### 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 | TV drama, member, complains that he has to stay beyond his finishing time. Attends meetings | C |
| Martha | Factual, did not reply to email | A |
| Joanne | Commercials, 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 | TV drama, did reply to email saying he works in cameras | B |
| Sue | Indie films, interested in doing more in the branch | D |
| Rita | HOD, member but thinking about dropping out. As finds no benefit in staying the branch | B |
| Jasmin | Music videos, has turned up to a couple of meetings but not recently. | C |
| Bob | TV drama, chair of branch | E |
| Bill | Freelance, did not reply to email | A |
| Hillary | Freelance, did not reply to email | A |
| Ben | Feature film, replied to email | B |
| Wilma | Feature film not attended a meeting but is keen to be active | D |
| Margaret | Feature film, disillusioned with the union | B |
| Ruth | Feature film, Branch secretary, | E |
| Val | TV Drama, replied by saying wants to be involved in equality issues | D |
| Anne | Commercials replied to email | B |
| Chris | Freelance, did not reply to email | A |
| Javed | HOD, attends meetings | C |
| Julie | Trainee, 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 |
| TV Drama | 4 | B=1  C=1  D=1 | 1 | 4/20 or 20% | keen member on equality issues |
| Indie films | 1 | D=1 | 0 | 1/20 or 5% | Keen member |
| Factual | 1 | 0 | 0 | 1/20 or 5% | Did not reply to email |
| Commercials | 2 | B=1  D= 1 | 0 | 2/20 or 10% | Keen member |
| HOD | 2 | B=1  C=1 | 0 | 2/20 or 10% | One wants to leave |
| Feature films | 4 | B=2  D=1 | 1 | 4/20 or 20% | One may want to leave union, keen member |
| Music videos | 1 | C=1 | 0 | 1/20 or 5% |  |
| Trainee | 1 | D=1 | 0 | 1/20 or 5% | Keen to know about career opportunities |
| Freelance | 4 | 0 | 0 | 4/20 or 20% |  |