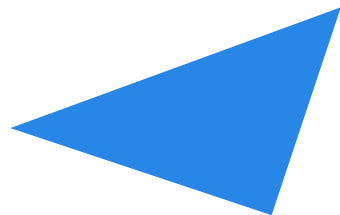


**u3a**

**London Region of U3As**

**Communicators Peer Group Launch**

**Welcome**



# Today's Agenda

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- 2.00-2.15    **Introduction**  
Derek Harwood – LRU3A Vice Chair and Webmaster; IT/Webmasters Peer Group coordinator. Islington u3a Chair
- Setting the scene; Background to Peer Groups. Why this group?
- 2.15-2.45    **Communicating with members**  
Jenny Wilson – LRU3A Vice Chair; Croydon u3a Chair and Newsletter Editor
- Break-out Groups (20 mins)
  - Report back and summary (10 mins)
- 2.45-3.25    **Your u3a Newsletter**  
Rodney Fox – London Region PR Advisor; Hillingdon u3a PR and Communications Coordinator
- Presentation (20 mins)
  - Q & A, discussion, summary (20 mins)
- 3.25-3.55    **Forward Planning**  
Jenny Wilson
- Break-out Groups (20 mins)
  - Report back and summary (10 mins)
- 3.55.16.00    **Wrap-up**  
Derek Harwood

# Setting the Scene for Today

## London Region of U3As (LRU3A) Remit:

- All London u3as can be part of LRU3A (no membership fee)
- We are here for you, to support the individual u3as
- We run Delegates meetings (2 Delegates per u3a) for cross communication workshops
- We provide advice & ‘Shared Practice Guides’
- Provide events and talks
- **We support regional Peer Groups**

## Communications:

- **LRU3A is a vehicle for communications between the u3as**
- **LRU3A is a voice for London u3as: upwards & outwards**
- **We are a vehicle for communication from the Third Age Trust, The u3a Office & our Regional Trustee**
- **Part of ‘Network Link’ so communicate with other regional networks**



# Forming of LRU3A Peer Groups

- LRU3A's constitution: "...To support the exchange of experience and knowledge amongst member u3as ....."
- So no u3a should be an island
- 44 others (the number of u3as in London Region) doing similar things – so need so share & support each other
- LRU3A launched Peer Groups initiative in April 2019

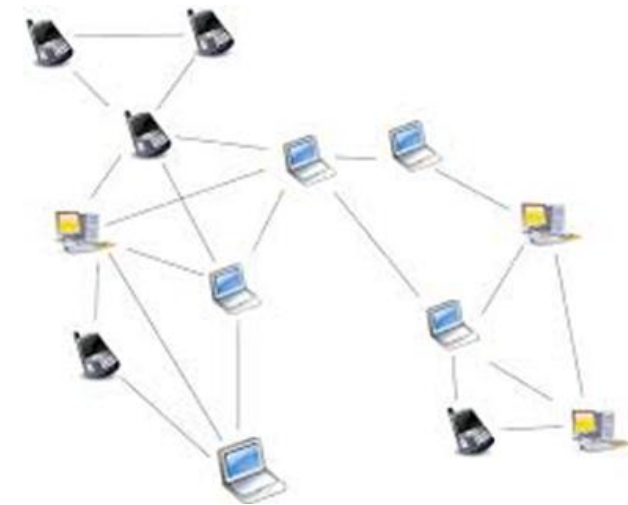
**Purpose:** a peer group would be a grouping of members holding similar committee or other responsibilities within their U3A. The peer group would provide *mutual support* by solving shared problems, describing best practice, exchanging ideas for new developments, etc.



# Peer Groups

## ➤ Current & Proposed Peer Groups:

- Treasurers – **1<sup>st</sup> but being re-invigorated**
- Webmasters / IT – **running**
- Groups Coordinators – **strong & growing**
- Communicators - **being formed**
  
- Chairs
- (Business) Secretaries
- Membership Secretaries
- Speaker organisers
- Visits organisers
- Others?



# Peer Groups - Key Points

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- Though initiated by LRU3A Committee, the direction of a Peer Group is determined by its members. It's up to you.
- The Peer Group should be self managing and responsible for its own style, frequency of meetings, methods of communication and subject content.
- The LRU3A Committee will provide support to Peer Groups.
- Should include at least one LRU3A Committee rep.
- Needs energy from many to keep it going (steering committee?).
- Mixed skill level is good (some can input more than others – self learning principles).

# Today – Communicators Peer Group Launch

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- First meeting: November 2020 workshop for ‘Newsletter Editors’
- Attendees represented a broad range of ‘communication’ roles (covering both internal and external communications)
- So was ‘Newsletter Editors’ too narrow?
- Rethink – broadened remit from Newsletter Editors to all forms of Communicators!

# TODAYS AGENDA

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1. **BREAK-OUT GROUPS:** Understanding and handling the challenges of communicating with our members during the pandemic
2. **PRESENTATION:** Consideration of Newsletters
3. **BREAK-OUT GROUPS:** Determining which topics should be included in future Peer Group meetings



# BREAKOUT SESSION 1

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Understanding and handling the challenges of communicating with our members during the pandemic - possible discussion points:

- What's best for keeping in touch with *all* members
- How to advise on what Interest Groups are active
- Should there be increased Bulletins/ Newsletter/ mailshots providing Covid advice, puzzles, or less?
- Use of virtual (online) meetings for just socialising – does it work?

# BREAKOUT SESSION 2

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Determining which topics should be included in future Peer Group meetings; possible discussion points:

- How to stimulate more use of Social Media (Facebook, Twitter, Instagram)
- How to get the most from your Website
- How to get more from Zoom (eg use of Breakout Rooms, online Quizzes, 'Shows', etc)
- Hybrid meetings (a mix of physical & online methods)
- Developing and using publicity materials
- Working with the Press and Radio
- Other ideas/ requests?

# Way Forward / Wrap Up

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Determining which topics should be included in future Peer Group meetings; possible discussion points:

- Volunteers for a steering group for this Peer Group
- Frequency of meetings
- Date for next (or all) meeting (s)
- Confirmation of addresses for Mailchimp contact

# Communicators Peer Group Launch

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Thank You

More information on our website (see footer of all slides below)