

A NEWSLETTER FOR THE OPSEU SOCIAL MAPPING PROJECT

SURVEY SAYS : A newsletter for the OPSEU Social Mapping Project - April, 2010 - Issue 1



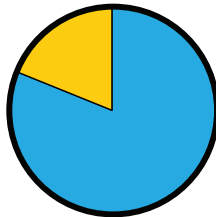
“OPSEU succeeds at reaching close to 27,000 in Phase 1”

After more than a year of research, education and mobilizing efforts on the ground, Phase I of the Social Mapping project has been successfully completed. In just a month and a half, we managed to reach 26, 768 members. This is the first and largest-scale survey of membership in the labour movement in North America, perhaps in the world. We now have an immense amount of data that tells us so much more than we ever knew about our membership.

HERE ARE SOME EXAMPLES OF WHAT WE LEARNED:

Communication

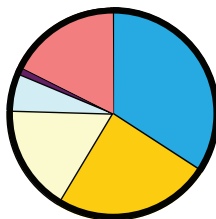
81% of respondents expressed a preference for communicating with the union electronically with a strong minority of respondents who prefer communicating via letter mail or the telephone.



● 81% (Electronic) ● 19% (Letter and Mail)

Retirement

34% of respondents plan to retire within the next ten years. These figures are highest in Region 7 with 41%, CAAT-A with 45%, and in the leadership with 38%.



● 35% (10 years) ● 24% (20 years)
● 17% (30 years) ● 6% (40 years)
● 1% (50 years) ● 17% (Don't Know)

Membership Committee

Richard Belleau

Philip Shearer

Cindy Haynes

Joanne Sheehan

Paddy Musson

Peter Thompson

Helen Riehl

Ryan Walker

Pauline Saulnier

Debbie Tungatt*

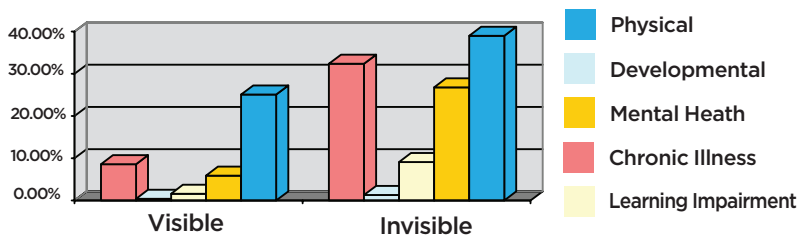
**Executive Board Liaison*

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

More on page 2: “Here are some examples of what we learned continued” • “Whats next?” ”

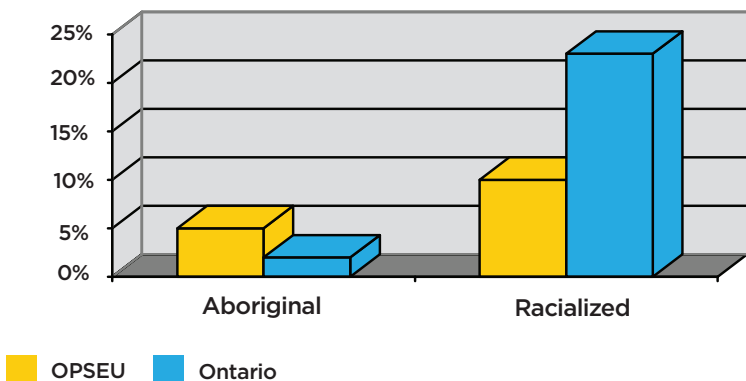
Disability

9% of respondents consider themselves to be persons with disabilities. 83% of those with disabilities report having a disability that is not visible.



Aboriginal Ancestry and Race

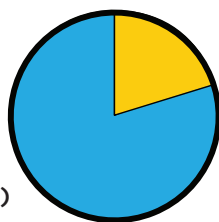
5% of respondents are of Aboriginal ancestry with the highest concentrations in Regions 6 and 7. This is compared to 2% in the Ontario Population. 10% of respondents consider themselves to be a racialized person compared to 23% in the Ontario population. By 2015, 100% of the net labour force growth in Ontario will be due to immigration, primarily workers of colour.



Union Demographics

78% of respondents have never attended a union learning opportunity.

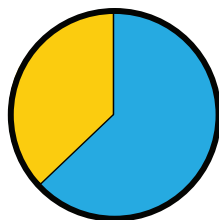
● 78% (Never Attended) ● 22% (Attended)



Dependent Care

62% of respondents have dependent care responsibilities. However, 17% care for other immediate family members, 16% support elders, and 4% care for dependents with disabilities. These groups are often not recognized as "dependents" in support policies.

● 62% (Dependent Care) ● 38% (No Dependant Care)



To read the full Executive Summary from the report, go online to www.opseu.org.countmein



What next?

As you can see, the numbers alone do not tell the entire story. The data establishes benchmarks upon which we can evaluate trends within our membership over time. The data also focuses our attention on certain questions and highlight potential gaps and barriers. For instance:

Questions raised by Phase I Data:

- How might OPSEU use the internet, social media and email to communicate with a larger proportion of its membership?
- How could OPSEU best address the implications that retirement will have on succession planning and future revenue?
- What education and supports are needed for members with invisible disabilities?
- What improvements should be considered in terms of the growing workforce not currently represented or engaged in OPSEU to ensure labour density?
- Why are so few members accessing union education?
- What kinds of resources and supports are needed to address the broader need with respect to dependent care?

Only by speaking with the membership, will we better understand why the gaps exist, and what recommendations are best suited to address them. This is the goal of Phase II – a Systems Review – which will be comprised of focus groups, individual interviews of key leadership, and research on best practices in other unions or public sector organizations.



At the end of Phase II, we will have all the information we need to properly address the priorities and needs in our union. However, further funding is required to move ahead to Phase II and will be discussed at Convention 2010.