### Activity I: Mapping the branch

Work in groups to complete a map of the Branch using the information provided from the secretary from their records, give every member a letter A, B, C, D or E as to how active they are:

* A would be not reply to emails
* B does reply to emails
* C would be turns up occasionally to meetings
* D keen to be involved
* E being an active member.

Make a map of this branch showing the sections and a summary of the number of members, the area they work and any issues mentioned

How would you go about building membership and strength in this branch?

|  |  |  |
| --- | --- | --- |
| Name | Description | A - E |
| Fred | Sound dept, member, complains that he has to stay beyond his finishing time. Attends meetings | C |
| Martha | Electrical dept, did not reply to email | A |
| Joanne | Wardrobe dept, not happy with the branch and is keen to make it work for others in her dept | D |
| Rose | Freelance, did not reply to email | A |
| Paresh | Camera dept, did reply to email saying he works in cameras | B |
| Sue | Hair & make-up dept, interested in doing more in the branch | D |
| Rita | Grip, member but thinking about dropping out. As finds no benefit in staying the branch | B |
| Jasmin | Editor, has turned up to a couple of meetings but not recently. | C |
| Bob | Camera dept, chair of branch | E |
| Bill | Freelance, did not reply to email | A |
| Hillary | Freelance, did not reply to email | A |
| Ben | Sound dept, replied to email | B |
| Wilma | Art dept, not attended a meeting but is keen to be active | D |
| Margaret | Camera dept, disillusioned with the union | B |
| Ruth | Camera, Branch secretary, | E |
| Val | Sound dept, replied by saying wants to be involved in equality issues | D |
| Anne | Hair & make up replied to email | B |
| Chris | Freelance, did not reply to email | A |
| Javed | Producer, attends meetings | D |
| Julie | Runner, new to branch keen to know career opportunities | D |

**Results**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Work area | Members  All | Active  B,C,D | Activists  E | Density e.g (% or fraction) | Issues |
| Sound | 3 | B=1  C=1  D=1 |  | 3/20 or 15% | complains that he has to stay beyond his finishing time  Keen on equality issues |
| Electrics | 1 |  |  | 1/20 or 5% | Did not reply to email |
| Wardrobe | 1 | D=1 |  | 1/20 or 5% | Not happy with the branch but is keen to improve it for others in her dept |
| Camera | 4 | B=2 | 2 | 4/20 or 20% | One disillusioned with union |
| Hair & Make up | 2 | B=1  D=1 |  | 2/20 or 10% | Keen to be active |
| Grips | 1 | B=1 |  | 1/20 or 5% | Thinking of dropping out |
| Editor | 1 | C=1 |  | 1/20 or 5% |  |
| Art Dept | 1 | D=1 |  | 1/20 or 5% | Keen to be active |
| Producer | 1 | C=1 |  | 1/20 or 5% |  |
| Runners | 1 | D=1 |  | 1/20 or 5% | Keen on career opportunities |
| Freelance | 4 |  |  | 4/20 or 20% | Did not reply to emails |

 25% of the branch does not reply to emails; how do we get them engaged?