1. **What should Unions do to bring more young workers into the Union?**

**Creating a Better Educated and Enlightened Youth**

**By: Taylor Knaus**

Unions are put in place to protect, value and respect the workers who are within it. Though I personally see the benefit of being within a union, I can also see where the miscommunication happens with the youth of today’s world. Within this essay I will touch on a variety of ideas that the Unions could explore that may enable the younger generations to have the same faith in Unions that their predecessors had. Each topic revolves around one central theme which is education.

 The first thing I believe that Unions should examine is the way in which they communicate with the prospective members. These young people are tomorrow’s future. They are the builders of the foundation in which our world will continue spinning. It is important that they are spoken to as individuals entitled to as much respect as anyone their senior. I do believe that this is being accomplished but it needs to be played out in a field in which the younger generations can relate to. Being a very technologically driven society, it would be smart to place the platforms in which the Union upholds on multiple different online sources. This can include using social media, different apps, websites, or email. If possible, include the younger generations in the developing, designing or improving of these different sources. People love to be involved and allowing them to be involved with the advertising side if Union before or right after they join is a great way to form a connection. This also allows the messages the Union is trying to convey to be seen more often by their target demographic. The more frequently the youth are exposed to this information the greater the odds of them absorbing the information being provided.

 The second thing I would suggest would be planning visits to the youth at different age groups ranging from High School to University. The earlier they are educated on the differences that Unions could make in their future careers, the better. While doing so the representatives should also make an effort to link careers to Unions. For some young people, they think of their future in terms of a series of jobs, or even one job, but they may not think of all that accompanies their chosen job. By changing the thought process from job to career it adds an opening for educating on the steps put in place to protect them in their chosen field.

Children often adopt mannerisms and ides from their surroundings. If they spend their lives only hearing the negative perception of Unions than their view of them is likely to be skewed. The way to overcome this is a mix of education as well as reaching out the influencers of the younger generations. A simple idea could be to host a parents or guardians evening at the local high schools to educate not only the youth but their parents. This can help shape or alter the perception of Unions in the eyes of parents. This can also provide information for any parents or guardians that are not currently in a Union or have never experienced all they have to offer. Hopefully this can create a better soundboard for the younger generations as they often discuss career choices or things related to their chosen career with their caregivers. If their caregivers are well educated on the positive side of Unions, then they will allow that to shine through in the conversations with their offspring.

 Next, I would suggest finding common ground between the cause in which the youth are interested in and relate it to the values in which the Union upholds. Showing anyone they matter is a huge step in the right direction. If an interest is taken than the youth would feel more comfortable having open discussions about what they think their needs and desires are. Younger generations are making an effort to get involved. This could be in volunteer activities, politics, and/or the many social issues going on in the world today. Let them know their opinions matter to how the Unions conduct business. If the Union has charities in which they support, make it known to those in which you want to join. Create or promote ways for them to get involved. Take an interest and hopefully the younger generations will respond to that.

 My hope would be that in having Union’s incorporate the above that there would be a rise in the amount of youth that chose to join. If they are properly educated in a way that appeals to them on an individual level, they would see that Unions can be a tool used to ensure security and fairness in whatever career they chose to pursue. Ultimately, they will see and experience all the great things that come with being in a Unions and pass that mindset along to their future offspring, friends and family.