**Briefing note for tutors**

End of course project Rationale

Unite is holding membership rates steady in 2018. We are looking to increase membership by 5% to make this happen. If we look at this as a whole then we need to increase membership by 6.9% or improve our rates of retention.

**The project**

This is not a numbers game, we want reps to look at their workplace, use the skills they have acquired and the team around them both at work and within Unite. We then want them to come up with a strategy for their workplace that will tackle one of the following points.

1. Increase overall membership
2. Develop a strategy to retain members who leave the workplace
   1. Through moving on
   2. Redundancy
   3. Retirement
3. Improve awareness of what Unite offers
   1. Learning
   2. Legal
   3. Community
4. An issue facing members that has the potential for membership growth that is
   1. Deeply felt
   2. Widely felt
   3. Winnable
5. Improve your collective agreements or gain new ones
   1. Facilities agreement
   2. Collective agreement for others on site (e.g. Office staff not covered in existing agreements)
   3. Learning agreement
   4. New Technology agreement

We still want the written report but 500 words is not hard and fast. It should reflect the strategy and how the reps plan on implementing it. These will be passed to officers to help them understand what we in education are trying to achieve.