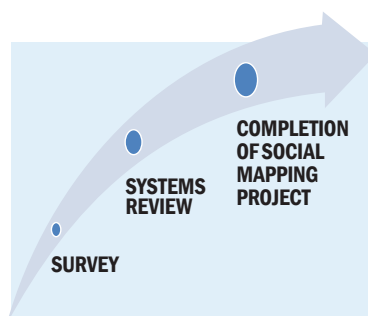


A NEWSLETTER FOR THE SOCIAL MAPPING PROJECT

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SURVEY SAYS : A newsletter for the OPSEU Social Mapping Project - October 2010
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Planning for Phase Two begins

The Social Mapping Project began with a Convention resolution that passed in 2008. The goal was to ensure that the Union had solid information upon which to assess and improve upon gaps in membership participation and representation.



The resolution required two distinct phases:

1. Survey: - Collection of statistics on social demographics (quantitative facts);

2. Systems Review - An examination of the experiences of marginalized groups that probe the gaps found in Phase one. It also provides comparative

research and analysis (qualitative facts).

Phase I was completed in early 2010. We reached almost 27,000 members over a six-week period. That is about 24% of our entire membership and well beyond our activist ranks. The Union now has a solid base of information upon which we can assess gaps and trends in our membership. We also have data that can help different parts of the union and the regions better understand the composition of their membership.

At the 2010 Convention, members overwhelmingly voted to complete Phase II of the project. On September 28th, the Membership Committee met to start planning the work for Phase Two.

To your right you will find a brief overview of the project.

Introducing Barbara Herring & Associates

Barbara Herring & Associates Inc. will be working closely with the Membership Committee in the second phase to conduct the membership systems review.

They are a research and consulting firm specializing in equity and diversity. They have been instrumental in developing the standards and best practices used to conduct equity inclusion-

Sept 2010
Project Development - Membership Committee and Consultant work together to finalize scope and timeline of project.



Oct 2010
Policy Review - Consultant reviews relevant policies and procedures to assess potential barriers.



Nov 2010
Focus Groups & Interviews - Consultant conducts approx. 8 focus groups and 25 interviews with members of various equity groups and key leaders within the Union.



Dec 2010 - Jan 2011
Best Practices Review - Consultant researches practices and policies of similar organizations to assist in developing recommendations.



April 2011
Report Completion - Consultant works with Committee to finalize report and recommendations.

based systems reviews and have conducted several such systems reviews each year for over 25 years.

The team members will include: Barbara Herring, (Team Leader) and Associate Consultants: Anne Marie Stewart, Lisa Weitz, Pardeep Nagra, Rose Handy and Susan Dion.

What is a Membership Systems Review?

A Membership Systems Review (MSR) is an examination of policies and practices that govern how members become involved, participate and grow in the union. The MSR will pinpoint policies and practices—whether formal or informal, written or understood—that need to be replaced, modified or expanded upon. While the goal is to identify and eliminate barriers for all members, there is a specific focus on the overall accessibility of the Union to equity groups. The review will conclude with a report that summarizes the research findings from the survey (Phase I) and the focus groups and interviews in Phase II.

Questions that are typically asked in a Systems Review are broken down into five main areas:

1. **Legality** – Is the policy or practice legal and does it conform to equity goals?
2. **Adverse Impact** – Does the policy or practice disproportionately or negatively impact one group?
3. **Relatedness/Purpose** – Is the policy or practice necessary or designed in such a way to achieve its intended goal?
4. **Accommodation** – Can the policy or practice be adapted to ensure greater participation and representation?
5. **Consistency** – Is the policy and practice being applied in a consistent manner across all regions, locals etc.?



Focus of the Review

Keeping the budget and the completion date of Convention 2011 in mind, the Membership Committee decided to focus on two key systems:

1. Training and Development
2. The Electoral Process

Here is an example of how that data might be used:

- Phase One: The survey showed that young workers and women are much less likely to attend educationals.
- Phase Two: In the focus groups, women may point to a lack of awareness about child care coverage. Or, young workers might cite a lack of knowledge about the application process.
- Recommendation: OPSEU should improve advertising of child care policies and develop a targeted communication strategy for underrepresented groups.

The MSR will highlight systemic barriers in the Union. The recommendations provided, which will be based on the feedback provided by the Members, the Committee and best practices research, will create a strong foundation for change that ensures full participation and representation of all groups in the Union. These recommendations will be presented to the Executive Board for consideration and implementation.



Membership Committee

Richard Belleau (Colleges-Support); **Cindy Haynes** (Provincial Women's Committee); **Kim McDowell** (Provincial Human Rights Committee); **Paddy Musson** (Colleges - Academic); **Helen Riehl** (Disability Rights Caucus); **Pauline Saulnier** (Aboriginal Circle); **Philip Shearer** (Rainbow Alliance); **Peter Thompson** (Workers of Colour Caucus); **Ryan Walker** (Provincial Young Workers Committee); **Debbie Tungatt** (Executive Board Liaison); **Archana Mathew** (Equity Staff)

To read the Executive Summary or the Full Report from Phase I, contact Archana at amathew@opseu.org.



This Newsletter is authorized for distribution by Warren (Smokey) Thomas, OPSEU President