YOUR TURN 13./14. February 2020 in Utrecht
Organising around ...
→ Recruiting, activating, empowering young members
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OVERVIEW

Reflection: What do younger members want?
Recruitment
Activation
Empowerment
GEW Youth in (most) states; federal youth group meets three times a year; open to all under 35

2014: Brochure of ten steps to make union more accessible

2017: Survey of 7000 members under 35
Reflect meeting culture: Times, places, duration, speaker time limits, use of acronyms

Reflect on generational dialogue: Mentoring, continuous review of organizational development

Reflect on union activity: Meetings, working groups, projects

Worst case: Engagement dependent on going to many meetings during the week dominated by certain colleagues who decide everything by themselves
Young members need time, information and a warm welcome
Recruit students rather than new teachers
Be clear about where, how, when to get involved
Being invited to participate personally is the best method
Is short-term success possible?
RECRUITMENT

- groups at universities, sometimes with other trade unions
- industrial action for student workers
- direct advertisement at teacher training seminars
- seminars for beginners & students
- peer-to-peer / personal addressing
- classic advertising and digital approaches.
ACTIVATION

- „Aktivenkonferenz“: Active young members meet with state-level functionaries at conference on organisational development (2016, 2018)

- „GEWolution“: Federal conferences for ca. 120 active young members on youth issues (2012, 2016, 2020)

- Quotas for young women at major conferences, especially those abroad
EMPOWERMENT

- Solidarity with the under-represented
- Be aware of institutional bias toward men (Who is speaking how long about what?)
- Be aware of institutional bias toward colleagues further along in their careers (Is child care available?)
- Be aware of the costs of union participation (e.g. for students who work on weekends)
- We aren’t just your successors—we are already trade unionists