



AFT NATIONAL

Lists, Maps and Charts in the Workplace

AFT Member Engagement & Mobilization Training

AFT Union Leadership Institute

Objectives

Map and chart your workplace and understand the relationships that exist within a workplace are tools locals use to create your local's strategy to best identify co-workers who are not members of the union.

This section will clarify the difference between charting and mapping and provide the following skills:

- Develop useful workplace maps and charts.
- Recognize geographic, work and social relationships to move a campaign and build membership.

Why Do this?

“Your data isn’t much use if you don’t know what it means.”

Organizing is both an art & a science

- Important for visual references
- Important to keep for historical references
- Important for worksite leaders to understand the scope of the worksites
- Easier ask for potential members and members whom we are trying to activate



Mapping Definition

“Depicts a worksite or relationships in a way that clarifies spatial and work processes, proximities and distances.”

AFT Organizing Model



Why map?

- Easily identify missing information
- See relationships based on geography and other factors
- ID social networks
- Assess strengths and weaknesses
- Plan work, next steps and assignments
- Can involve members / employees
- Give assignments
- Add a personal touch to representation

Mapping the Workplace

How do you get what you need?

- It's already there!
- Activists, building reps, committee, etc.
- Members
- One-on-ones
- Debriefs
- Research



Mapping the Workplace

What to include

- Geographic depiction of worksite – entrance, break room, smoking area
- Location of workers
- Worker identifications
- Location of supervisors
- Grouping of workers
- Names of workers and others
- Activist, building rep, committee member
- Activism and tests

Mapping activity

1. Use the provided map and a membership list, fill out the map.
2. All information provided must be referenced in some way.
3. Report to the group the parts of the information your team chose to highlight and why?



Mapping the Workplace Analysis over time

- SAVE YOUR DATA!
- Learn from comparisons - beginning of year to end of year, month to month, one year to another, with other worksites, other units, etc.
- Combine mapping with charting.
- Build in mapping to role of activists.
- Make mapping fun!



Wall Charts

Charting Definition

“The placing of information in a schematic form, generally on the wall, in a way that allows for immediate visual interpretation.

The chart is linked to information obtained in the list building process, in actions and tests and assessments. Information on the chart should match that in the database.”

AFT Organizing Model



Charting the Workplace Wall Charts

- Tracks movement through time
- Has a specific goal, organizing union members at the worksite, event turnout, voting activity



Why chart?

- Quick visual reference
- Evaluate campaign, drive, status
- ID social networks and leaders
- ID communication networks
- Assess strengths and weaknesses
- Plan work, next steps and assignments
- Can involve members / employees
- Track trends
- Motivates activists



Charting “golden rules”

- Important at every stage
- Can be used in many formats
- Allows different views of a campaign
- Can be very sophisticated or simple
- Tracks movement
- Key planning and decision-making tool

Charting the Workplace

How to create a chart

- Determine use of chart
- Determine data subsets based on goal
- Use date if relevant
- Remember value of seeing data
- Wall chart should provide data quickly



What to include

- Key subject – person, site, work group
- Job titles or form of job identification
- Designation of activism
- Date of information
- Response to actions / tests
- Consistent data



Charting activity

1. Use flipchart paper to create a chart for potential leaders
2. Decide what the next steps would be to strengthen the leadership in the workplace you mapped
3. Your goal is two-fold. First, ask what other information you'd want to see on the chart. Second, based on what the chart tells you, list the next steps you will take in the campaign.
4. Report to the group

Mapping/Charting Analysis

- Drives big decisions
- Helps plan work, next steps and assignments
- Determines strengths and weaknesses
- Looks at trends
- Allows for key and substantive comparisons
- Can provide a common base

Builds our power



Mapping, charting and analysis of the data

Are tools to **build power** for working people



Questions



- Additional resources
- Questions
- Suggestions

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OUR MISSION

The **American Federation of Teachers** is a union of professionals that champions fairness; democracy; economic opportunity; and high-quality public education, healthcare and public services for our students, their families and our communities. We are committed to advancing these principles through community engagement, organizing, collective bargaining and political activism, and especially through the work our members do.

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