Building High Participation
Trade Unions:

Organising Around Professional Issues

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Campaign Background

• Teacher pay declined in real term by around 24% in 10 years
• Recruitment and retention issues
• Staff demoralised
• Around a decade of below inflation or no pay rises
• Members call for campaign to restore salary levels
Workplace issues

- Member concerns over campaign demands
- EIS largest teacher trade union in Scotland
- Before 2018 had relatively small activist base
- Trade Union Ballot Thresholds
Building Member Participation and Campaign Visibility

- Emailing Elected Politicians
- Branch Meetings (School Level)
- Building New Reps
- Updating Membership Details
- All Member Meetings (Local Association Level)
- VEV Billboards
- Local Media and National Media
- Over 30,000 Teachers March
- Consultative Ballot Turnouts
- Threat of Industrial Action
Building Union Power

Over 30,000 teachers, friends and family march in Glasgow in October 2018
Building Power in the Workplace

- Stronger Branch Organising Committees
- Growing reps base
- Using the organising agenda locally
- Updated membership data
- Ready to take on future campaigns
Lessons Learned

- Members Win Campaigns
- No Shortcuts to Organising
- Building High Visibility
- Winning Majorities
- Building Workers Power
What Next? National Survey Results

- Workload
- Health and Safety Concerns Violent Pupil Behaviour
- Support for Additional Supports Needs
- Mental Health for Teachers and Pupils