ORGANISING AND RECRUITING IN CHALLENGING TIMES

A TRAINING PROGRAM FOR THE EUROPEAN FEDERATION OF JOURNALISTS

TRAINERS

Alina Caia + Ulisses Garrido

A new approach to training

The new context generated by the COVID-19 situation imposed a specific new approach to this training program, in form of:

- an online run, scheduled for 6 weeks + a summative session

- distance working groups

- online tools to complete the activities

- a common space for sharing the group work

The course´s aims

Having completed this training program, you will be able:

- ✓ to **define** their trade union identity and culture

- ✓ to **get** acquainted with successful trade union models of action

- ✓ to **analyse** their organisational context and potential

- ✓ to **synthesize** tools and communication channels for union digital marketing

- ✓ to **elaborate** a recruiting plan, considering the visibility of trade union

- ✓ to **design** a recruiting campaign, based on effective trade union organisation

The programme of online sessions

Time	WEEK 1	WEEK 2	WEEK 3
	12th of January 2021	19th of January 2021	26th of January 2021
14:00 15 min break included 17:00	**The course programme and the learning process** Opening by Ricardo Gutierrez, EFJ General Secretary Introduction of: -Course´s concept and programme -Aim and objectives -Methodology -The sessions/ the collaborative distance working -The tutors team Presentation of participants # DISTANCE WORKING GROUP: Why am I unionized? Why there is an interest to end unions?	**Why being trade union member?** Presentation of group work results Why being a member? The benefits of membership (presentation, debate) We need to know our workers (group activity) Presentation of group results Who can be member? (presentation, debate) # DISTANCE WORKING GROUP: Case studies	**How, when, where do we recruit** Presentation of group work results Discussion of the case studies The visibility of the trade union and its activity: to be visible, in order to be attractive and powerful (interactive presentation, debate) # DISTANCE WORKING GROUP: How to improve the trade union visibility?

The programme of online sessions

Time	WEEK 4	WEEK 5	WEEK 6
	2nd of February 2021	9th of February 2021	16th of February 2021
14:00 15 min break included 17:00	**Communication: the essential tool** Presentation of group work results Union digital marketing: concepts, tips and tools (presentation, debate) How to contact, inform, mobilise and win members on social networks The recruiting action plan (presentation, debate) # DISTANCE WORKING GROUP: Elaborate a recruiting plan	**Unionise as organise: a task for all** Presentation of group work results The trade union organisation & recruiting: basic and permanent for all (presentation, debate) The meetings, a way for monitoring the situation (group activity) Presentation of group results How to create a campaign (presentation, debate) # DISTANCE WORKING GROUP: Design a recruiting campaign	**The post recruitment** Presentation of group work results Discussion of the proposed campaigns The post recruitment (presentation, debate) NEXT STEPS: report your experience (individual feedback) Follow-up information

Pedagogical strategy

WE WILL BE USING

- Knowledge
- Technics
- Language
- Resources
- DOCs

from the Marketing world

METHODOLOGY

- vACTIVE LEARNING
- vINVERTED PEDAGOGY
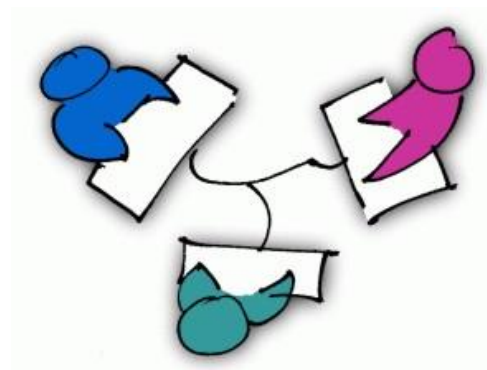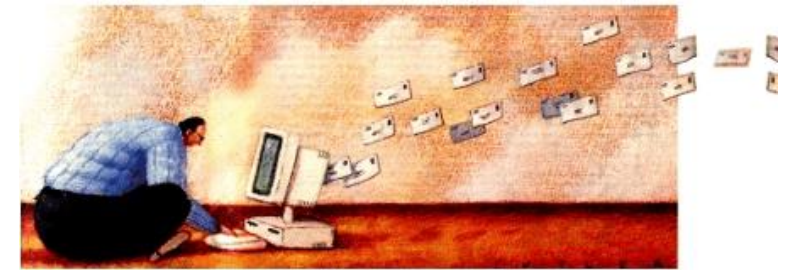- vCOLLABORATIVE LEARNING
- vLEARNING BY DOING
- vLEARNING BY PROJECT

Method: Collaborative Learning

Traditional Learning	Collaborative Learning
Isolated study	Group study
Trainer - Authority	Trainer - facilitator, coordinator
Passive, reactive learning	Active, investigative learning
Contents for memorizing information	Projects and Discussion for the construction of knowledge
Assessment: punctual, summative and performed by the teacher	Assessment: continuous, formative and performed collaboratively
Classroom	Interactive Virtual Environments
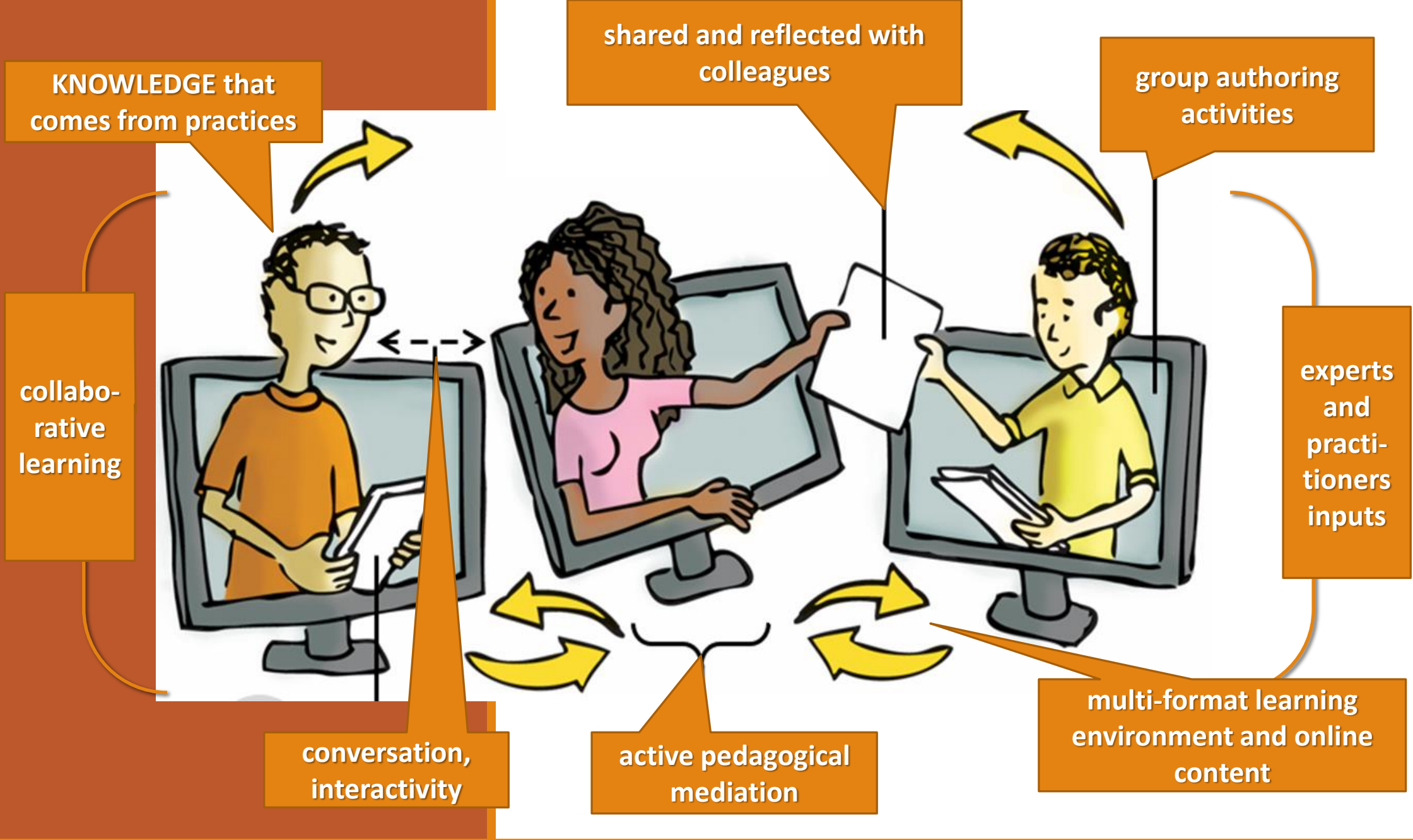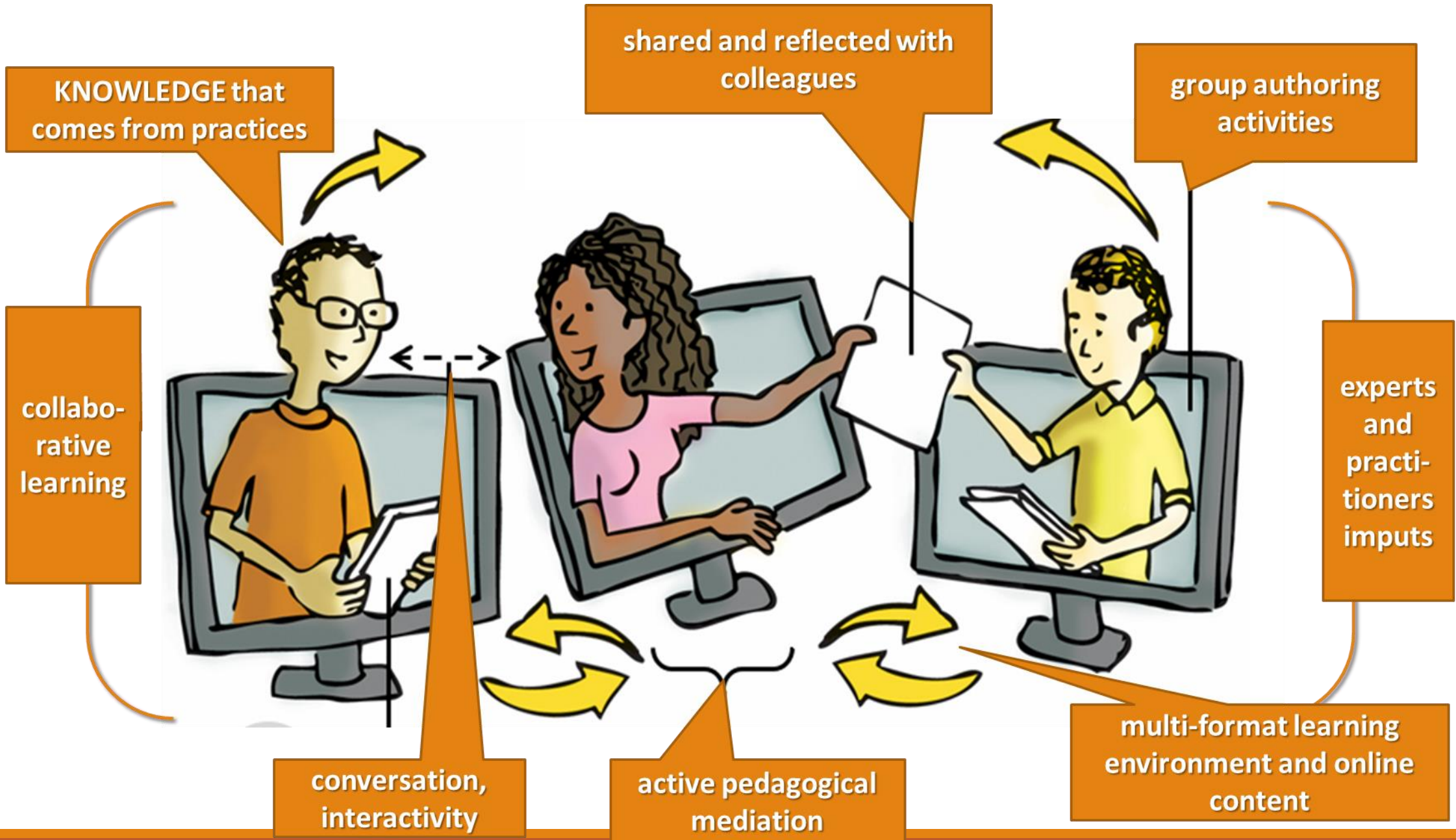
Requirements for online attendance

You will receive a Certificate of Completion for this training program, based on:

- attendance of <mark>all weekly live sessions</mark>
- contribution to the <mark>weekly collaborative learning activities</mark>
- attendance of the <mark>summative session</mark>
- 6 online sessions, 3h each with a break
- 2 days of the summative session (face-to-face – will be replaced by 2 online days)
- <mark>certification</mark> - The time of the course for the participants will be: online: 18h ; distance working space between online sessions: 40h; F2F session 12h : TOTAL 70h.

* Exceptional situations regarding the attendance to be communicated to: Yuklan

How we will work?

THE 6 WEEKLY SESSIONS

1. all session will run **live** and will be **recorded**

2. the **materials** used during the sessions will be available for download in the shared database

3. an **active participation** is expected (Q&A, common debates, small group activities in breakout rooms)

THE DISTANCE WORKING GROUPS

1. a **weekly topic** is assigned to all working groups

2. **all** group members should **contribute** to the common report

3. online **tools/apps and templates** will be used for the deliver of your group work results

4. all group reports will be stored in the corresponding folder of the shared database

5. the reports back will be done in the next week´s session by spokespersons assigned in each group

Tech tools

o Zoom app installed

o Webcam and microphone for interventions

o Preferable access from a desktop computer (other devices may connect to the session, but without benefit of full features)

o Drive shared database (requires a Gmail account for contributions)

o Editing apps/programs (minimum Office pack)

* Instructions, tutorials will be available for tools required in the completion of weekly tasks

The distance work

- ***Why the distance working groups?***
  - an opportunity for <mark>active participation</mark> in the course
  - a chance to have <mark>real practice</mark>, applying the aspects discussed in the live sessions
  - a way to reinforce the <mark>team work and cooperation</mark>
  - a necessary practice for <mark>performance</mark> under current conditions
  - an approach focused to <mark>apply TU values and pedagogy</mark>

- **How to use *the mentoring as support for working groups?***
  - **group/individual** mentoring will be available (chat/forum)
  - **online sessions** can be scheduled weekly with the groups
  - the support will include **task, tech or process** aspects of your group work

The 10 commandments for distance work in groups

❑ start by checking the full understanding of task(s) and report requested

❑ organise/schedule your group work

❑ assign a coordinator and a spokesperson for the group (ensuring everyone´s participation to these roles)

❑ divide the tasks and share the results in progress

❑ define the necessary tools/apps and format of your report

❑ set deadlines for elaboration, validation, edition

❑ communicate, exchange, collaborate during the whole week

❑ validate your progress with all group members, accept amendments

❑ dedicate at least 1 day for the preparation of the final report by the repporter

❑ ask for tutors´ support (scheduled mentoring sessions/shared forum)

And now let´s get to know each other...

Composition of working groups

GROUP 1	GROUP 2	GROUP 3	GROUP 4
Tamara	Darko	Simon	Dennis
Anastazia	Patrick	Marta	Timur
Rosa	Pamela	Maja	Rigels
İlyas	Pablo	Miłosz	Maria
Monika	Marcelo	Helle	Drazen
Christiana	Gülfem		Mushfig