

# MAPPING YOUR WORKPLACE



## **“Mapping” is a key tool to winning any Organising Campaign**

Mapping, put very simply, enables us to know who works in a given workplace including those not in our traditional bargaining units. We can then identify where our members and non-members are so we know at the outset our level of union support in every area.

The first stage of mapping is to get a list of those who work in the target workplace. This can be done in a variety of ways using a variety of information sources. These can include, for example:

1. Ask your Employer
2. Ask your shop stewards/ reps to fill out the workers list for you
3. Union presentation on induction courses
4. Fire lists
5. Clock Machines
6. Deliveries to the site
7. Schedule sheets
8. Directories
9. Contact in each Department
10. Contact in Wages Department
11. Sandwich bags

Once the workers have been written onto the map, we then need to cross reference the map with our membership list, highlighting our members on the map (see Map Type 1 for how this should look)

**Note:** Please remember we must also map workers not in our Bargaining Unit. They may not be the initial target but we do need to know where they are for future targeting.

Each section/department on the map should be gone through in detail by our shop stewards/ reps. Each shop steward/rep should be allocated an area and be tasked with speaking to every non-member in that area about the union. All workers should be spoken to at least once.

All workers will be scored on the map 1-4 (see below). Each shop steward/rep should then be tasked using a contact card (see below) to speak to all the 2's in their area to ask them about joining the union, then the 3's.

Responses should be recorded on the contact card and joiners should be recorded on the map.

Each shop steward/ rep should take an initial twenty non-members a week to speak to. When each of the twenty has been spoken to, then a further twenty non-members will be targeted and so on. Members sitting beside workers scored as being 2 or 3 will also be tasked by shop stewards/ reps to speak to non-members (see Map type 2 for how this should look).

Most recognised sites are made up of the following:

Shop Stewards/Reps  
Supporters  
(Apathetic) members  
Non members  
Anti-union (about 0-5%)

We use the following system to score workers on the map:

1 = member  
2 = non member (but a supporter)  
3 = need to be persuaded  
4 = Anti-union

### Contact Cards

As part of mapping the workplace – make up a contact card (see the example below) for each non-member so that we can keep records of which non-members we have spoken to and what issues they have raised or objections regarding joining the union. When a worker joins we must immediately task them to speak to another worker who works alongside them, who is not in the union. New joiners will be given at least five names from the map of non-union members they know or work beside.

Example of a Contact Card:

<b>Name:</b>	Susan Smith spoken to on 11/10/2011
<b>Department:</b>	Chiller Room
<b>P/t/F/t/Agency:</b>	Part-Time
<b>Issues raised:</b>	Line speeds
<b>Unite Member:</b>	No
<b>Joined:</b>	<b>Yes on 11/03/2011.</b> No If No, why _____
<b>Task Given:</b>	Ask Susan to speak to John, Louise, Barry, Rob and Shaun in Chiller Room re: line speeds and join up
<b>Follow-up:</b>	Meet Susan 15/10/11 to get update re: the 5 non members she was getting to join re: line speeds.

