

# CLARENCE RIVER U3A STRATEGIC PLAN 2014-16

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## INTRODUCTION

The Third Age is the description of one's life reached after the First Age of childhood and dependence and the Second Age of working life and home-making. The Third Age is sometimes called the Age of Active Retirement. For many, it is the age of achieving one's maximum potential after the stresses of the Second Age are past. U3As think of themselves as being universities in the original sense of the term - communities of people who come together to learn from one another -rather than as degree-granting institutions; a U3A branch is a learning co-operative of older people. Members are willing to share their expertise from their life experiences with others, by participating in groups/classes and by offering to lead groups/courses.

## VISION STATEMENT

Our vision is to encourage positive aging by enabling our members to share many educational, creative, leisure and social activities.

## MISSION

The mission of the CRU3A is to facilitate the sharing of knowledge and learning and socialisation among those in retirement or semi-retirement within the Clarence River community, in a co-operative self-help environment. The CRU3A provides opportunities for members to ***learn for pleasure with friendship.***

## OBJECTIVES

1. Plan and implement diverse programs that meet the needs and use the skills of members
2. Strive for improvement in the provision of programs and services
3. Maintain an organization that makes efficient and effective use of all available resources to achieve its mission
4. Provide effective communications to members and the local community.
5. Develop networks and partnerships with community groups and other U3A branches.

OBJECTIVES	STRATEGIES	TASKS	OUTCOMES
<p>1. Plan and implement diverse programs that meet the needs and use the skills of members.</p> <p>2. Strive for improvement in the provision of programs and services.</p>	<ul style="list-style-type: none"> <li>❖ Recruit, encourage and support Group Leaders</li> </ul>	<ul style="list-style-type: none"> <li>• GL meetings on staggered days/times</li> <li>• Group Liaison Officer - Email alerts/communication</li> <li>• Visits to group sessions</li> <li>• Thank you lunch</li> <li>• GL handbook + info package</li> <li>• Mentoring of new GL</li> </ul>	<ul style="list-style-type: none"> <li>○ Group Leaders derive satisfaction from sharing their skills and expertise with others.</li> <li>○ The contribution of Group Leaders is valued and acknowledged.</li> <li>○ New groups/classes and new Group Leaders emerge and are supported by the Committee.</li> <li>○ Members re-enrol and continue participating in CRU3A activities.</li> <li>○ New members join CRU3A</li> <li>○ 'Closed shop' issue is minimised</li> </ul>
	<ul style="list-style-type: none"> <li>❖ Encourage and publicise any opportunities and the support available to establish new groups/classes and new Group Leaders</li> </ul>	<ul style="list-style-type: none"> <li>• Brainstorm strategies at GL meeting</li> <li>• Visit groups (target those whose GL does not attend GL meetings)</li> <li>• Clarion (reply slips) - invite members to nominate a new group, then advertise for Group Leaders</li> <li>• Media articles/interviews e.g. Interview new VP on 2TLC</li> </ul>	
	<ul style="list-style-type: none"> <li>❖ Provide and support opportunities for social activities and events</li> </ul>	<ul style="list-style-type: none"> <li>• Initiate and coordinate social events and forums</li> <li>• Promote excursions held by individual groups to all members e.g. through Facebook page</li> <li>• Suggested list of events/forums for member response in Clarion</li> <li>• Taster Panel event/s</li> <li>• Seek Forum coordinator</li> <li>• Look at what other U3A branches do</li> <li>• Check list of speakers/courses available through U3A Network, U3A Online and other agencies.</li> </ul>	

<p>3. Maintain an organization that makes efficient and effective use of all available resources to achieve its mission</p>	<ul style="list-style-type: none"> <li>❖ Review and document all policies and procedures</li> <li>❖ Constitution</li> <li>❖ Committee role statements</li> <li>❖ Develop and administer an annual budget</li> <li>❖ Strategic plan</li> <li>❖ Business Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Key register</li> <li>• Asset register</li> <li>• Venue register</li> <li>• Group Leader handbook* and Information package</li> <li>• Martin and Betty to chart previous income/expenditure data in preparation for writing a budget.</li> <li>• Membership - processes and records; membership year?</li> <li>• Donations policy</li> <li>• Grant applications</li> <li>• Compliance checklists</li> </ul> <p><i>* includes H&amp;S and Insurance compliance</i></p>	<ul style="list-style-type: none"> <li>○ The policies and processes of the CRU3A are up-to-date, efficient and transparent; demonstrating accountability and compliance with internal and external governance requirements, while minimising paperwork for members and Group Leaders.</li> <li>○ Management committee roles are clearly defined and effectively filled.</li> <li>○ The CRU3A is financially viable and accountable for its management of membership income and expenditure.</li> <li>○ There are suitable venues and resources appropriate to projected activities.</li> </ul>
<p>4. Provide effective communications to members and the local community to ensure they are informed about the CRU3A and its activities.</p>	<ul style="list-style-type: none"> <li>❖ GL meetings &amp; regular email updates</li> <li>❖ Clarion</li> <li>❖ Website</li> <li>❖ Media articles and interviews</li> <li>❖ Facebook page</li> <li>❖ Mail-outs as necessary</li> </ul>	<ul style="list-style-type: none"> <li>• GLO emails to GL</li> <li>• Clarion</li> <li>• Keep website updated</li> <li>• Publicity Officer arranges media articles and interviews</li> <li>• Set up Facebook page and train GL to use it</li> <li>• Pre-AGM mailout</li> </ul>	<ul style="list-style-type: none"> <li>○ There are clear communication channels between the Committee and Group Leaders and members.</li> <li>○ The CRU3A has a positive and effective role acknowledged within the local community</li> </ul>
<p>5. Develop networks and partnerships with community groups and other U3A branches.</p>	<ul style="list-style-type: none"> <li>❖ Maintain membership of U3A Network</li> <li>❖ Provide speakers about CRU3A to other organisations</li> <li>❖ Attendance at conferences and other U3A branch events</li> </ul>	<ul style="list-style-type: none"> <li>• Grant applications</li> <li>• Events promoted through CVC Cultural directory</li> <li>• Ensure CRU3A web presence is accurate</li> <li>• Offer guest presentation to other organisations</li> <li>• Identification of CRU3A presence at events/functions - banner?</li> </ul>	<ul style="list-style-type: none"> <li>○ Partnerships and relationships with other organisations for mutual benefit are evident or being developed.</li> </ul>