

# Recruit / Engage / Retain

## UNISON's Strategy for New Starters

### ELEMENT 1

#### Accessing New Starters:

- New starter info (names, job, workplace and work contact info) sent to the Branch by the employer periodically
- UNISON presentation at staff inductions, with time for discussion and recruitment
- UNISON information provided to new starters

1

### ELEMENT 2

#### Build a Branch Membership and Recruitment Team (MaRT):

- Team of Active Members and Reps, to act upon new starter info, attend inductions and manage New Member Orientation programme
- MaRT take lead on member recruitment, focused on, but not exclusive to, new starters, overseen by Membership Officer (MO)

2

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4

### ELEMENT 4

#### Mapping and tracking

- Mapping new starters, including tracking:
  - a) Joining status
  - b) Date of follow-up contacts and conversations
  - c) Level of engagement
- Updating mapping with key details of conversations and digital contacts

3

### ELEMENT 3

#### Inductions, follow-up conversations and New Member Orientation Programme

- Goal of 100% of new starters recruited, after 3 contacts with the MaRT
- Schedule of inductions in place, listing MaRT member(s) attending
- Scheduled one-to-one conversations and digital comms with each new starter, post induction
- Develop a "New Member Orientation Programme"

## ELEMENT 1: Accessing New Starters

### Reach agreement with employer on:

- Benefit of new starters being aware of union when they start their new job.
    - This will mean New Starters feel supported from start of employment and aware of positive industrial relations and partnership working.
  - New starter info (names, job, workplace and work contact info) sent to the Branch by the employer periodically
  - Sensitive information about the person must not be included (GDPR).
  - Where employer is hesitant, consider proposing formal data sharing agreement.
  - Access to new starters, (ideally without management / HR present), during their employee induction.
  - At least 10 minutes allocated for UNISON presentation and at least 15 minutes follow-up time for conversations and recruitment
  - If Employer is being resistant to giving private audience with new starters, consider agreeing content of UNISON presentation and materials.
  - Basic UNISON Branch information emailed to new starters, on appointment (if recognition agreement and/or local staff-side / JCC situation allows for this)
  - Release time for Membership Officer (MO)– investing in release for MO will pay itself back in lack of release needed for grievance and disciplinary meetings
  - If employer does not agree or does not meet terms of agreement, raise dispute to encourage / enforce agreement
- **Who?** Branch Secretary / Branch Officers
- **Resources:** Data sharing agreement, regional staff, recognition agreement

## ELEMENT 2: Build a Branch Membership and Recruitment Team (MaRT)

- Membership Officer (MO) and Branch Officers identify and develop Membership and Recruitment Team (MaRT), made up of Active Members and Reps
  - MaRT takes a lead for all Branch member recruitment activities, focused on, but not exclusive to, new starters, overseen by MO;
    - Monitoring and acting upon new starter info
    - Attending staff inductions and delivering presentations
    - Managing and undertaking follow-up conversations
    - Managing and delivering New Member Orientation programme
- **Who?** Active members, coordinated by MO

## ELEMENT 3: Inductions, follow-up conversations and New Member Orientation

- Goal of 100% of new starters recruited
  - Schedule of inductions in place, listing MaRT member(s) attending
  - Tracking who joins and level of interest of each new starter
  - Minimum of 3 contacts within 45 days of starting employment;
    1. One-to-one conversation
    2. Email
    3. Further conversation about start of job and union activities
  - Only provide detailed info on how to access support to new starters when they join UNISON
  - Develop a “New Member Orientation Programme”
    - Periodic meetings that are open to all New Members
    - Announce at induction and use follow-up conversations and reminders to encourage attendance
    - Align New Member values with the values of UNISON
    - Space for members to share experiences and concerns
    - Actions and Activities New Members can get involved with at the end of the meeting
    - Consider incorporating an “Initiation” – where each new member is given something from the Branch and receives applause from colleagues
- **Who?** MaRT
- **Resources:** Template presentations, tracker spreadsheet, stall materials

## ELEMENT 4: Mapping and Tracking New Starters

- Mapping new starters, from new starter lists – tracking when people join, date of follow-up contacts and level of engagement / interest in getting more involved
  - Digital comms for new starters – Different comms for joiners and non-joiners.
- **Who?** MaRT
- **Resources:** Script for follow up conversations