

	Issue	Discussion	Agreements	Actions
<b>Big Picture</b>	Have we defined who and what we are	The discussion was whether we have any local objectives outside the stated central objective	A Group for semi retired and retired people, we don't have a dictated social, economic or political agenda and neither do we want one.	
	Do we understand our membership and potential membership	We don't have enough data to understand our membership well i.e. age, ethnicity but we do have some perceived knowledge, not too many 60-65, we are happy with male/female split and we have some disabled and some ethnic minorities	We did not feel that we should target any particular type of member, what we should do is have a good offering and make all people equally aware, then it is potential members personal choice.	Committee to discuss further if we can capture age - EB to check with central u3a on GDPR rules
		The information in beacon does not cover many things and it should be determined if this data can/should be collected	Have a data analysis person on the committee - Chris Vickers volunteered	when we have an data analytic person, review how we can better use beacon for data analysis including what should be added to beacon
		We did discuss that as word of mouth was the most successful growth method. Which means that our geographical spread within Basingstoke areas is self fulfilling	We should ensure we have more publicity in areas such as Popley, Oakridge, Buckskin, South Ham etc.	EB to add community buildings to poster destinations. MH to ensure news items go into these local areas
	Identify lowest cost membership acquisition routes	Should be part of the new Marketing plan - we know that as per above, word of mouth is most successful, but can we increase publicity outside of the posters and increased use of social media		MH to build into marketing plan
<b>Groups</b>	People do not come forward as group leaders/ we rely to much on existing group leaders to start new groups  How do we identify best vounteer recruitment methods	It was felt we need to do more to attract group leaders and advertising better may do it. The questionnaires at the new members meeting gave us potentially 4+ groups, perhaps poling wider members will help.	<b>This is a major priority for the committee. Marketing role now becomes Marketing with two sub committees, Publicity and Group developent. Recruiting group leaders is part of this.</b>	Marketing to write an email which encompasses what it means to be a group leader, the support u3a gives i.e. equipment, booking halls, training and what is in it for group leaders. This will be part of a drive for group leaders. EB to write new job description for Marketing role and present to committee next week
	We need new groups	If we do grow by 12% as per this year, we will need another 20 groups if we are to hit 10-1 goal. But even to stay within the 12-1 we need a large number. We need to consider how it links to getting new group leaders  We have a number of waitlisted groups 12% we need to work out if we can reduce. Addressing number of people registered for a group but not taking part? working out if we could address whatever objection there is for taking in new people, space, equipment, feasibility of control etc?	Role of developing new groups is part of Marketing - see above actions  Ideas for addressing waitlists - ddressing number of people registered for a group but not taking part? working out if we could address whatever objection there is for taking in new people, space, equipment, feasibility of control etc?	1. Chris to do some analysis of the groups other u3a's have that we don't. Also look outside on internet on social interests by age type to help us encourage a wider membership. (David suggested he had looked at some, so worth talking to him). 2. Committee needs to finalise if Marketing are responsible for contacting existing group leaders to discuss how to split groups with waitlists, and look for new group leaders

	Retention	We need more ideas on how to retain people	Get input from group leaders on what they think is working and what they would do differently	CV and RF to add to Group leaders meeting
	Our motto is to learn but many groups don't accept people who need to learn, such as canasta, backgammon	It was felt that we need to do better to help people to learn so they can actively move into groups that	No decision made on how do address this issue	For discussion in the first offering development sub committee
<b>Committee issues</b>	We don't have enough committee members for the large amount of work	Some felt we did not need to grow too big, however we do need a committee and sub-committee that can take up the work there is, otherwise committee members leave	Agreement on new data analysis but not on Group development role being separate - this is now part of Marketing	EB to add to mail going out post committee meeting
	Committee not working as a team - don't have clear goals we are brought into	Some felt we don't work as a team, some believe it has improved recently. More focus required on priorities and getting to know each other better	After new committee is in place, we need the following: Some social gatherings for committee and sub committee. Clear work up on priorities. Clear Marketing plan for product development and publicity	EB to put on agenda post September, <b>our plan needs to be in place by November meeting, including what new groups we are going to target?</b>
	Marketing sub-committee is not working	Need to have more frequent meetings, with a clear plan and more members, split into publicity and group development		
	We don't have priority activities and we are doing things that are not priority	See above comments on putting together a clear plan for the year We need better working sub-committee's that work to the committee's priorities. If we know what we are aiming for, i.e. member acquisition, group expansion, member integration and retention, then we need a plan agreed by committee	No agreement reached on how we get to this plan	Move to september committee meeting
	We could end up without a Chair or Group Facilitator	We could have an acting Chair if we don't have a new one. Group facilitator role is doable as long as it does not have group development within it.	We remove group development role from group facilitator and Chris Vickers has volunteered.	Rod to talk to Paul and David about being chair before next committee meeting as based on the outcome, this will give us other gaps in the committee
	No role to manage existing groups, currently outside of the role of group facilitator	See above on group leaders and groups. Definitely a requirement. A vote was taken and agreed the Marketing lead should take up this role.		Review new job description at May committee meeting
	We need to mentor group leaders	To make it easier for new group leaders to be assimilated successfully we need to set up a mentor programme	All in agreement - now part of group facilitator role	CV will pick up
	There is a need for more coffee mornings	We keep agreeing this in committee and don't action. We need an events person responsible for Coffee Mornings, Overseeing monthly meetings etc We also need to ensure that these social events are spread throughout Basingstoke which might encourage new members in places we have few members	Agreement to advertise new role for committee	EB to add to mail going out post committee meeting
<b>Data Analysis</b>	Are all the figures on groups correct on Beacon i.e. in terms of waitlists	Agreement that we do need to find a way to improve the accuracy and to look at how we differentiate people on the group list and people that actually go		Move this forward to group facilitator to consider and discuss with Beacon owner
<b>Other</b>	Monthly meeting venue is still an issue	Natalie has spoken to John Lewis and that is not a viable option. We have to ensure we have more helpers to let people into the gates and explore if we can use staff car park	No decision reached on what to do next	Talk to Anita about staff car park at QMC at committee meeting

	People are leaving because of transport issues and bus routes	It is agreed this is not an issue the u3a can address. Individually if people want to give lifts and it is informal and not chargeable then this is not an issue. The inability to get to a meeting may be a qualification metric that new members have to consider	Agreement was to take no action	
	We need to improve internal communication of events	1. More use of email, website and facebook is needed to make the calendar of upcoming events more visible as we have some evidence that newsletters are not being read. 2. We may not be taking full advantage of the facilities that the central u3a give to us, such as events, training etc. Some believed people are not interested, others thought individual groups might like the opportunity to get information	1. Needs to be built in to upcoming marketing/publicity plan 2. Need to remind people six monthly on whats available and perhaps add specifics to newsletter	1. MH to action 2 Business secretary to write letter in November and then in March to remind people whats on offer.
	We need to ensure we retain as many members as possible and those not in groups are a risk	We need to contact people that are in groups to understand their situation and if we can encourage them to join. This should be done yearly	Agreed that rather than phone calls we will send out an email to those that are in this position probably 39 at the moment	CV to pull all names post meeting on the 9th May and supply to EB EB to send out a mail to all concerned and make committee aware of any responses
	We don't know why people are leaving	All verbal evidence suggests this is mainly due to ill health, moving away, transport. But it has been agreed previously by committee that in November we will contact everybody that has not renewed	Follow through committee agreement	EB to put on November agenda
	redefine roles to ensure we address; acquisition, integration and retention	not sure if all this is going to be covered by existing roles, needs to be checked once new committee in place. Discussion took place as to why the new members meeting is not run by the membership secretary and is run by marketing. This seems to be the wrong placement. Congrats to all those that took part in new members meeting in April - deemed very successful due to clear structure, objective etc. <b>What and how to do has been written up and put on website for the future, so we learn from successes.</b>	Agreed that we need to speak to Janice about new members meeting although not in the job description (only possible area is an line that is not complete) Not agreed who will do this.	EB to add review of roles into Nov agenda. Need to agree who will speak to Janice