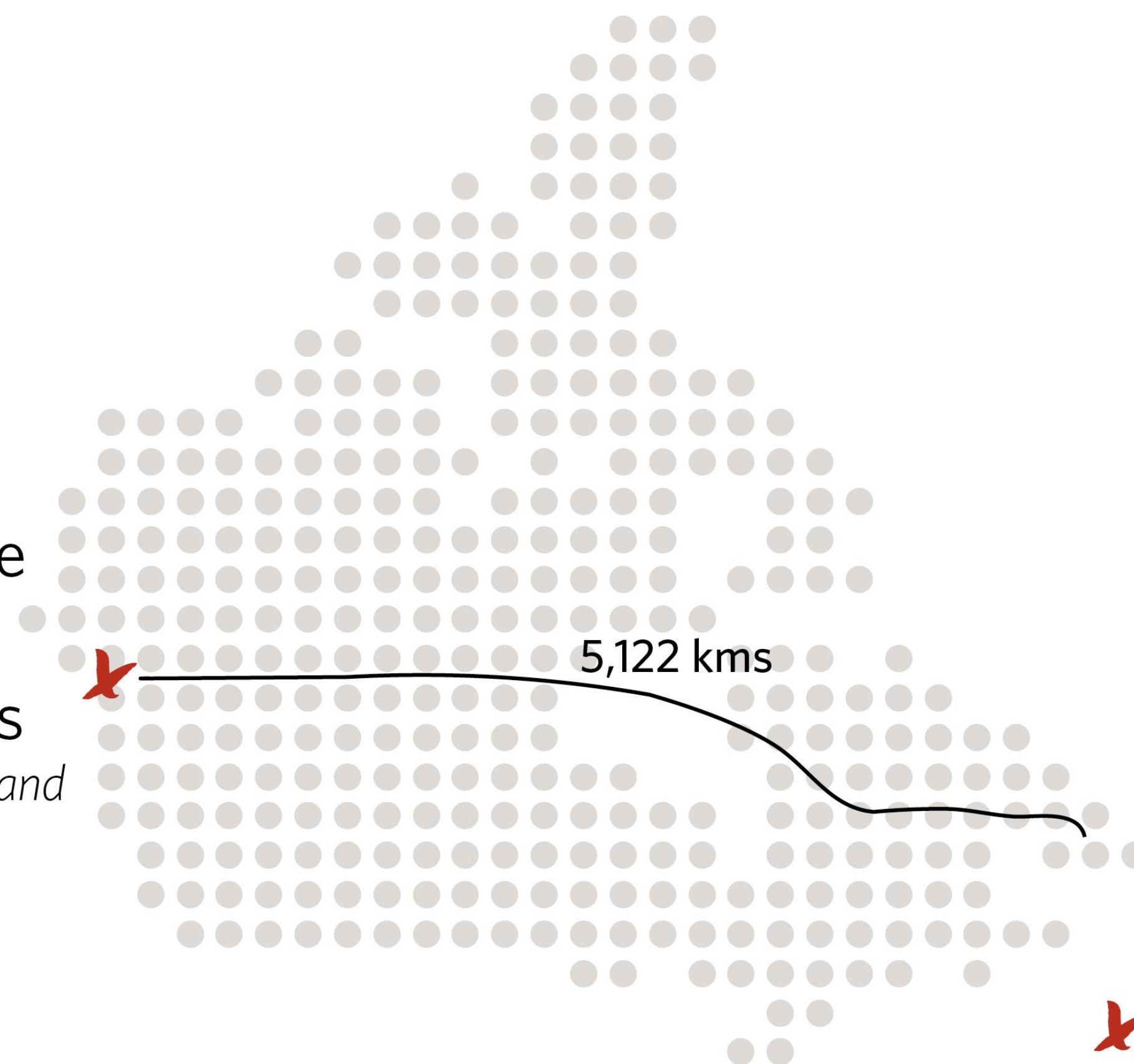
- Founding of Unifor and our mission of union renewal
- Building power to win progress
- Engaged, informed, active membership essential
- Local unions core of the union
- Strengthening local unions a top priority from the start



Why Create a Local Union Task Force?

- Honest and hard look at our key challenges.
- Common concerns about member participation, future generations, building more support.
- World of work changed over last several decades: 24/7 work hours, rise of precarious work.
- New technologies re-shaping our connections to groups and each other.

Longest distance
between two
locals: 5,122 kms
*(Local 2301 in Kitimat and
Local 597 in St. John's)*



Why Create a Local Union Task Force?

local union fact box

- Number of local unions in Unifor: 730
- Average size: 425 members
- Two-thirds of locals have fewer than 200 members
- Two-thirds of members are in a local with more than 1,000 members
- 2% of locals have more than 3,000 members
- Longest distance between two locals: 5,122 kms (Local 2301 in Kitimat and Local 597 in St. John's)
- Share of locals that are amalgamated: 80%
- Share of locals with 5 or more bargaining units: 15%
- Northernmost local union address: Local 862, Fort Nelson B.C.
- Locals representing members covering a large geographical area: 20%

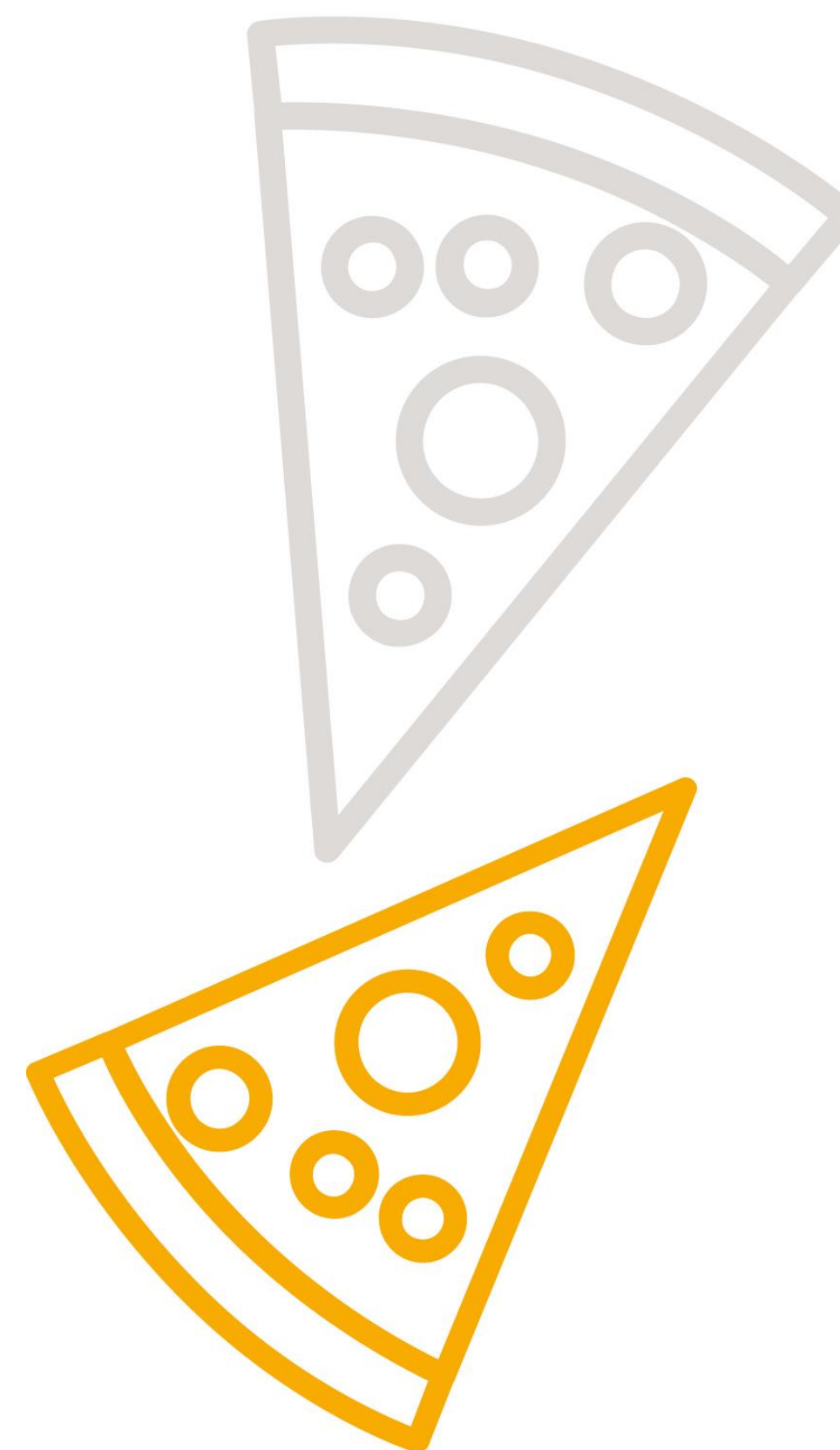
(See discussion paper: "Building Stronger Local Unions Together: Reaching our full potential" unifor.org/lutf click on "Download the Report".)

- Our locals are diverse in size, geography, industry and structure; they are the building blocks of our union:
 - Build stronger member engagement and support;
 - Discover best practices and good ideas;
 - Building community connections and strength.



What Did the Local Union Task Force Do?

- Local Union Presidents Conference
- Engaged Unifor local leadership and members in frank discussion about the future of our union
- Surveyed locals and members
- Travelled across the country



town halls by the numbers

- 49 Town Hall meetings
- 2,000 participants
- Participants from 350 local unions
- Participating local unions represent more than 80% of our membership
- Months with the most Town Hall meetings: October and November 2015
- Estimated number of pizzas consumed: 400



What Did the Local Union Task Force Do?

- Regina
- Saskatoon
- St. Catharines
- Edmundston
- Saint John
- Moncton
- Halifax
- Victoria
- Edmonton
- Calgary
- Winnipeg
- Timmins
- Oakville
- Jonquiere
- Barrie
- Trois-Rivières
- Montreal
- Quebec
- Gatineau
- Peterborough
- Oshawa
- Belleville
- Ottawa
- Baie Comeau
- Vancouver
- Kamloops
- Prince George
- Nanaimo
- Amos
- Windsor
- Sarnia
- Sudbury
- Brampton
- London
- Woodstock
- Kitchener
- Fort McMurray
- Thunder Bay
- Toronto
- North Bay
- St. John's
- Corner Brook
- Kitimat
- Sault Ste. Marie
- Antigonish
- Sydney
- Brockville



What Did the Local Union Task Force Do?

- An open and transparent process
- Every member welcome
- Active listening and open discussion
- Record and share:
 - Town Hall meeting notes
 - Survey results
- unifor.org/lutf



The Task Force asked some important questions:

1. What are the key challenges you face as a local union?
2. How can we build stronger member support and engagement in our local unions?
3. Are there some best practices and good ideas from your local union that you can share?
4. What ideas do you have for working with other Unifor local unions in your community?
5. What do you need to strengthen your local union?





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What did the Task Force hear?

1. Education
2. Communications
3. Collaboration and Resource Sharing
4. Community Solidarity and Profile
5. Connecting the Generations
6. Local Union Participation
7. Implementation and Evaluation

“Canada’s economy is changing, the labour market and our workplaces are changing too, and that means our response has to change.”

What we heard.



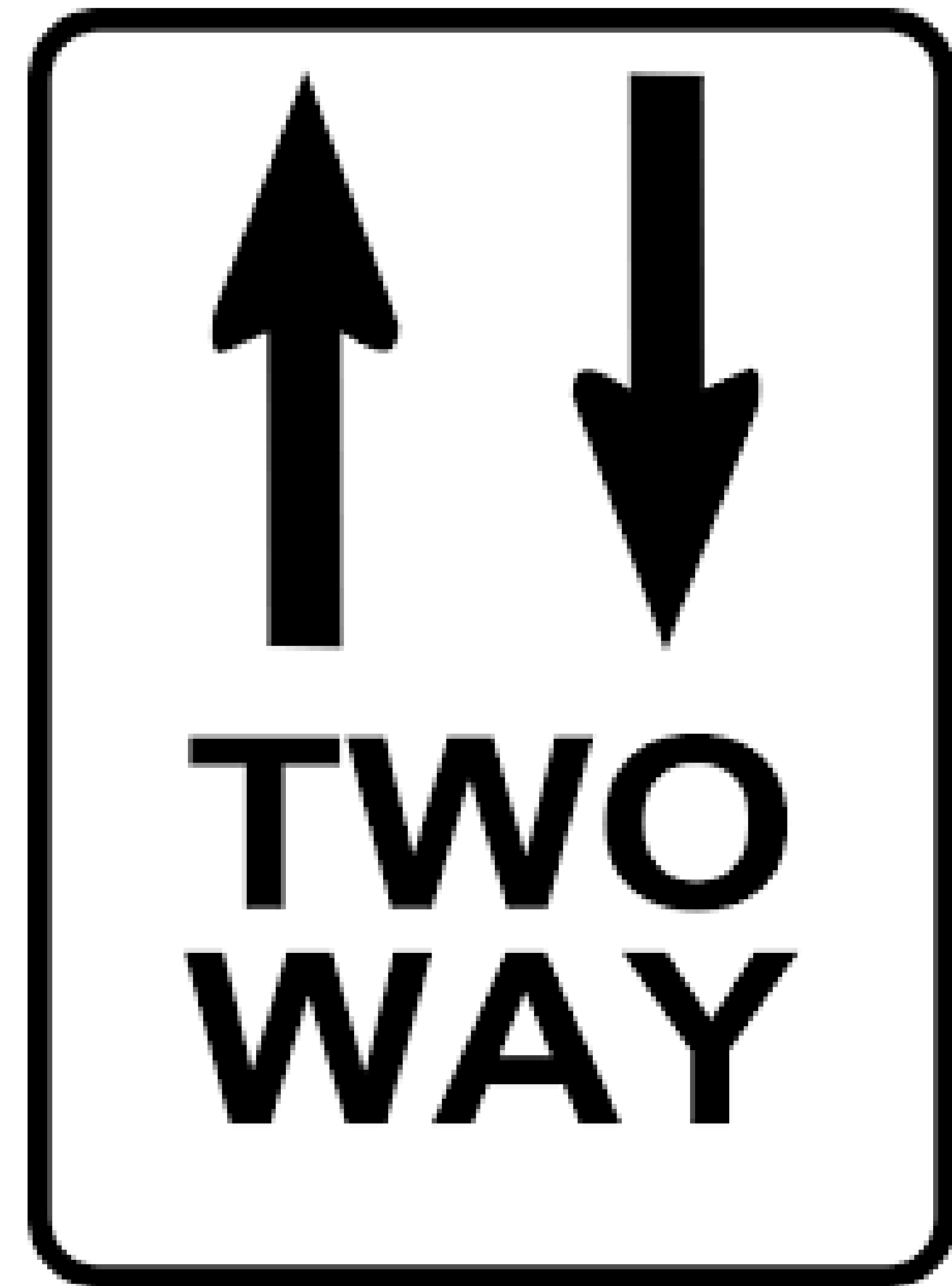
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- Education is key
- Easier, more equitable access
- More information on offerings
- Social media “How to”
- Web learning
- Guest speakers



Communication

- Communication is a two way street
- Many tools – how does a local chose the best option?
- Members want advanced notice in accessible formats
- More information about Unifor offerings: educational and swag



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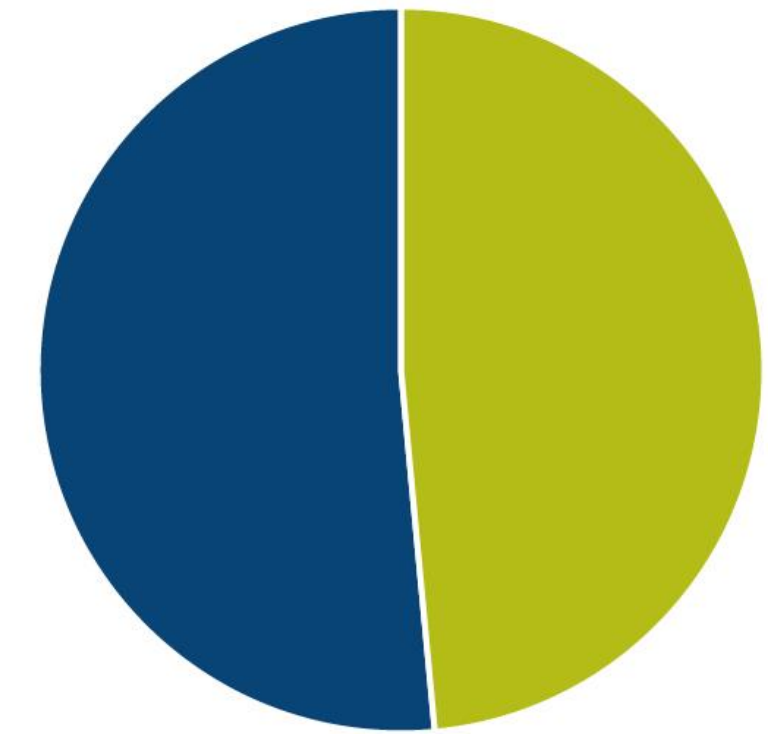


Collaboration and Sharing Resources

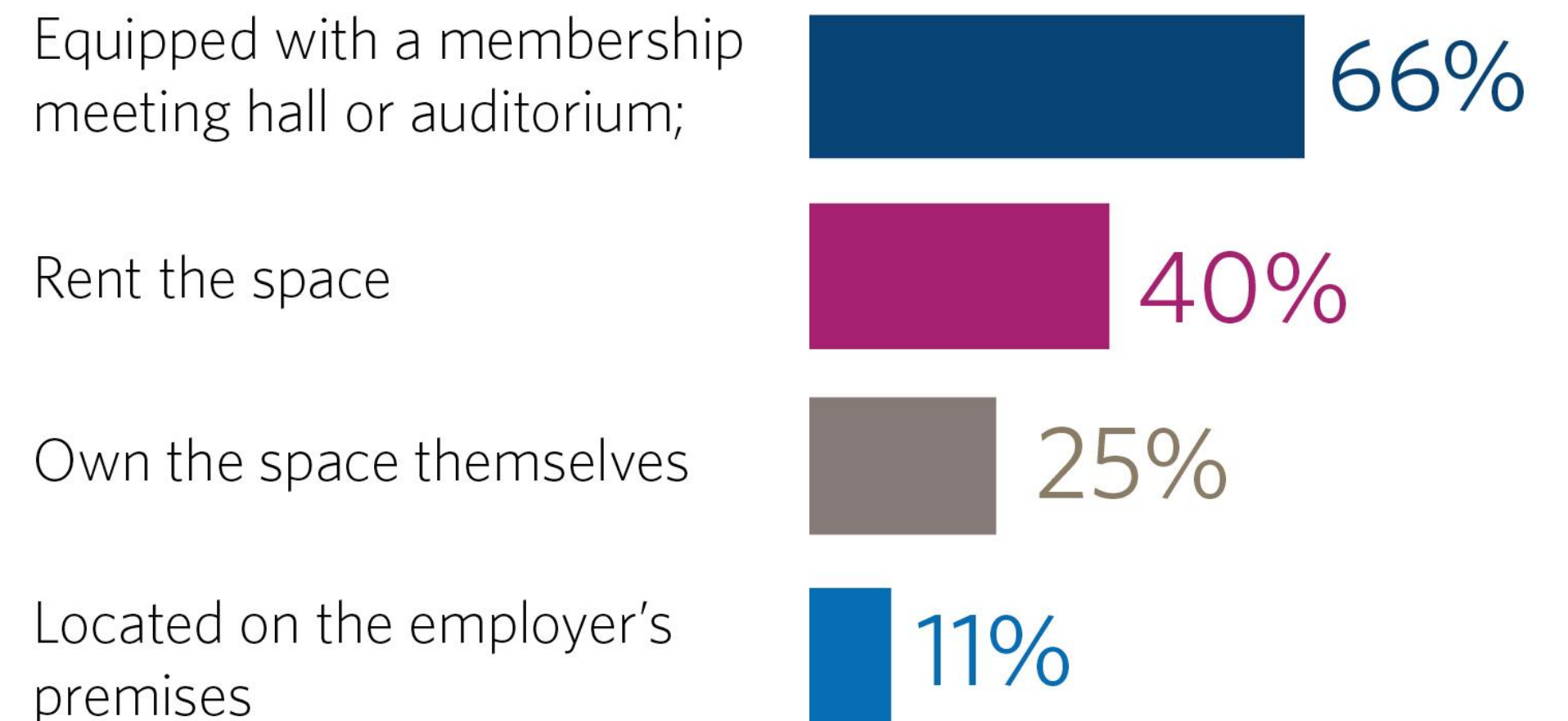
- Strong desire and myriad of opportunity to collaborate and share resources;
- Joint meetings, committees and celebrations;
- Have more fun together!

52%

Over half (52%) of local unions report having a dedicated union office space, while 48% report having no dedicated space.



Among those that do have office space:

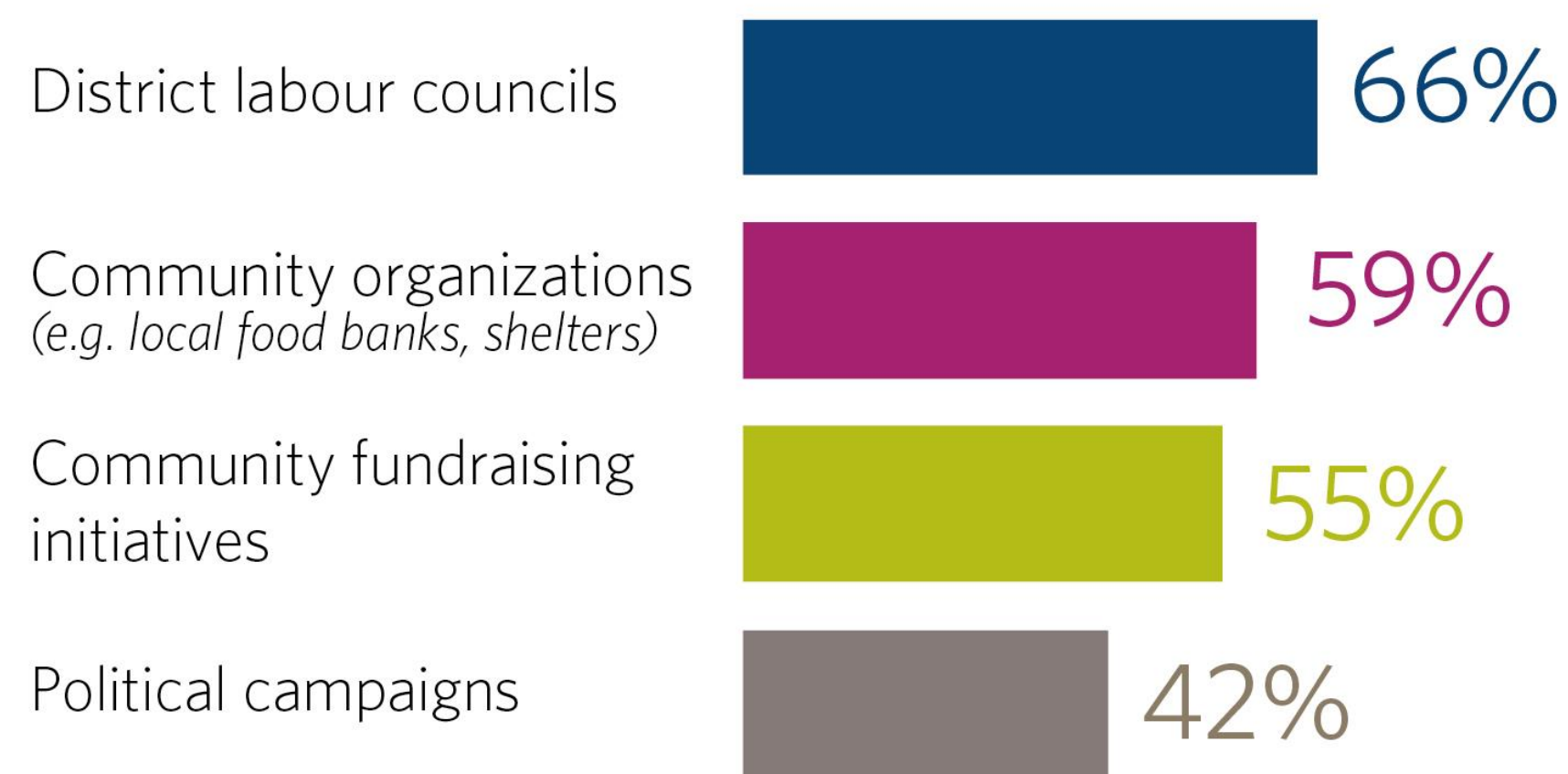


Community Solidarity and Profile

survey says...

...how we foster community solidarity:

Many local unions undertake some level of engagement in the broader community, including participation in:



- Stronger connections to **each other**;
- Stronger connections to the **broader community**;
- Publicize **good work** that is already being done;
- Continued public relations effort to build profile;
- Access and publicize “Unifor made” products and services;
- Social unionism.

Connecting the Generations

- We need to work harder at inter-generational solidarity;
- Mentoring, developing understanding, bargaining for the future not just today;
- Use of technology;
- Time management and traditions;
- Inter-generational committees and making space for all.



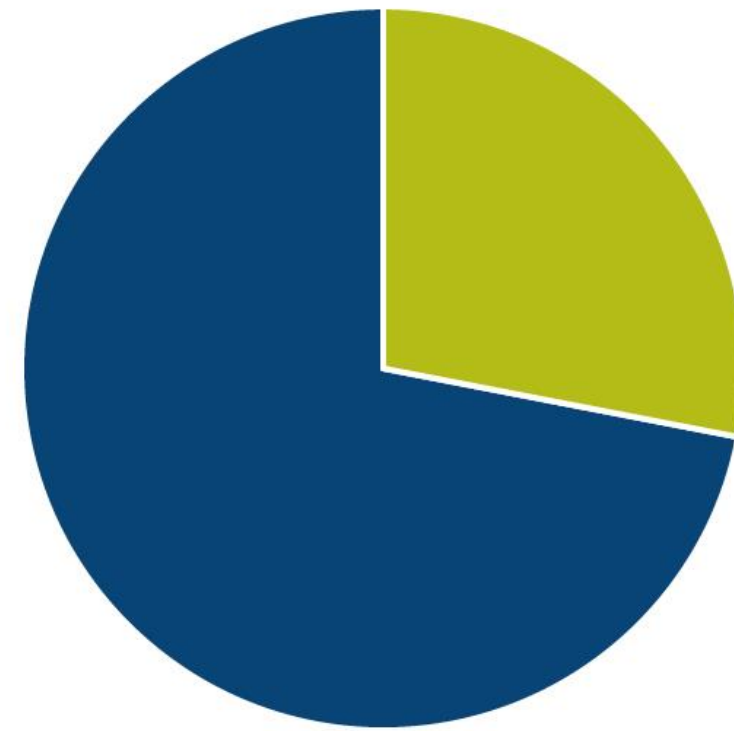
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Local Union Participation and Implementation & Evaluation

68%

More than 68% of responding local unions have sent a full or partial delegation to Unifor's Canadian Council or Regional Councils.



Large locals (i.e. more than 1,000 members) are more likely to send a full complement of delegates to these Councils (over 68% of the time for Regional Councils and 76% of the time for Canadian Councils), than smaller locals.

- All local unions need to be participating in union activities;
- Develop an implementation plan;
- Track progress on commitments;
- Follow-up & follow-through.

Great Ideas and Best Practices

- Skype meetings, new technology
- Lunch and learn
- Local smart phone app
- Area environmental committee
- Regional BBQs
- Guest speakers
- Combined local union hall
- More new member orientation



Local Union Task Force Recommendations

1. Education
2. Communications
3. Collaboration and Resource Sharing
4. Community Solidarity and Profile
5. Connecting the Generations
6. Local Union Participation
7. Implementation and Evaluation



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Recommendations and Action Plan: Education

- Expand knowledge about existing resources
 - Progress: Spring 2017; Plan: 2017 Canadian Council
- New member orientation kit
 - 2017 Canadian Council
- Paid Education Leave outreach
 - Progress: Spring 2017; Plan: 2017 Canadian Council



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Recommendations and Action Plan: Education

- Develop more online resources
 - Progress: Spring 2017
- Expanded Courses on use of technology
 - Progress: Spring 2017
- Regional speaker's bureau lists
 - Spring 2017



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Recommendations and Action Plan: Communication

- Membership contact tools
 - Progress: Spring 2017
- Smart phone app
 - Progress: Spring 2017
 - First available Convention 2016!!!
- Improve access to online resources
 - Progress: Fall 2016
- Multiple language translation list
 - Spring 2017



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Recommendations and Action Plan: Collaboration & Resource Sharing



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- Unifor Community Meetings
 - Progress: 2017 Canadian Council
- Community contact directory
 - Progress: Spring 2017
- Guide to resource sharing
 - 2017 Canadian Council

Recommendations and Action Plan: Collaboration & Resource Sharing

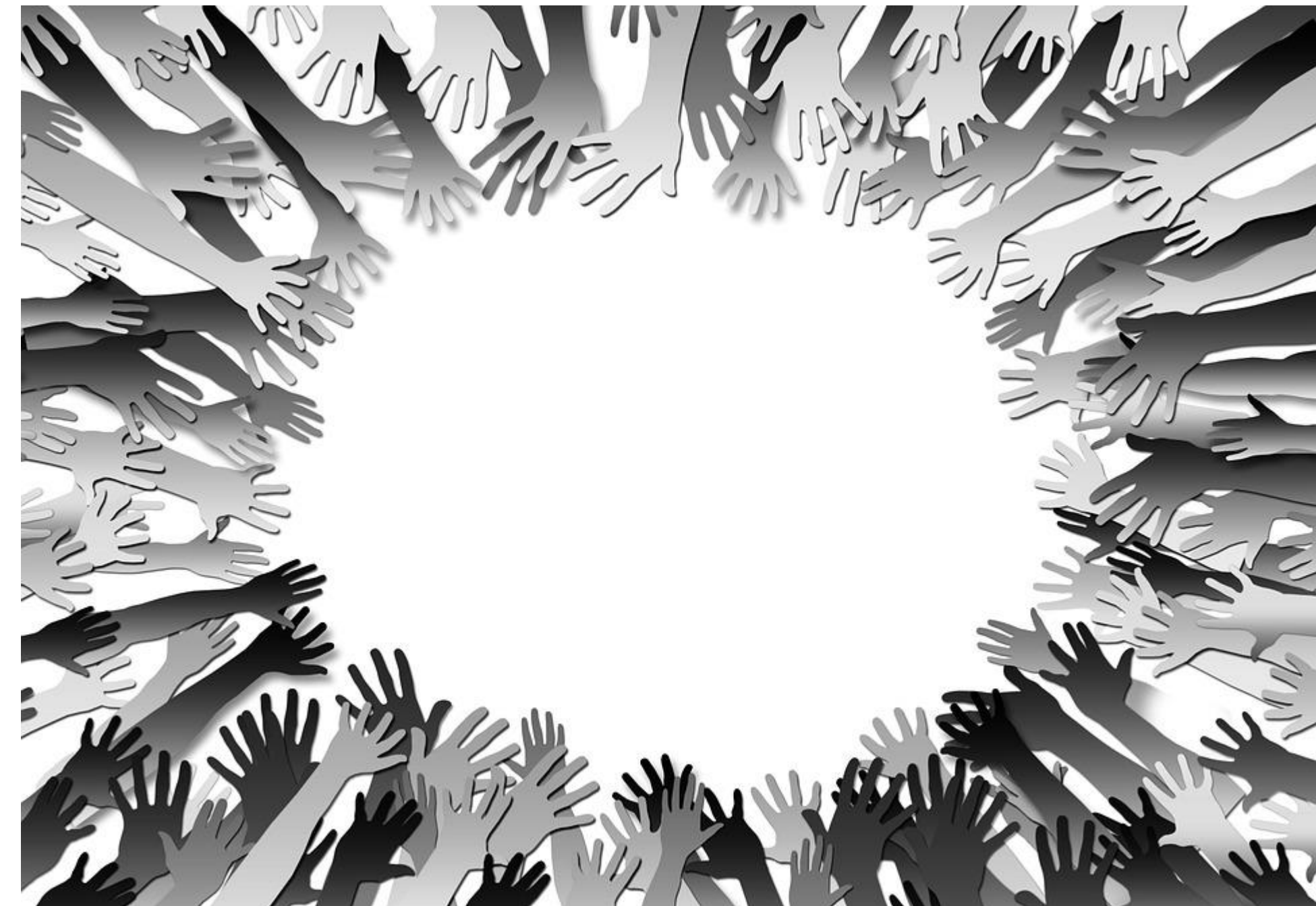


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- Guide to amalgamated and composite locals
 - 2017 Canadian Council
- Guide to mergers
 - 2017 Canadian Council
- Services for smaller bargaining units
 - Report: Spring 2017

Recommendations and Action Plan: Community Solidarity & Profile

- Proactive Community Engagement
 - Progress: Spring 2017
- Unifor signs & flags
 - Progress: Spring 2017
- Unifor promotional materials
 - Progress: Spring 2017; Plan: 2017 Canadian Council



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Recommendations and Action Plan: Connecting the Generations

- Mentorship Program
 - Progress: Spring 2017; Launch: 2017
Canadian Council
- Outreach to schools
 - Progress: Spring 2017; Plan: 2017
Canadian Council
- Retiree Chapters
 - Progress: Spring 2017; Plan: 2017
Canadian Council

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Recommendations and Action Plan: Local Union Participation

- Review and outreach to locals that did not participate in LUTF process
 - Fall 2016
- Identify barriers to participation
 - Fall 2016
- Develop a pathway forward
 - Progress: Spring 2017



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local
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Recommendations and Action Plan: Implementation & Evaluation

- Report back to membership
 - Materials available: 2016 Convention
 - Report by: Spring 2017
- Evaluate task force outcomes
 - Report: 2018 Canadian Council

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