



samen **STERK**
IN ONDERWIJS

Union renewal

Dorien König

AOB

- 85.000 members
- Primary - university





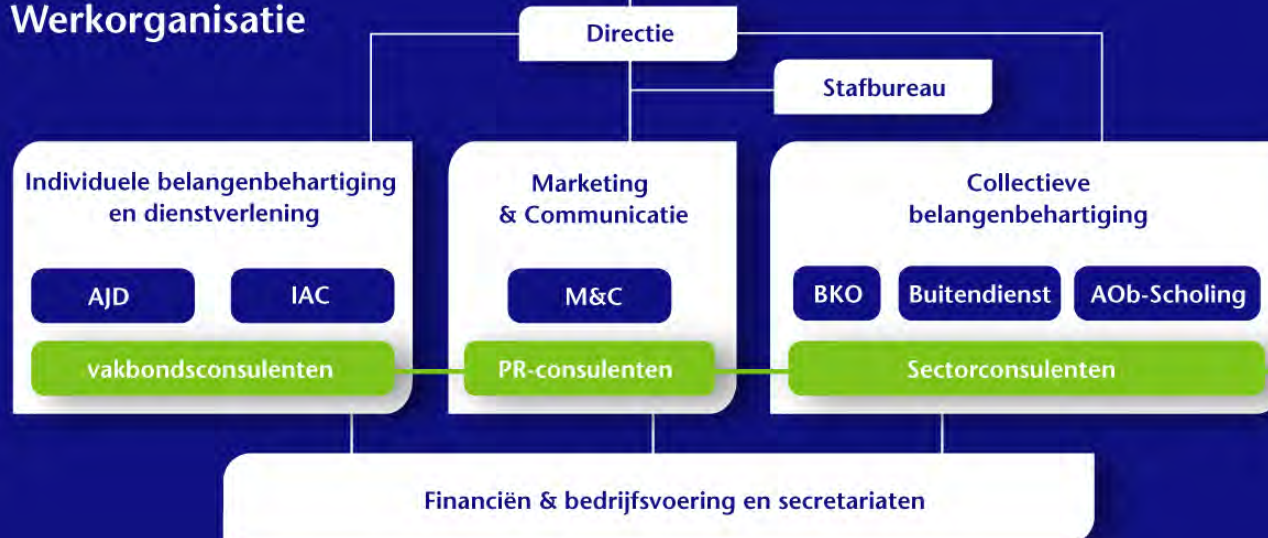


Organogram AOb FNV



Vereniging

Werkorganisatie



5 starting point

- AOb is transparant
- AOb is accessible
- AOb asks members about their opinion and does something with that
- Being a member is being able to join
- AOb shows its power



Structural change

- 100 member of parlement
- 10 retired members instead of 75
- Less complex
- More discussion
- Meetings close to home

AOb is transparant

- Job profiles
- Use of animation to explain
- Member of board = teacher
- Online activities

AOb is accessible

- AOb representatives
- Organising 4 power
- Visibility ways to become active
- Care for new members
- Pop-up groups

AOb asks members about their opinion

- More questionnaires
- Rules for member involvement
- Call to action

AOb shows own power

- Training for members (media, marketing, communication)
- Communication focused on personal contact
- Work together with enemies

Being a member is being able to be active

- Members in decision making groups
- Short term involvement
- Communication new members
- Search group for talent

How are we doing now?

- AOb shows its power
- AOb asks members about opinion but..

Lessons learned about union renewal

- Urgence is needed to change
- Step over your own pride
- Involve everybody
- Work together with your enemies
- Change structure and culture
- Change goes slowly

GUESTS
FROM
ABROAD

ACTIE PUNT

TAAL
SPREKEN
VAN
DE
LEDEN



Buitengewone Algemene Vergadering
23 NOVEMBER 2018
utrecht

SAMEN
STERK
IN
ONDERWIJS

financiële
positie

INCREASE

AAN DE SLAG!

LEARNING WITH YOU
LEARNING FROM YOU

LEDEN
ONVOLDENDE
GEHOORD

BEGRO-
TING

OP EEN
GEZONDE MANIER

member-
ship

focus!!
young
members



AV LIVE VOLGEN

TRANSITIE

2019

FINANCIEREN

MULTIPLE
WAYS
TO
GET
IN

START
KRITISCHE
VRIENDEN

REPRESENTATIE

ONDERWIJS
VAN AGENDA
REGERING
VERDWENEN

POST ACTIEVEN
BEHOUDEN

SCHOOL
REPRESENTATIVES

TEACHERS
TOO BUSY

FRANCE:
more + better
communication

INTERNATIONAAL
LINKEN

CAO

DISCUSSIE

THE SMARTEST THING
IN THE
ROOM
is the
room



FOR UNION

RUSSIA:
40%
of members
is student

INTERNATIONAAL
LINKEN

"WE ARE THE ONES
WE'VE BEEN WAITING FOR"

UNION
renewal

STUDIO
netto

UK:
focus on
mental
health

VERANDERING IS EEN CONTINU PROCES

Thank you!



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