



Building High Participation Trade Unions:

Organising Around Professional Issues

Leah Franchetti
Suki Sangha
Educational Institute of Scotland (EIS)

Campaign Background

- Teacher pay declined in real term by around 24% in 10 years
- Recruitment and retention issues
- Staff demoralised
- Around a decade of below inflation or no pay rises
- Members call for campaign to restore salary levels



Workplace issues

- Member concerns over campaign demands
- EIS largest teacher trade union in Scotland
- Before 2018 had relatively small activist base
- Trade Union Ballot Thresholds



Building Member Participation and Campaign Visibility

- Emailing Elected Politicians
- Branch Meetings (School Level)
- Building New Reps
- Updating Membership Details
- All Member Meetings (Local Association Level)
- VEVT Billboards
- Local Media and National Media
- Over 30,000 Teachers March
- Consultative Ballot Turnouts
- Threat of Industrial Action

JANUARY 2018



Thousands of emails sent to local councillors

OCTOBER 2018



Over 30,000 teachers, family and friends march in Glasgow

NOVEMBER 2018



Consultative ballot- 74% turnout with 98% of members voting to reject offer

JANUARY 2019



EIS Special Council authorises a statutory ballot for strike action

MARCH 2019



New Scottish Government proposal (3% + 7% +3%)

MARCH 2019



Consultative ballot- 76% turnout with 98% of members voting to accept offer

APRIL 2019



VICTORY!

Teachers in Scotland secure a 13.51% (compounded) pay increase over 3 years



**VALUE
EDUCATION
VALUE
TEACHERS**



Building Union Power

Over 30,000 teachers, friends and family march in Glasgow in October 2018

Building Power in the Workplace

- Stronger Branch Organising Committees
- Growing reps base
- Using the organising agenda locally
- Updated membership data
- Ready to take on future campaigns



Lessons Learned

- Members Win Campaigns
- No Shortcuts to Organising
- Building High Visibility
- Winning Majorities
- Building Workers Power



What Next? National Survey Results

- Workload
- Health and Safety Concerns
Violent Pupil Behaviour
- Support for Additional Supports
Needs
- Mental Health for Teachers and
Pupils

