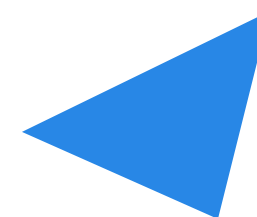




Strategic Aims for the u3a Movement

Post-AGM
6 October 2022



The u3a Movement Post-Pandemic Results of the 2021 Consultation

- Membership fallen by 20%
- Recovery slow in many areas
- Members reluctant to get back to face to face
- Levels of technical ability and willingness low in many u3as
- Age profile slowly getting older
- Some smaller u3as struggling to survive
- Little focus on a national profile
- Little interaction with other organisations (internally & externally)
- Interest Groups more popular when in a fun, social setting
- Strong competition from commercial online offerings

The u3a Movement Post-Pandemic Results of the Consultation

However:

- Face to Face still overwhelmingly the preferred approach
- u3as to remain operationally independent
- Learning is still focused on local u3as and IGs
- Movement to remain predominantly volunteer-led
- Learning style to continue to be based on a Peer to Peer approach
- Trust (Online) u3a and national learning programme both successful

What type of organisation would we like to see?

Single, well
understood
identity

Wide range of
learning
opportunities

New entrants
across a wide
age range

Sustainable
membership
levels

Financially
sustainable with
multi-income
sources

Enjoyed in
fun, sociable
settings

Face to Face
with online
opportunities

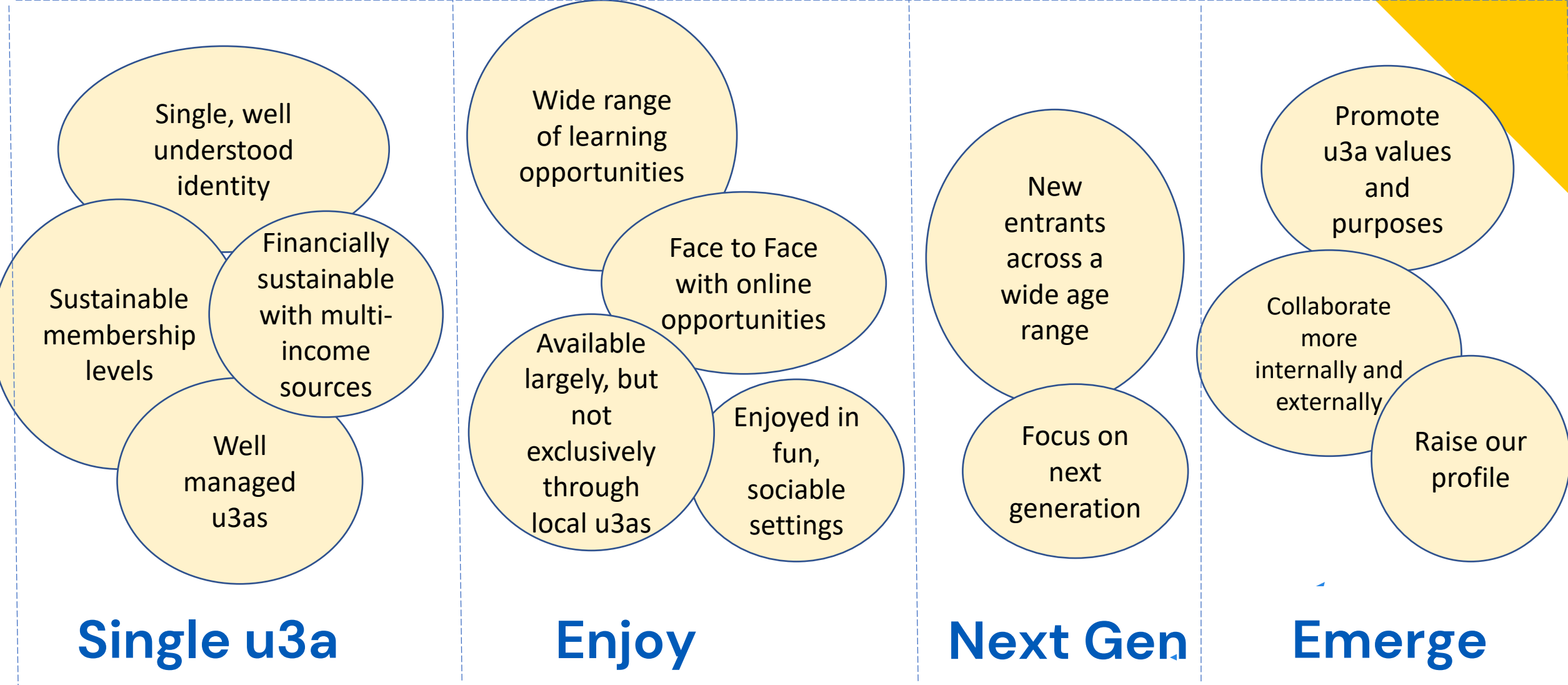
Focus on
next
generation

Well managed
u3as

Opportunities
largely, but not
exclusively
through local
u3as

Promote u3a
values and
purposes

4 Main Cornerstones



Single u3a

Enjoy

Next Gen

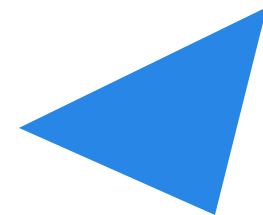
Emerge



u3a learn, laugh, live Next Generation

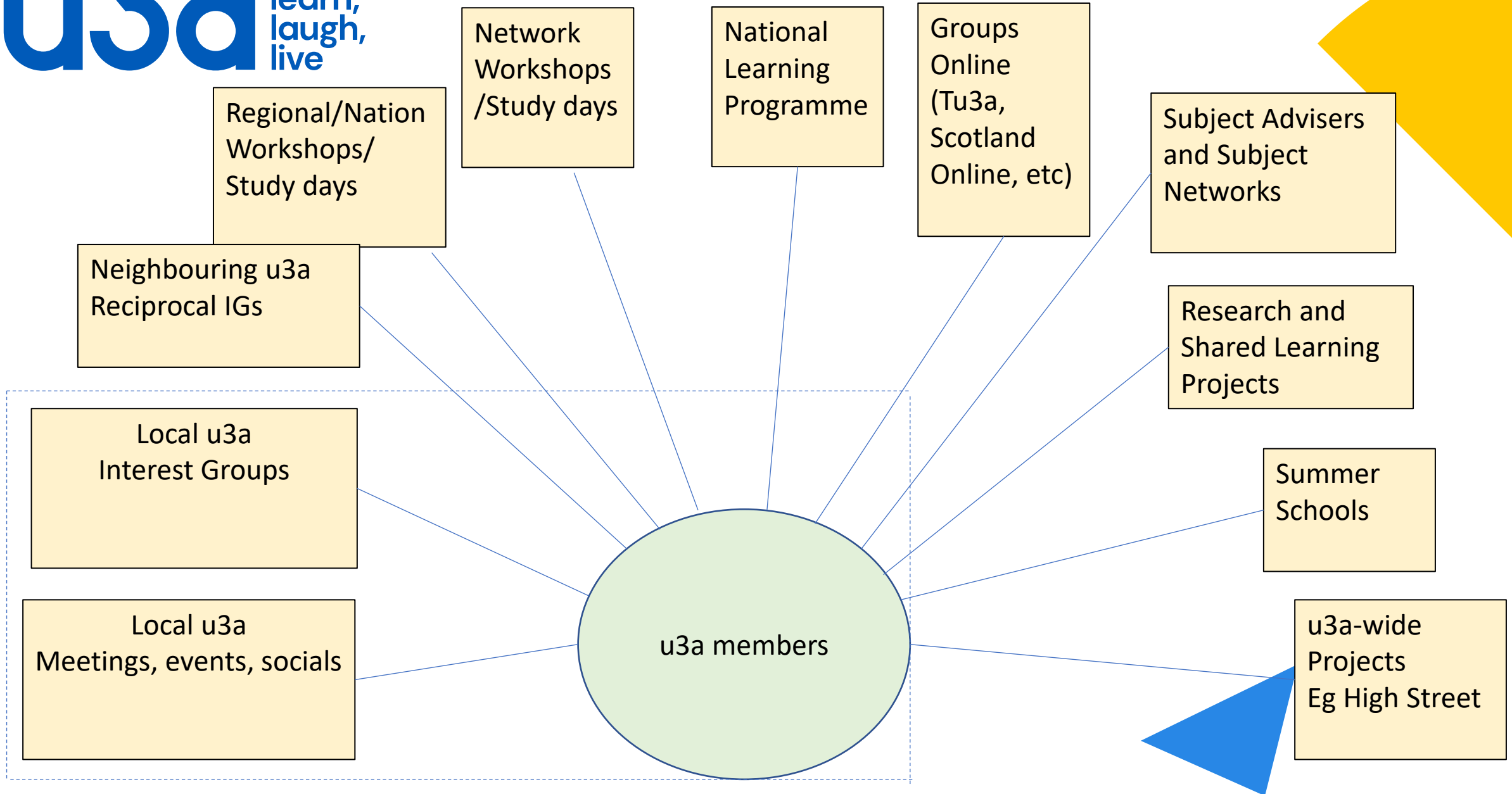


- **Target – u3as financially sustainable & capable of self-management in the long term.**
 - u3as that can readily regenerate themselves,
 - u3as with access to technical and professional support
 - core of enthusiastic and energetic members prepared to take responsibility.
- **Need to define and promote who we are and what the u3a stands for.**
 - Clear about eligibility conditions
 - Clear about the image we want to promote
 - Promote a range of activities that appeals
- **Find innovative ways to promote and communicate that profile widely**
 - regular, targeted recruitment campaigns
 - Identifying recruitment sources





Enjoy Learning

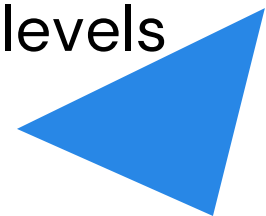




Emergence and Collaborate



- “Spread our wings” – New initiatives – effective communication and brand promotion.
- How do we recover lost enthusiasm, commitment and energy amongst u3a leaders.
- Identify and promote ways of encouraging the movement to develop external relationships
- Collaborate for mutual benefit in ways that raise our profile, widen appeal, and secure recognition.
- Develop policies and mechanisms – Be clear about our message
- Understand and manage the value and risks of relationships.
- Use appropriate platforms to voice our message at all levels



Single u3a Movement

- **A Single Movement means:**
 - Minimise division,
 - Emphasise inter-connectivity between u3as
 - Recognise the essential role that regions and networks should play,
 - Promote greater unity.
 - Promote the numerous pathways and networking available to u3a members.
- **All members should be able to:**
 - recognise the scope and breadth of the organisation,
 - the opportunities within it,
 - feel part of a wider family,
 - recognize the full range of benefits available from membership.
- **Ensure that the movement is managed effectively in the modern age with appropriate skills and governance**



Implementation

- Board approval and background working discussions during Spring/Summer 2022
- Some initiatives already part of 2022/23 aims
- Teams of u3a members & staff to develop proposals during Autumn/Winter 2022 within committees and working parties
- Main implementation period during 2023/24

