AOb
Samen STERK
IN ONDERWIJS
Union renewal

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AOb

- 85,000 members
- Primary - university
Organogram AOb FNV

Sectoren
- PO
- VO
- MBO
- HO
- WO&O

sectorbestuur
sectorraad

Groepen en afdelingen
- Agrarisch onderwijs
- Algemeen bijzonder onderwijs
- Kleurrijk onderwijs
- AOb Roze
- Belangengroep gymnasiale vorming
- Groene golf
- Onderwijsondersteunend personeel
- Openbaar onderwijs
- Platform Uitkeringsgerechtigden
- Post-actieven
- CVHO (PC)
- St. Bonaventura (RK)

85.000 leden

Algemene vergadering
100 leden

Hoofdbestuur
18 leden inclusief
Dagelijks bestuur
5 leden

Rayons
- Noord
- Noordwest
- Oost
- Zuid
- Zuidwest

Vereniging

Werkorganisatie

Individuele belangenbehartiging en dienstverlening
- AJD
- IAC
- vakbondsconsulenten

Marketing & Communicatie
- M&C
- PR-consultanten

Collectieve belangenbehartiging
- BKO
- Buitendienst
- AOB-Scholing
- Sectorconsultanten

Directie

Stafbureau

Financiën & bedrijfsvoering en secretariaten
5 starting point

- AOb is transparent
- AOb is accessible
- AOb asks members about their opinion and does something with that
- Being a member is being able to join
- AOb shows its power
Structural change

- 100 member of parliament
- 10 retired members instead of 75
- Less complex
- More discussion
- Meetings close to home
AOb is transparent

- Job profiles
- Use of animation to explain
- Member of board = teacher
- Online activities
AOb is accessible

- AOb representatives
- Organising 4 power
- Visibility ways to become active
- Care for new members
- Pop-up groups
AOb asks members about their opinion

- More questionnaires
- Rules for member involvement
- Call to action
AOb shows own power

• Training for members (media, marketing, communication)
• Communication focused on personal contact
• Work together with enemies
Being a member is being able to be active

- Members in decision making groups
- Short term involvement
- Communication new members
- Search group for talent
How are we doing now?

- AOb shows its power
- AOb asks members about opinion but..
Lessons learned about union renewal

- Urgence is needed to change
- Step over your own pride
- Involve everybody
- Work together with your enemies
- Change structure and culture
- Change goes slowly
Thank you!