

KENILWORTH U3A DEVELOPMENT PLAN 2017-2020: "2020 Vision". (Final Draft, as at 08.01.18.)

Aim: To create a more forward-looking profile for KU3A, appealing to both current and potential members.

Objectives	Actions	Responsibility	Time-scale	Resources	Success Criteria
<p>1. Identify aspects of best U3A practice – nationally, regionally and locally – with a view to emulating these within KU3A if appropriate.</p>	<p>1.1 Scrutinize National U3A Objects and Principles to identify useful prompts for action in the KU3A context.</p>	Vice-Chair and Committee	By AGM March 2018	None Required	Written Report by March 2018
	<p>1.2 Survey local, regional and national U3A group websites to compare general <i>modus operandi</i> and activities offered in order to identify possible areas for KU3A development action.</p>	Vice-Chair and Committee	By AGM March 2018	None Required	Written Report by March 2018
	<p>1.3 Refer to National Research Database, <i>U3A Sources</i> and <i>Third Age Matters</i> to identify further possible areas for KU3A future development.</p>	Vice-Chair and Committee	By AGM March 2018	None Required	Written Report by March 2018
	<p>1.4 Contact other local U3A groups directly to identify opportunities for active, future collaboration.</p>	Chair, Vice-Chair and Committee	By AGM March 2018	None Required	Written Progress Report by March 2018
	<p>1.5 Send a delegate to annual National AGM and Conference.</p>	Treasurer and Committee	For August 2018	Full Funding of Delegate	For August 2018
<p>2. Continue to improve the flow of KU3A information locally: between members, to potential members, to other relevant social/cultural groups and to the general public.</p>	<p>2.1 Review style and effectiveness of all current KU3A 'publications' and communication channels with members.</p>	Publicity Team, Treasurer and Committee	By September 2018	Resource as Required at Reasonable Cost	Revised Publications in Effect by March 2019
	<p>2.2 Define the purpose and work of Kenilworth U3A more explicitly in order to counteract any confusion arising from misinterpretation of the phrase "U3A"; promote KU3A's activities accordingly.</p>	Publicity Team and Committee	By AGM March 2018	None Required	Written Report by March 2018

	<p>2.3 Increase channels of publicity specifically aimed at reaching potential members and the general public.</p> <p>2.4 Plan specific actions to heighten local profile of KU3A: e.g. organize an <i>Open Day</i> or <i>Refreshers' Fair</i> with 'marketplace' style to promote the work of KU3A groups and take up any opportunity to set out KU3A's 'stall' at local cultural events.</p> <p>2.5 Network actively with other relevant local social and cultural groups. (See 4.6 also)</p>	<p>Publicity Team, Treasurer and Committee</p> <p>Publicity Team, Treasurer and Committee</p> <p>Chair, Vice-Chair and Committee</p>	<p>By September 2018</p> <p>By September 2018</p> <p>By September 2018 and then Ongoing</p>	<p>Resource as Required at Reasonable Cost</p> <p>Resource as Required at Reasonable Cost</p> <p>None Required</p>	<p>New Publicity Channels in Effect by March 2019</p> <p>Specific Actions Planned and Implemented During 2018/19</p> <p>Written Progress Report by September 2018</p>
<p>3. Re-model aspects of KU3A committee and meeting structures to improve general effectiveness and efficiency, as appropriate.</p>	<p>3.1 Research alternative local venues for Committee Meetings, Open Meetings and other meetings (e.g. New Members' Meetings, Group Leaders' Meetings).</p> <p>3.2 Review Committee Structure and roles with a view to matching future KU3A needs and development.</p> <p>3.3 Develop a recruitment and succession plan to provide continuity for Committee roles.</p> <p>3.4 Seek to engage Group Leaders more directly in the management and development of KU3A.</p> <p>3.5 Identify the specific issues that obstruct KU3A Officers' and Committee Members' work and develop specific strategies to address these.</p>	<p>Committee</p> <p>Committee</p> <p>Committee</p> <p>Committee</p> <p>Committee</p>	<p>By September 2018</p> <p>From March 2018</p> <p>By September 2018</p> <p>By September 2018</p> <p>By September 2018</p>	<p>None Required</p> <p>None Required</p> <p>None Required</p> <p>None Required</p> <p>None Required</p>	<p>Written Report of Recommendations by September 2018</p> <p>Written Report of Recommendations by September 2018</p> <p>Written Report of Recommendations by September 2018</p> <p>Written Report of Recommendations by September 2018</p> <p>Written Report of Recommendations by September 2018</p>

<p>4. Continue to expand the content and style of the KU3A programme of activities currently on offer.</p>	<p>4.1 Use both information from 1.1 – 1.5 above and feedback from current and new members to identify additional activities and/or alternative methods of presentation for KU3A.</p>	<p>Groups Coordinators, Treasurer and Committee</p>	<p>By March 2018 and Ongoing</p>	<p>Resource as Required at Reasonable Cost</p>	<p>New Activities and Methods in Operation from September 2018 and Ongoing</p>
	<p>4.2 Continue to develop strategies to counteract the effect of over-subscription within groups on potential participation by new members.</p>	<p>Groups Coordinators and Committee</p>	<p>By March 2018 and Ongoing</p>	<p>None Required</p>	<p>New Strategies in Operation from September 2018 and Ongoing</p>
	<p>4.3 Identify a strategy for encouraging KU3A members to engage in individual research projects, as set out in Principle 13 of the TAT’s national “Objects and Principles” document.</p>	<p>Chair, Vice-Chair, Treasurer and Committee</p>	<p>By September 2018</p>	<p>Resource as Required at Reasonable Cost</p>	<p>KU3A Members Engaging in Individual Research Projects Ongoing from Sept 2018</p>
	<p>4.4 Review current strategies for both Outings and Visiting Speakers.</p>	<p>Outings Team, Speakers Sec., Treasurer and Committee</p>	<p>By September 2018</p>	<p>Resource as Required at Reasonable Cost</p>	<p>Reviewed Strategies in Effect from September 2018 and Ongoing</p>
	<p>4.5 Develop alternative learning strategies in order to broaden KU3A repertoire: short courses; one-off workshops; evening meetings; seminars on critical issues; ‘buying in’ expert speakers; on-line learning group; home learning.</p>	<p>Committee</p>	<p>By September 2018 and Ongoing</p>	<p>Resource as Required at Reasonable Cost</p>	<p>New Strategies in Effect from September 2018 and Ongoing</p>
	<p>4.6 Examine all issues that might ‘block’ participation in KU3A’s current activities – cost, age, gender, race, class, disability – and develop strategies to counteract potential discrimination. (See 2.5 also)</p>	<p>Treasurer and Committee</p>	<p>By March 2019</p>	<p>Resource as Required at Reasonable Cost</p>	<p>Appropriate Strategies in Effect from September 2019 and Ongoing</p>

<p>5. Sustain and further develop the current strengths and good practices of KU3A.</p>	<p>5.1 Recognise and value the commitment shown by Committee Members, Officers and Group Leaders.</p>	<p>Members' Rep., Treasurer and Committee</p>	<p>Immediate Effect and Ongoing</p>	<p>Resources as Required at Reasonable Cost</p>	<p>Positive Personal Feedback</p>
	<p>5.2 Celebrate the progress made by KU3A in its first 10 years' existence.</p>	<p>Treasurer and Committee</p>	<p>March 2018</p>	<p>Resources as Required at Reasonable Cost</p>	<p>Celebration Events in Place for 2018</p>
	<p>5.3 Reinforce existing indicators of KU3A success: membership renewal rate; AGM quorum attainment; number of new members volunteering to set up and lead new groups.</p>	<p>Membership Secretary, Group Coordinators and Committee</p>	<p>With Immediate Effect and Ongoing</p>	<p>None Required</p>	<p>Membership numbers sustained in 2018-2020; attainment of AGM quorum sustained in 2018-2020; increased number of new members leading groups by 2019</p>
	<p>5.4 Develop specific strategies to carry out the actions noted in 2.1 – 2.5 above.</p>	<p>Committee, as in 2.1-2.5 above</p>	<p>As in 2.1-2.5 above</p>	<p>As in 2.1-2.5 above</p>	<p>As in 2.1-2.5 above</p>
	<p>5.5 Consider setting up a Development Plan Sub-Group from the membership in order to drive the implementation of the Plan and to monitor progress.</p>	<p>Chair, Vice-Chair and Committee</p>	<p>By January 2018</p>	<p>Resources as Required at Reasonable Cost</p>	<p>Sub-Group in place from January 2018</p>