

~~Test~~ VOTE *and* prote[s]t!

The logo for the University and College Union (UCU) features the letters 'u', 'c', and 'u' in a stylized, rounded font. The first 'u' and the 'c' are colored in a vibrant pink, while the second 'u' is a dark purple. The letters are bold and have a slight shadow effect.

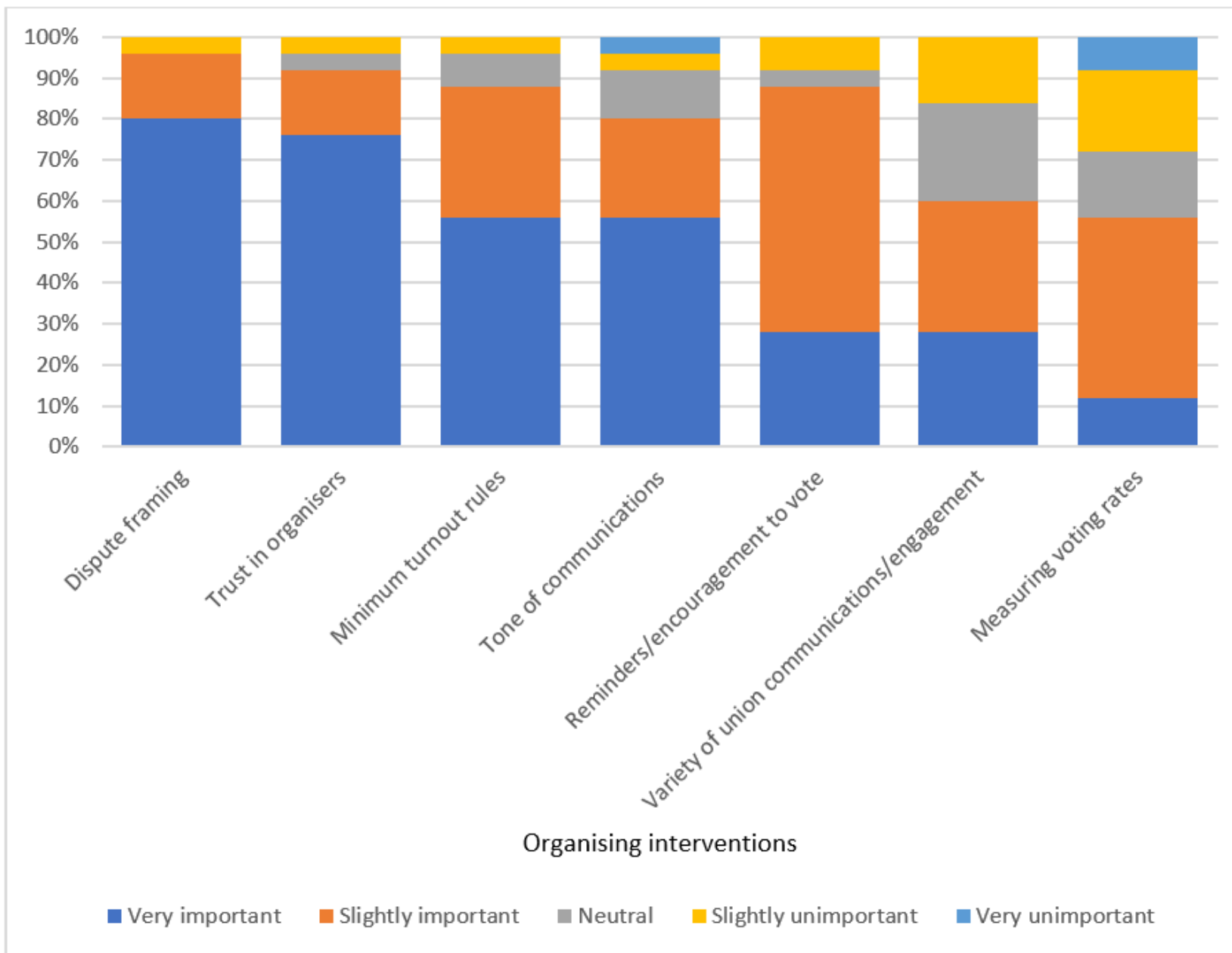
University and College Union

Three types
of member
re: GTVO

30-40% will vote if you
do nothing

20-30% will not vote
whatever you do

30-40% will vote if you
organise them



Member attributions of importance to organising interventions

Three stages to a GTVO

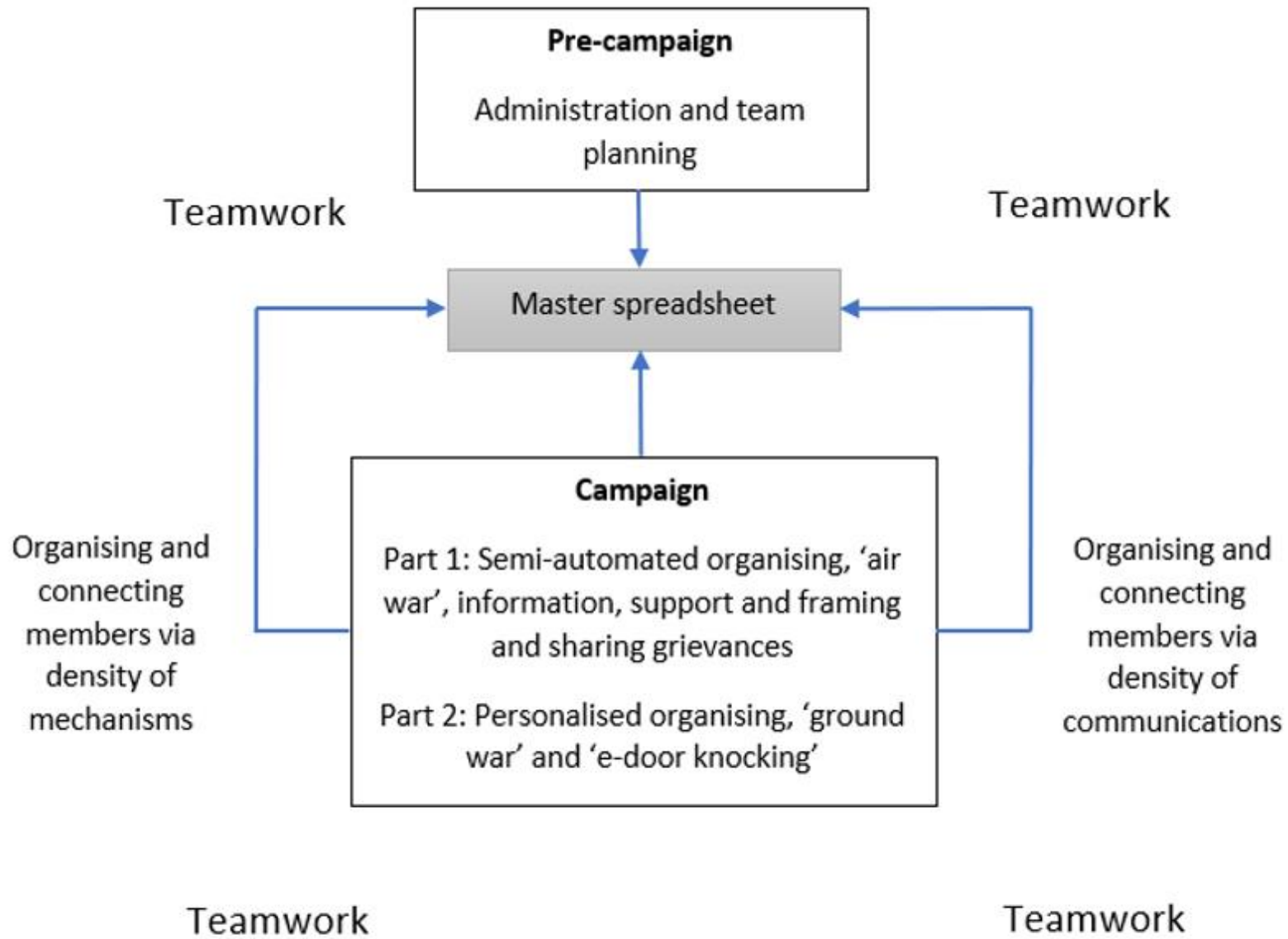
Pre-ballot/pre-campaign

Ballot/campaign

De-mobilisation/post-
campaign

Date of email	Stage	Framing subject
27 September	Pre-campaign	Union forced into a ballot because of the attitude and behaviour of the employer
29 September	Campaign	Uncertainty of how employer will act on day the voluntary redundancy scheme closed
4 October	Campaign	Certain areas remain at risk of compulsory redundancy despite employer portraying voluntary scheme as a success
9 October	Campaign	Provision of a link to union YouTube video [5 minutes and viewed 200 plus times during the campaign] attributing blame on the employer, but making it clear how a strong mandate for industrial action represents the best chance of a negotiated end to the dispute
11 October	Campaign	A personal anecdote about doing academic work at the weekend, during a pandemic, to free up time for union activities during the week, i.e., a call for members to reciprocate efforts of the union
18 October	Campaign	Details of a union counter proposal to resolve the dispute, further implying member reciprocation and unity
20 October	Post-campaign	Thanking all playing a part in the resounding result, but emphasising role of members and collectivism in success

Framing grievances and organising via all-member emails



GTVO plan and campaign