

U3A Network Queensland Communication Plan 2021/22 *



Goal: MAINTAIN EFFECTIVE COMMUNICATION WITH ALL STAKEHOLDERS

Event (What)	Mechanism (How)	Frequency (When)	Key Communication/ Message	Audience	Lead Responsibility	Outcome/ Expected Results	Status	Comments
Draft 2021/22 Communication Plan.	Draft and reviewed by Communication Subcommittee.	Jun-21	A communication plan aligned to the Networks 2021/22 execution plan ensures the agreed developmental tasks are being done..	Members for information & Committees for management.	Colin Maddocks	Ensure alignment with strategic and management plans and inform all.		This is the approved communication work plan for 2021/22. Input from all subcommittee members.
Approve 21/22 Communication Plan and place on Network web site.	Submit to Network Management Committee for approval.	June Meeting??	Communication plan ensures alignment with Strategic Plan and priorities. Shares volume of work across a team with a lead person identified.	Association members and Network committees.	Colin Maddocks	Annual communication plan is available to Association members and management committees.		Members: Greg Doolan, Tony Nobbs, John Armstrong and Colin Maddocks. Other personnel may be enlisted for specialised input from time to time.
Distribute approved Network Strategic Plan. Place on the Network website.	Printed copies at the AGM. Electronic copies emailed to Associations and external groups.	May/June	Express appreciation for their invaluable inputs and introduce the highlights of the revised plan. Encourage ongoing collaboration.	Association members and external stakeholders.	Colin Maddocks			Assistance from Gail, Alison and Greg.
Maintain Web and Facebook pages.	Postings	Ongoing and continual.	What U3A is, how it is organised, who to contact, what is happening and joyful promotion.	QLD U3A Associations members, potential new members and community.	Greg Doolan	Better informed members and community. Promotion of the U3A family.		John, Tony and Colin can also post on FB. Colin is Greg's backup for the web page.
Produce and distribute Network Newsletters.	Electronically distributed	6 times per year.	Information about Network activities, relevant information from some external stakeholders and relevant stories of interest.	Association members	Tony Nobbs	Member Associations kept informed.		Dates for publication to be determined for the 6 issues during 2021/22.
Produce U3A Queensland information video and tri fold full colour brochure.	Hard copy brochure, available in electronic format also. Video available for potential new U3A groups and external stakeholders.	3rd quarter 2021.	What is U3A, what are the benefits of membership, etc.	For member Associations use. Potential new U3A members.	Colin Maddocks	Increased U3A membership.		John to assist Colin with both. Front end of video to be redesigned. Network Management Committee will approve content.
Produce short U3A (promotional) videos.	Probably in PowerPoint and Mp4 formats.	second half of 2021.	Represent the various U3A benefits and types of offerings in active visual form.	For member Associations use. Potential new U3A members.	John Armstrong	Increased U3A membership.		
Update G Drive directory structure.	Replace current 'evolved' structure to a standardised structure.	Post U3A Network 2021 AGM.	Maintain efficient and secure document management system.	Network Management Committee and Subcommittee members.	Colin Maddocks	Secure organised documents. Less frustration trying to locate documents.		Working collaboratively with Jan Partridge, Greg Doolan and committees
Provide G Drive training for Network Management Committee members.	Face to face and on-line, one on one.	After directory structure is completed.	Ho to access files and how and where to deposit documents and articles efficiently.	Network Management Committee and Subcommittee.	Greg Doolan	Committee members having the skills to access and deposit documents according to a standard.		On-line and one on one
Trial on-line lectures.	Video conferencing platforms.	TBD	Providing lectures to members who wouldny ordinarily have access to the lecture.		John Armstrong	Increased delivery of lectures options.		Project to be developed and executed in conjunction with U3A Brisbane and Des Taylor

Last Update: 18 April 2021

Colour Code

Completed

In Progress

Ongoing

Behind Schedule