

U3A Brisbane Strategic Plan 2012/15

Purpose of the Association

We are a volunteer organisation and our purpose is to provide in the greater Brisbane Area a broad range of quality education and social programs for our members in both a friendly and respectful environment and an efficient manner.

July 2012 Review

After a careful review of our operations in July 2012, the Management Committee seeks to pursue and fulfil the aspirations for which U3A Brisbane was formed (and its objectives) that are set out in the extracts from its constitution in the attached Schedule by embracing and pursuing the following strategies during the years 2012 to 2015 and beyond.

Our Strategies

1. to ensure the services of effective Tutors over a broad range of subjects;
2. to provide adequate teaching resources and comfortable class accommodation;
3. to offer our members a wide range of courses and classes that are challenging, interesting and well-arranged;
4. to operate the Association at a high level of efficiency, using best practices and state of the art systems at low cost to members in both annual subscriptions and class fees;
5. to encourage participation of members in volunteer work to operate the Association;
6. to support the Office Bearers and Management Committee in their administration of the Association;
7. to increase the membership of the Association in real terms by 10% each year and seek out ways in which the Association may promote and develop new ways of reaching out to people in the Third Age living in the Greater Brisbane Area;
8. to ensure our Noteholders are paid amounts becoming due to them at the times prescribed for payment;
9. to participate in and encourage discussion with other organisations with similar objectives;
10. to maintain strong communication links with our Members, Tutors and Note holders;
11. to best use our resources to achieve on-going sustainable operations; and
12. to measure, where we can, our achievements against our expectations.

Methodology

These objectives will be achieved by volunteer members working through the following committees to make recommendations to the Management Committee for consideration of implementation of actions delegated to them that were identified during the review together with other innovations that emerge from membership participation.

1. Tutors and Classes
2. Finance
3. Information and Communications Technology
4. Office Management
5. Computer Section
6. Publicity, Marketing & membership
7. Premises & Property
8. Social
9. Districts & Groups
10. Vacation Schools & Guest Speakers

Implementation of the U3A Brisbane Strategic Plan September 2012

Committees & Conveners	Responsibilities	Strategic Review Referrals
<p>Tutors & Classes</p> <p>T&C</p> <p>Gail Hawkins tutors@u3abrisbane.org.au</p>	<p>Strategic Objectives: 1,2,3,4,6,9,10,11,&12.</p> <p>To ensure the services of effective tutors over a broad range of subjects;</p> <p>To provide adequate teaching resources and comfortable class accommodation;</p> <p>To offer our members a wide range of courses and classes that are challenging, interesting and well-arranged;</p> <p>To prepare term schedules and allocate classrooms and co-ordinate the class functions.</p>	<ol style="list-style-type: none"> 1. Clarify the responsibilities of Tutors 2. Establish Liaison personnel to support Tutors 3. Have a campaign to encourage more Tutors (with Publicity) 4. Create online classes & discussion forums (with ICT) 5. Offer repeat classes at different times, perhaps twice a week 6. Offer evening classes and/or 1 or 2 day classes at weekends 7. Create Special Interest Groups that meet regularly 8. Offer classes in a variety of areas such as law, science, architecture, gardening/horticulture, travel, healthy living etc (with 8) 9. Enable all members to attend their chosen classes by replicating the class or other means if too crowded. 10. Make full use of the premises by extending the times of classes to later in the afternoon and evenings 11. Hold an annual social event for Tutors; 12. Establish KPIs
<p>Finance</p> <p>FIN</p> <p>Greg Williamson treasurer@u3abrisbane.org.au</p>	<p>Strategic Objectives: 2,4,6,8,10,11,12</p> <p>To manage our finances, financial and statutory reporting and contractual obligations;</p> <p>Maintain adequate insurance covers and copyright licences;</p> <p>To ensure adequate funds are available to meet commitments;</p> <p>To prepare and report to the MC against annual budgets;</p> <p>To ensure our Noteholders are paid. amounts becoming due to them at the times prescribed for payment.</p>	<ol style="list-style-type: none"> 1. Consider and advise the MC on- <ul style="list-style-type: none"> ● the level of membership fees and class fees; ● enabling members to pay for a term in advance; ● enabling members to pay annually at the start of their anniversary term; ● other payment options. 2. Identify targets for government grants for community/aged groups 3. Ensure Accounting and financial processes are the best suited and available to U3A Brisbane's needs. 4. Establish and report KPIs.
<p>Information & Communications Technology</p> <p>ICT</p> <p>Greg Taylor ict@u3abrisbane.org.au</p>	<p>Strategic Objectives: 2,3,4,6,10,11,12.</p> <p>To ensure classes are supported by state-of-the-art teaching aids;</p> <p>To develop, improve and maintain the Association's data base and other internal systems to progress improve performance;</p> <p>To maintain communications systems with members;</p> <p>To assist in improving members computer knowledge and experience.</p>	<ol style="list-style-type: none"> 1. Create online classes & discussion forums (with 1) 2. Offer induction training to tutors; 3. Encourage greater use of the internet by members; 4. Enable members to pay annual subscriptions in different ways; 5. Maintain a user-friendly, up-to-date web-site; 6. Establish and report KPIs.

Committees & Conveners	Responsibilities	Strategic Review Referrals
<p>Office Management</p> <p>Office</p> <p>Yvonne McGann mail@u3abrisbane.org.au</p>	<p>Strategic Objectives: 4,5,6,9,11,12</p> <p>Recruit and maintain volunteer staff to manage the administrative/office functions;</p> <p>Maintain records and files of the Association;</p> <p>Attend to banking of all funds;</p> <p>Issue membership cards and badges;</p> <p>Care for and cleanliness of the Association's Creek St premises and contents other than equipment;</p> <p>Deal with member enquiries;</p> <p>Generally, provide the front line functions of the Association;</p>	<ol style="list-style-type: none"> 1. Train all office volunteers so they are familiar with functions, equipment and procedures and can provide accurate information to enquiring Members 2. Prepare a draft Code of Conduct expected for members
<p>Computer Section</p> <p>CS</p> <p>Gwenn Ball cs@u3abrisbane.org.au</p>	<p>Strategic objectives: 1,2,3,5,6,10,11,12</p> <p>Maintain the Computer Laboratory and all equipment in good order;</p> <p>Engage tutors and arrange classes for tuition in computing and other digital devices;</p> <p>Prepare schedule for term Directories;</p> <p>Submit a quarterly report to the MC</p>	<ol style="list-style-type: none"> 1. Liaise with T&C on subjects to be offered;
<p>Publicity, Marketing & Membership</p> <p>Publicity</p> <p>Greg Doolan publicity@u3abrisbane.org.au</p>	<p>Strategic objectives; 5, 7,9, 11.</p> <p>To maintain publicity of the Association's activities through media channels;</p> <p>To prepare and execute a marketing plan to meet the Association's growth target;</p> <p>To prepare and stock marketing and publicity materials</p>	<ol style="list-style-type: none"> 1. Have a campaign to encourage more Tutors; 2. Exploit new media outlets for advertisements & publicity; 3. Seek invitations for Guest Speakers at other senior organisations for recruitment; 4. Pursue strategic alliances with other Brisbane associations; 5. Conduct surveys of stakeholders to gain feedback; 6. Assist other committees with publicity and marketing as required.
<p>Premises & Property</p> <p>Property</p> <p>John Stephens property@u3abrisbane.org.au</p>	<p>Strategic objectives: 2,6,8,11,12.</p> <p>Oversee the ownership of assets particularly the Creek St premises its maintenance & alterations;</p> <p>Represent the Association in the Body Corporate;</p> <p>Attend to contractual issues concerning the Mortgage and Noteholders;</p> <p>Identify accommodation for classes outside 97 Creek Street as required.</p>	<ol style="list-style-type: none"> 1. Investigate availability of space in nearby buildings for larger or duplicated classes; 2. Investigate the purchase of another floor when appropriate; 3. Pursue links with other clubs such as the Lyceum Club with a view to sharing space 4. Advise budget requirements for the purchase of new teaching resources & the maintenance of current ones.

Committees & Conveners	Responsibilities	Strategic Review Referrals
Social Committee Social Helen Dubois social@u3abrisbane.org.au	Strategic Objectives: 5,6,7,9,10,11,12. To organise social self-funding functions and outings for members' experience, participation and enjoyment; Provide venue for AGM and similar functions. Distribute newsletter authorised by President	1. Offer social activities at regular times to include Tutors and volunteers; 2. Create Special Interest Groups that meet regularly; 3. Offer educational excursions to places of interest in & around Brisbane; 4. Hold an annual social event to thank Tutors; 5. Re-establish a lunch club that meets regularly; (with Districts)
District Groups Districts Mary Calder groups@u3abrisbane.org.au	Strategic objectives: 1,2,3,5,6,10,11,12, Maintain connections between District group Supervisor and 97 Creek Street Ensure District groups properly account for members attendance at classes Prepare Districts' information for Term class schedule	1. Encourage lunch clubs within districts that meet regularly; 2. Encourage and give support to formation of new district groups.
Vacation Schools & Guest speakers Vacations Anne Douglass winterschool@u3abrisbane.org.au	Strategic objectives: 1,2,3,4,6,10,11,12. Plan and execute the holding of the Winter School between terms 2 & 3 Identify opportunities to hold classes/events at other times to utilise the Creek St premises	1. Consider holding a Summer School during January; 2. Identify opportunities to hold classes/events at other times to greater utilise the Creek St premises.

Executive Committee

EC President Marilyn Wagland president@u3abrisbane.org.au	Strategic Objectives:1-12 Delegated by the MC, to administer the affairs of the Association between monthly meetings of the MC; To monitor and co-ordinate activities of Committees. (Office Bearers are <i>ex officio</i> members of all committees)	1. Primary responsibility for implementing the Strategic Plan; 2. Co-ordination of the implementation of the Strategic Plan; 3. Supervise the day to day operations of the Association; 4. Report progress with Strategic Plan to MC monthly and recommend any modifications.
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Schedule

Aims and Objectives of U3A Brisbane Inc as stated in its constitution.

The University of the Third Age Brisbane Inc. (the Association) is a learning community and the aim of the Association is to provide programmes of activities which offer stimulation and development to persons in the Third Age of life, i.e. those in active retirement and those preparing for retirement.

The Association is a charitable organization in the sense that its sole purpose is to provide members with the stimulus of mental and social activity, and the satisfaction of a continuing contribution to society, for their well-being and for the good of their physical and mental health. The Association is a mutual-aid movement – a modern community of scholars, but one catering for those in the third age.

Objectives of the Association are: To provide programmes of learning and social activities which offer stimulation and development. To create a cooperative learning Association that operates without reference to qualifications or awards. To create learning opportunities for persons in active retirement or those preparing for retirement; and To exchange ideas and resources with other Universities of the Third Age, both in Australia and overseas; and to encourage the establishment and extension of similar organisations in other parts of Queensland and Australia.

Updated: 30-April-2014