



Lunch & Learn

Engaging Young Workers & Bargaining

September 30, 2025

Poll Question

Which principle of engagement resonates with you the most?

- A. Develop relationships
- B. Meet people where they are
- C. Cultivate a sense of belonging
- D. Elevate youth voices

Knowledge Check

1. Which of these young workers has our union ENGAGED in a contract campaign?
 - A. Angel completed the bargaining survey.
 - B. Mateo asks to join the bargaining committee, but he sometimes feels isolated from other committee members.
 - C. Yolanda joined the contract action team after she was invited by her steward, who thought Yolanda's personality would make her an asset to the communication tree.
 - D. Rahul is a member of the communications committee and suggests creating an Instagram page to post bargaining updates, but he is told to focus on the newsletter.
2. Which of these is NOT an example of how to offer agency to young workers?
 - A. Use bargaining surveys, listening sessions, and one-on-one conversations to learn what young workers' priorities are before bargaining.
 - B. Assign a young worker to oversee social media.
 - C. Ask a young worker if they would like to be a member of the contract action team or help with social media during bargaining.
 - D. Ask young workers what their preferred method of contact is.

3. Which of the following is a way active listening can strengthen our contract campaign?
- A. Understand the issues facing young workers and their priorities for the contract.
 - B. Introduce new ideas and technologies to our contract action team.
 - C. Identify and address common misconceptions about bargaining among young workers.
 - D. Engage young workers in ways that are aligned with their skills and interests.
 - E. All of the above.

Answer Key:

Question 1: Answer C
Our union engaged Yolanda by inviting her to get involved in ways that are connected to her skills and interests. Yolanda gets to utilize her skills in a role where she connects with her fellow members. Although Mateo and Rahul are involved with the contract campaign, our union has not engaged them in this scenario. Instead, they felt isolated or dismissed. Our union can engage them by creating opportunities for Mateo to develop relationships and encouraging Rahul to share and implement new ideas. Cultivating a sense of belonging and elevating youth voices are essential to engaging young members. Our union has not engaged Angel in this scenario. Completing the bargaining survey only gives our union information about her priorities.
Question 2: Answer B
Agency can help young workers feel empowered and valued. Our union can promote agency by giving members a choice about how they get involved, share their bargaining priorities and hear from our union. Assigning a task does not offer choice to our members.
Question 3: Answer E
Active listening can strengthen our contract campaigns in many ways such as more accuracy when setting bargaining priorities, improving our strategies and an ability to better engage workers of all ages.

