

## COMMUNICATIONS WORKSHOP

Friday 17<sup>th</sup> March 2023

### NOTES FROM DISCUSSION GROUP FLIPCHARTS

#### GROUP 1 – purple pen

##### NEWSLETTERS

- a) There is different software available e.g. Scribus
- b) Need to consider how to distribute them securely
- c) Need to have printed copies for those without e-mails + how to distribute them  
(costs/frequency will affect this)
- d) Do you have non-u3a content included? Have criteria for inclusion/exclusion
- e) Frequency – different for each u3a – examples – bi-weekly (Ilkley), bi-monthly (York)
- f) Content – who decides? Editor? Trustee involvement?

#### GROUP 2 – dark blue pen

- a) Keep readers entertained and informed, to encourage sense of belonging
- b) Multiple – mix and match (??)
- c) Printed
- d) The same
- e) Pass to interested ?
- f) Printed announcements
- g) Ask them (members? What?)

#### GROUP 3 – green pen

- a) Limit the size/length of contributions
- b) Reports of past activities act as examples of future (*good for recruitment?*)
- c) Use a buddy system to deliver for those without e-mails

#### GROUP 4 – red pen

- a) Archiving – needed. How to do it? On-line? Hard copy?
- b) Can today's presentation be made available to attendees? (*It is done - already on the YAHR website. AG*)
- c) Communication: TAT > YAHR > u3a > Committee > Groups > Members. All one way – what about upward communication?

#### GROUP 5 – orange pen

- a) On-line:
  - Monthly newsletter
  - Facebook group for members
  - Explore bulletins between newsletters
  - Welcome pack for new members
  - Tailor-made to locality
  - Links to website

- b) Not on-line
  - Collect printed copies from monthly meetings
  - Highlight costs & environmental issues
  - Buddy system for deliveries
  - Use posters to advertise monthly meetings around town. Volunteers post around
- c) Non-members
  - Welcome non-members to monthly meetings
  - Open day/showcase events to advertise groups
  - Stall on market

### **GROUP 6 – black pen**

- a) [Comms?] Dependent on u3a size
- b) Hard copy can be used as reference**
- c) Group waiting lists !
- d) Engaging group leaders
- e) Need a brochure on 'Why Join Us'
- f) Social Prescribing ?

### **GROUP 7 – green pen #2**

- a) Monthly newsletter – good to convey up to date information
- b) How do we change from paper-based to mainly website based? Website must be clear on mobile, i-pad, laptop
- c) Compare various u3a websites to get best ideas
- d) Register on-line for events as of interest – or to book. Pay Pal good for on-line payments
- e) Regular reviews of content – must be accurate, current, have impact
- f) A drop-in monthly meeting – open forum for members to ask questions – inc refreshments, raffle, quiz

*Thank you to all who attended and participated so actively. As many of the comments above are very brief, it is not always clear of their intention.*

*We hope that you all found the workshop useful, interesting and enjoyable. We welcome any feedback and look forward to meeting you again at future YAHR events. Information will be posted on the YAHR website but you can note in your diaries:*

*Friday 5<sup>th</sup> May: AGM (brief) + workshop on 'Recruitment and Retention' with expert keynote speaker*

*Wednesday 10<sup>th</sup> May - 'Interest Groups; the heart of our u3as'*

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