Since 1998, the Organising Academy has made a significant contribution towards the development and practice of organising within the UK trade union movement. As the challenges faced by the movement intensify, the Organising Academy continues to evolve and our 2012/13 programme offers a range of innovative programmes specifically designed to help unions increase membership, participation and their effectiveness in today’s even more challenging environment.

As always, this year’s Organising Academy programme will provide organisers, officers and union leaders with the skills they need to build stronger unions.

BRENDAN BARBER, TUC GENERAL SECRETARY
The TUC Organising Academy continues to provide unions with an innovative and comprehensive package of training and consultancy support aimed at increasing the capacity of unions to be strong, effective and campaigning organisations.

This year’s programme focuses on making organising more strategic and improving communications. Following on from our successful trial last year, we are continuing to provide a dedicated award for union support staff that will enable them to contribute to the organising and campaign work undertaken by their unions. This year we have added a new course for staff responsible for managing organisers and officers.

Alongside our core programme, this booklet contains details of the TUC’s Leading Change and Lay Leadership Development Programmes.

We look forward to working with you and your union in the year ahead.

CARL ROPER, NATIONAL ORGANISER
BECKY WRIGHT, DIRECTOR, ORGANISING ACADEMY
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ABOUT OUR COURSES

ACCREDITATION
All of our qualification courses are fully accredited via our partnership with Ruskin College. To obtain the qualification, participants will be required to produce a portfolio that evidences their learning. Organising Academy tutors will provide support to participants throughout their course.

LOCATION AND COSTS
All of the courses listed in our core programme are offered free of charge. For courses with time at Ruskin College, accommodation is available at Ruskin’s newly refurbished campus in Oxford.

REGISTRATION AND ATTENDANCE
There are two ways that you can apply for our courses. You can use the application form at the back of this booklet or book a place on your chosen course online at www.tuc.org.uk

We aim to acknowledge all applications as soon as we receive them. Course joining instructions are usually sent out two weeks before the start of each course.
DIPLOMA IN ORGANISING

COURSE AIMS
This course is for union officers who are already carrying out an organising role or who expect or would like to in the future. This is a 20-day course run over five, four-day modules which explore the key skills and knowledge needed to organise successfully.

PROGRAMME MODULES
- essential skills for organising
- research for organising
- campaigning 1: strategy and tactics
- campaigning 2: communications and planning
- developing the organising team

CERTIFICATE IN ADVANCED ORGANISING (general path)

COURSE AIMS
This course is for experienced union officers/organisers and those who have completed the Diploma course. This 12-day course delivered over three, four-day modules explores in more detail the key skills and knowledge needed by officers to build effective organising campaigns.

PROGRAMME
- strategic campaigning
- collective bargaining, negotiations and organising
- communications and campaigning
CERTIFICATE IN ADVANCED ORGANISING (management path)

COURSE AIMS
This course will provide participants with the skills and knowledge to effectively manage organising teams and strategy. This course is also delivered over 12 days.

PROGRAMME
- strategic campaigning
- collective bargaining, negotiations and organising
- leading and managing teams

AWARD IN SUPPORTING ORGANISING

COURSE AIMS
This course is for union staff members in administrative and other support roles who would benefit from a deeper understanding of core organising practices and their implications for the way that unions operate. This course, over four days, provides participants with the skills and knowledge needed to support organising work.

PROGRAMME
- understanding organising
- working with members
- effective communication
AWARD IN COMMUNICATIONS AND CAMPAIGNS

COURSE AIMS
Effective communication provides unions with an opportunity to increase awareness of campaign aims and improve opportunities for activism. This four-day course for officers, organisers and other union staff involved in union campaigns explores how unions can maximise the potential of both traditional forms of communication as well as new and social media.

PROGRAMME
- campaigning and communications
- understanding social media
- public speaking

NON-ACCREDITED COURSES
We are also offering union officers and organisers the opportunity to undertake non-accredited courses including:

Building Campaign Community Coalitions
Strategic Research
Collective Bargaining and Negotiations

If you are interested in any of these courses, please contact us for more information.
LEADING CHANGE

Leading Change is a 10-day package of training discussion and support for senior trade union officers. Delivered in partnership with Birkbeck College, and the Labor & Worklife programme at Harvard University, it features contributions from senior academics, employers’ representatives, leading private and voluntary sector figures, national and international trade union leaders and senior politicians.

The programme runs across four modules delivered over a nine-month period and includes a study visit to Harvard University.

PROGRAMME

- organising unions in a changing world
- strategic choice, campaigning and coalition building
- changing the way we work
- global trade unionism

Details of the next intake into this programme are available from Carl Roper, TUC National Organiser – email croper@tuc.org.uk

LAY LEADERSHIP DEVELOPMENT PROGRAMME (LLDP)

The LLDP provides members of union National Executives with a challenging and innovative programme exploring the way unions respond to key strategic and organisational challenges. The programme is delivered over three, two-day modules.

PROGRAMME

- challenges, strategy and resources
- strategic campaigning and governance
- global organising

Dates

2012 start:
29–30 Nov
17–18 Jan
28 Feb–1 Mar

2013 start:
25–26 Apr
30–31 May
4–5 July

All in London (Congress House)
As well as offering our core programme, we also offer unions a wide range of services, including:

ORGANISING ACADEMY TRAINEE ORGANISER PROGRAMME

Each year, the Organising Academy works with unions to sponsor trainee Academy Organisers who undergo a comprehensive training and development programme. During a 12-month placement with their sponsoring union Academy Organisers attend the Diploma in Organising programme and apply the skills that they learn in real organising campaigns with their sponsoring unions.

BESPOKE TRAINING

Unions may wish to develop their staff in organising, campaigning or leadership around specific areas that reflect their key industries, sectors or challenges. We are able to tailor our core programme to those needs or to develop bespoke courses.

CONSULTANCY AND BRIEFINGS

In addition to training the Organising Academy provides other support via consultancy services and briefings to assist unions to develop and review organising strategies, practice and campaigns. These can include:

- team building of union leaders and staff
- strategic planning sessions
- briefings for elected officials and staff
- support for campaigns
- support for union change programmes.

For more information on how we can directly support you, please contact Emma Richards at erichards@tuc.org.uk
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Signed

Please return this form to:
Organising Academy
TUC, Congress House
Great Russell Street
London WC1B 3LS

If you have any problems or queries please call
Emma Richards on 020 7467 1361 or email
erichards@tuc.org.uk