

Hull College TU Studies Department

Trade Union Representatives Stage 2

Week 3 Date ____/____/____

09:00 WORKPLACE ISSUES

30 minutes for discussion of workplace and course issues.

09:30 DEBRIEF ON LAST WEEK'S ROLE PLAY

Following the activity we looked at last week, feedback in open forum on the following: -

- Individuals feelings about role-play
- Management styles - realistic? Examples?
- TU Styles - as above
- What would the next steps be for the unions?

10:00 CHANGE AND TRADE UNION ORGANISATION

Look back at your SWOT analysis from last week. Compare this with the findings of your workplace organisation report from last week. If there are any items you want to add or change then do so, using a different coloured pen if possible. Next look at the item you picked as the most important issue; is it still? If not, select another.

10:20 BREAK

10:40 MAKING SWOT WORK

Look at your SWOT charts and think about the Opportunities you have identified for improvements. Select one, or a series of related issues to form the basis for your course project. Draft a report giving your ideas for improvement.

When you have your reports drafted we will take feedback and give the rest of the group the opportunity to make comments and suggestions about the proposed route that you are planning. This should help you when you present it to

Hull College TU Studies Department

Trade Union Representatives Stage 2

13:00 TRADE UNION NEWS LETTERS

Working in groups look at the trade union newsletters and journals you have collected (there are additional resources in the cupboard). Discuss the documents and assess what is good about them, what is not so good and areas for improvement. Think about things such as: -

- Initial impact
- Content
- Use of colour
- Readability
- Layout
- Quality

Produce a flip chart listing the good and bad points you have noted.

13:30 FEEDBACK / DISCUSSION

Each group feed back the findings on their flip charts. Switch newsletters to another group and ask if they agree with the comments on the flip charts. From flipcharts / discussion produce a list of 'do's & don'ts' for use when producing newsletters.

News Letters 'DO's' List	New Letter 'DON'T's' List

14:00 PRODUCE A DRAFT NEWSLETTER LAYOUT

Thinking about the list we have just produced, draw a draft layout for a single page A4 newsletter containing articles on at least two subjects; these can either be ones relevant to your own workplace or ones taken from other union material that we have been using today.

14:20 BREAK

Hull College TU Studies Department

Trade Union Representatives Stage 2

14:40 COMMUNICATIONS STRATEGY

The one item that stands out from every group's SWOT analysis charts as an opportunity is communication.

Look at the activity on page 37 and the form on page 38. Work in pairs to look at this task specifically with reference to communication issues. Think about what methods of communication are used against each of the headings and then use the form to identify people to action, resources etc.

15:30 FEEDBACK ON ACTIVITY IN OPEN FORUM

15:50 WORKPLACE REPORT

Next week we will be looking at collective bargaining issues. Over the next week gather any collective agreements that your union have negotiated in your workplace, specifically those relating to pay and general terms and conditions. Try to obtain copies of old deals too, not just your current ones.