



# Newsletter December 2020



**Season's Greetings to all our U3As after a tumultuous year! May next year be more kind!**

**SUN Trustees** Pat Alvey & Brenda Atlee have decided to step down as Trustees this autumn. Their efforts over the years, in organising the very successful Study Days across Sussex, have been much appreciated by SUN members. Unfortunately, Anne Dale remains unwell. We wish them all well for the future.

**New SUN Trustee.** Maureen Dickson from Preston Park u3a has agreed to be co-opted onto the SUN executive committee (SEC) this month. We still need more Trustees as the network becomes more involved in liaising between the SE Trustee at the Third Age Trust (TAT) and our local U3As.

**New Logo.** The introduction of another new u3a logo this year has caused concern among u3as, especially those with their own logos. Most members accept that it reflects a more modern, younger image, without the 'university' explanation that often confuses people. According to Susie Berry, the new SE Trustee, the change is not immediately required but u3as should have it done by the end of the year, 2021, ready for the u3a anniversary year in 2022. U3A should now be written u3a. Yes, the SUN logo will be updated too!

**The Study Morning** in November, had a troubled start as the lecturer was unwell. However, the final response was generally positive and SEC has decided to continue with a programme of talks next year, starting in late January. They will be free to view and only one booking is required per household. Alan Beebe, Valerie Greenwood and Amanda Farthing are the trustees who will be organising the programme.

**TAT Zoom Talks.** Their single talks and the New Year courses are available to book on the SUN Events webpage or via their Online Events webpage. More are being regularly added.

**Zoom Talks.** Some speakers contact SUN with their programmes so these are put on the SUN Our Members webpage. I can start a Zoom version of the Speakers List if u3as let me know the topic, the speaker contact and costs plus any comments. The company Mirthy also provides Zoom speakers, according to other networks.

**TAT Zoom Tutorials.** These free sessions are very popular and currently fully booked but the SE Trustee, Susie Berry has been asked to request TAT that more be made available. U3as can request a bespoke group tutorial via Susie. There are now more tutorials online.

**U3A Day** will be on 2<sup>nd</sup> June, 2021. An online tutorial can be booked to help planning on 25/1/21 at 2 - 3.30pm, on 28/1/21 at 10.30 – 12 and on 2/3/21 at 2 -3.30pm. No more than 2 committee members per u3a please. Book via TAT Online Tutorials webpage.

**Publicity Event.** We intend to have a Zoom meeting on Publicity early next year considering the current slip in membership.

**Copyright** all u3as putting videos and talks on line are reminded to be aware of copyright regulations.

**Trust Volunteer Week from 11<sup>th</sup> to 15<sup>th</sup> January** is for u3a members willing to help with wider projects, plus help to update the current ones. Details TBC

**Your Website** is the public face of your u3a. An interactive form for new membership is recommended to encourage younger people to join. An instructive video or tutorial to create such a form has been requested from TAT.

**Cluster Groups.** It is proposed that in future, as the Network covers a wide geographical area, we use the local groupings to enable more u3a interaction. The Third Age Trust is now using the networks to pass on more u3a information and activities. In February, SEC intend to hold initial meetings with a SUN Trustee hosting each one. This Trustee will be your SUN contact. Zoom will be used and members can decide how often they meet. Special meetings for roles such as treasurers, group leaders, editors etc. can be organised for later in the year. Having met with Reps in November, they will be notified of their meetings in early February.

**Valerie Greenwood - East Sussex:** Rye, Battle, Hastings, Eastbourne Wealden, Eastbourne Meads, Eastbourne Central, Hailsham & Seaford (8)

**Alan Beebe - Brighton Coast:** Newhaven, Shoreham, Brighton & Hove, Five Deans, Preston Park, Patcham, Lancing & Worthing (9)

**Louisa Sewell – Mid Sussex:** Steyning, Horsham, Southwater, Haywards Heath, Burgess Hill, HHD, Lewes (7)

**Louisa Sewell - West Sussex:** Arun West, Arun Valley, Midhurst, Bognor, Chichester, Selsey & Littlehampton (7)

**Paul Sparks - North Sussex:** Crawley, Uckfield, Crowborough, East Grinstead, Heathfield, Mayfield, Ringmer & Wadhurst (8)

This newsletter will be published every four months: on April 30th, August 31st & December 31st. Please forward interesting short news items and participant consented photographs, with details, to SUN email at [sussexareau3a@gmail.com](mailto:sussexareau3a@gmail.com) Website: [u3asites.org.uk/sussexu3anetwork](http://u3asites.org.uk/sussexu3anetwork)

## **Recent Publicity Ideas & Comments from the SE Networks.**

Problems with U3A Image Group photos on Welcome pages are usually 'grey haired' images. Need to show more diversity (ethnic, ages, unusual activities etc) to recruit younger members. The digital platform/media is very important in attracting younger members, especially as they use social media.

### Using the Local Community

Contact the PR department of local council - has many useful links

Articles in local free magazines and some council publications

Stands at local events

Stands in shopping areas, supermarkets etc

Hold Open Days

Promotional coffee mornings

Heritage Days

County Fairs

Flash mobs

Use local radio interviews.

Performances by choirs, music groups, etc,

Posters/leaflets in surgeries, libraries, charity shops, community boards & help points

Presentations at local firms for pre-retirement groups – TAT to be asked to prep a video or devise a Power Point presentation. Hospitals, medical centres and charities have support groups looking for speakers. Others, such as WI, Probus and lunch clubs, also like to have speakers.

### U3A National Office Input– proposed by network attendees

To provide a national campaign to promote awareness

To have a promotional video available for U3As to use for presentations

Encourage joint interest groups between U3As

How can Networks help their members?

Publications – if paying for promotion negotiate hard on the rates. Ensure any repeat adverts are prioritised and not dropped. Print firms can often provide a print package which includes the packaging and postage of handbooks at a reduced rate. A local logo also effective on your printed items.

### Local U3As

Have a committee member with a publicity role

Establish a sub group to manage the various promotion roles

Put a u3a stamp on envelopes sent out from your U3A

Print u3a luggage labels for holiday groups

Create car stickers for general promotion by all members

Don't discourage new members with 'full groups', start new ones if possible.