



# Higher Education pay ballot – action stations!

*We've put together this 10-point action plan to help you get out the vote and encourage as many members as possible to vote YES for strike action to secure an improved pay offer.*

- 1. Update contact details.** This is the number one priority over the next few weeks! Make sure your members receive all the information and reminder emails – and crucially, that they receive their ballot paper to their home address – by asking everyone to update their contact details. This can be done by members online at [MyUNISON](#) or by calling UNISON Direct on 0800 0 857 857. Branches can help to update members' details using WARMS.
- 2. Recruit!** Make sure as many members as possible in your branch send a strong message to the employer that the pay offer falls short on every element of the pay claim the trade unions made. Any new members who join by 22 October will get their vote in the ballot too. Let colleagues know that they can easily [join online](#) or by calling 0800 171 2194.
- 3. Tool up.** From 12 August materials will be available to order/download from the HE section of the [UNISON Shop](#). Make sure that all the workplaces in your branch have visible posters all around campus, and make a plan to distribute leaflets so that members know the ballot opens on 9 September.
- 4. Assemble your team.** Pull together a list of reps and workplace contacts who'll help with visiting workplaces. Could retired members help to visit and distribute campaign materials? Every person can make a difference.
- 5. Walk the walk.** Arrange dates when you'll visit different departments, sites and shifts in your branch to hold meetings and walkarounds. Don't forget early and late shifts, as well as the offices that are hidden away... Plan to do this in the next few weeks so that members know about the ballot and update their details. Also, plan to do this during the ballot period itself to talk to members about voting.



6. **Talk the talk.** Plan your ballot meetings so members know where and when they can get their questions answered. Use the UNISON PowerPoint presentation (available from 23 August) to explain to members and future members what this ballot is all about. You'll find this at [unison.org.uk/payupnowforHE](https://unison.org.uk/payupnowforHE). You can also show the video!
7. **Figure it out.** Make sure all members have seen the online pay loss calculator on the web page – they'll be able to see exactly how their pay has fallen behind rising inflation based on RPI.
8. **Put members on the map.** Encourage members to use the online HE map to find out how much has been spent on your VC/s in the last financial year and whether your university is an accredited Living Wage employer. You can also see how many hours per week your university uses for the standard full-time contract.
9. **Write home.** If you know that lots of your members don't have an email address, you could write to them at home letting them know to expect a ballot paper through the post. Remember to include the link [unison.org.uk/payupnowforHE](https://unison.org.uk/payupnowforHE) so that they can get all the information on the pay claim and how the employers' offer falls short.
10. **Spread the word.** Please share your messages and photos on social media using the hashtag #payupnowforHE, and encourage members to do so too. The more visible we can make this ballot, the more chance we have of getting a good turnout that sends a strong message to the employers.

**Thanks for all your work to get every member's voice heard in this ballot. We need everyone to stand up for decent pay and decent jobs. A strong vote for strike action will put pressure on the universities to give our members the pay rise they need and deserve.**