Organising in communities

AOb
Netherlands
AOb

- 85,000 members
- Primary education to higher education
- Teachers and education support personnel
- Biggest education union
How did we improve active engagement of the community?
Our succes in organising was collaboration
Collaboration with... other unions and grassroots
Collaboration with employers
Collaboration with... parents
Collaboration with... local schools and community
Collaboration with... teacher training colleges
Collaboration with...

Tweet

Marja v Pluur-Höften heeft geretweet

Carice van Houten 🔄
@caricevhouten

Ik heb getekend. Hier kunt u dat ook doen. investeer-in-onderwijs.nl dank!

10:18 · 13-03-19 · Twitter for iPhone

42 Retweets 144 vind-ik-leuks
Collaboration with... everyone

104,747 mensen hebben de petitie getekend
Costs of collaboration

• A lot of time
• Some vulnerability
• Give and take
• Stamina
Results of collaboration

• Raise in pay and reduce in workload
• Opening up the union
• Increase membership of all ages
• Increase active engagement
• Positive image in society
Samen STERK IN ONDERWIJS