

## Session objectives

- To discuss how the current committee members start the process of producing a growth/retention plan to be reviewed and progressed by the new committee.

# How do we have a balance between growth and retention

## **Context:**

- Our u3a lost 100 members last year!
- Our u3a achieved net growth above expectations
- Informal feedback suggests we have a high approval rating
- Basingstoke has the fastest growing aging population in the South so growth may increase without active marketing

## **Statements/questions to debate:**

- Growth is good, but it must be balanced – we should target ourselves on this balance not an arbitrary growth percentage
- We must invest time in the product we offer to ensure we retain our existing members and attract new ones
- We need to become proactive as well as reactive to introducing new groups
- We must plan to ensure we don't tip into a situation with lots of waitlisted groups
- We need to analyse our data and then use the information when making decisions more for example; what part of our offer do new joiners take up?
- How do we develop new group leaders?
- What activities do we prioritise as resource is not limitless?
- Use the information generated by the Healthcheck

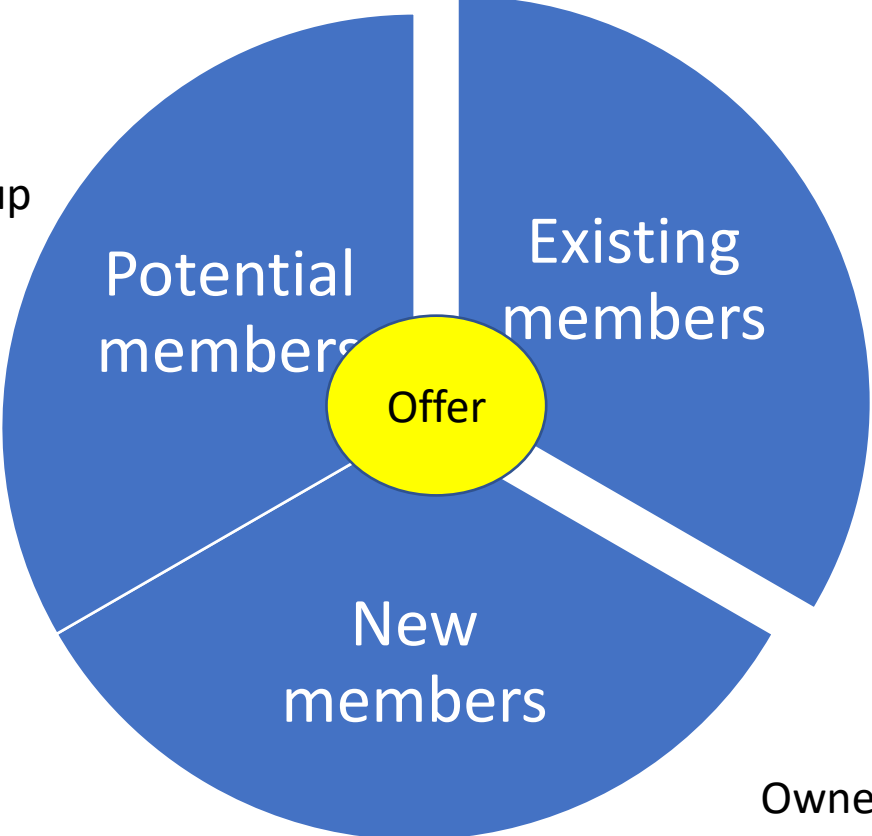
# How do we managing our product?

Each of the three member types have different needs. Each need a focused member of the Committee and each needs a plan that is integrated.

All parts of the Committee need to share data better to inform actions

### Marketing

- Communication to potential members and potential group leaders



### Groups Facilitator

- Managing existing groups
- Meet and Greet
- Developing new groups

### Membership retention

- Analysing data
- Plan to avoid waitlists
- Proactively seek out new groups
- Monthly meetings

### Membership secretary –

- Integration
- New members meeting

### Ownership?

- Picnic in the park Magazine articles Newsletter Helpers / STARS
- Coffee mornings