
Overview

This unit is appropriate for you if your role involves:

1. Promoting the value of learning to those in the workplace.
2. Participating in trade union learning networks and initiatives.

The activities you are likely to be involved in:

3. Discussing new learning opportunities with employers and managers.
4. Making use of appropriate funding for local initiatives.
5. Encouraging colleagues and members to take advantage of available learning opportunities and resources.
6. Keeping up to date with learning initiatives.
7. Organising promotional activities and materials.

What the unit covers:

8. Promoting the value of learning to those within the workplace.
9. Promoting the value of learning within union networks and structures.
10. Supporting local and national policies, initiatives and campaigns which promote learning.
11. Preparing and presenting information to local interest groups and organisations.

**Performance
criteria**

Promote the value of learning to those within the workplace

You must be able to:

- P1 Discuss existing and new learning opportunities, resources and examples of good practice with employers.
- P2 Explain to employers and managers the benefits of, and ways to promote, learning to the workforce.
- P3 Use comments from employers and managers to develop your approach in getting and keeping their commitment to learning.
- P4 Maximise opportunities to explain the union funding initiatives to employers, managers, members and potential members.
- P5 Communicate with members and potential members about any proposed or actual changes in learning opportunities and resources available to them.
- P6 Encourage members and potential members to take advantage of available learning opportunities and resources.
- P7 Keep up to date with examples of good practice in the provision of learning opportunities and resources.
- P8 Identify groups of members and potential members to speak to about learning opportunities and resources.
- P9 Communicate regularly with members and potential members and seek their views on important issues involving learning.
- P10 Promote the advantages, benefits and social value of learning to members and potential members
- P11 Encourage members and potential members to identify the connections between learning and social inclusion.

Promote the value of learning within union networks and structures

You must be able to:

- P12 Keep up to date with learning and development issues by obtaining relevant information and consulting with appropriate contacts.
- P13 Consult with trade union colleagues regularly on key policies and priorities for developing learning opportunities, and seek their views on

how policies can be implemented.

- P14 Promote the advantages, benefits and social value of developing learning opportunities to representatives and members.
- P15 Promote the role of union learning representatives to trade unions and seek positive support for the role from union organisations.
- P16 Brief and advise those involved in negotiations about relevant learning and development issues and provide them with accurate summaries of information.
- P17 Encourage members to understand the importance and relevance of union policy on learning and its importance from a wider social and economic perspective.
- P18 Emphasise the importance of supporting union policy and guidelines, even if it does not have an immediate local benefit.

Support local and national policies, initiatives and campaigns which promote learning

You must be able to:

- P19 Support those initiatives and campaigns which are within the agreed priorities of the union, and offer advice and help to the organisers.
- P20 Make sure that the advice and information given to the organisers of initiatives and campaigns conforms to your union policy and does not compromise the position or credibility of the union.
- P21 Obtain relevant information and publicity material and pass these on to members.
- P22 Modify materials which are not specific to your circumstances so that they are relevant to local needs and issues.
- P23 Set up meetings for members at times and in places which are likely to attract the maximum attendance.
- P24 Present information clearly and set out the advantages and benefits of the initiatives and campaigns which you are supporting.
- P25 Canvass opinion regularly as the initiatives and campaigns progress to check that they are achieving the objectives.
- P26 Keep your members and the organisers up to date on the progress and results of any initiatives and campaigns which you and the union are supporting.

Prepare and present information to local interest groups and organisations

You must be able to:

- P27 Maximise opportunities to make contact with organisations and groups which are relevant to the interests of the union.
- P28 Check details with colleagues and officers of the union when asked to present information about the union.
- P29 Prepare draft answers to questions and topics given in advance and check them against policy.
- P30 Make sure that your own personal appearance and the style which you use is suitable for the type of organisation and audience when making presentations.
- P31 Present information in a way which presents the union and its policies to the best advantage and makes sense to the audience.
- P32 Answer questions positively and take opportunities to make further statements about the policy of the union.

Knowledge and understanding

The nature and role of learning within the workplace

You need to know and understand:

- K1 The advantages, benefits and social value of policy on learning and development.
- K2 Sources of information on learning and development.
- K3 How to identify, and operate within, trade union priorities and national campaigns.
- K4 How to network with other organisations and informed parties.
- K5 How to identify and access information on learning and development issues.
- K6 Methods of networking with trade unions and informed parties.

External factors influencing learning and the workplace

You need to know and understand:

- K7 Current government and trade union initiatives on lifelong learning.

CFAUL1

Promote learning and union initiatives

Developed by CFA Business Skills @ Work

Version number 2.0

Date approved March 2012

Indicative review date March 2015

Validity Current

Status Original

Originating organisation TUC

Original URN CFAUL1

Relevant occupations Trade Union Representatives and Professionals

Suite TUC Core Trade Union role

Key words union learning; union learning agenda and strategy
