

Mapping Your Workplace

- a guide for IFUT Branches

WHAT IS MAPPING?

Mapping is in depth understanding of your workplace and the locations and relationships between members and potential members. Ideally, it should depict the union density in all locations of the employment. It should identify where we have members, activists and contacts and where we need to improve our organisation. The map shows us how strong the union is in your workplace.

WHY DO BRANCHES NEED TO MAP?

Properly mapped workplaces can identify clusters of members and activists, new employees, non-members, where we are visible and active, where we are not.

Mapping a workplace - and keeping it updated - is a core responsibility of an effective organising committee.

HOW TO MAP YOUR WORKPLACE?

1. Organise Meeting of Branch Activists

Representatives should arrange a meeting to agree the mapping tasks as one of their first orders of business in a new academic year. Mapping is a group exercise.

2. Define Your Map's Legend

Beyond the details of who is working where, the group need to decide what other information needs to be tracked (e.g. Member/non-member status, activists/potential activists).

3. Fill Out the Map

Using rosters, staff lists, email lists, timetables, activist information etc. fill out the map and identify people in grades relevant to IFUT.

4. Use the Map

Whether planning turn-out for an event, identifying gaps in our communications to address, identifying workers to talk to about active issues, maps should be used by reps and committees to build our presence and effectiveness.

5. Update the Map

Time should be allocated at branch meetings not only to update the location of colleagues but to assess the continual recruitment of activists and members and issues which emerge in the mapping process.