

# Communications Plan 2021/2022

GOAL: TO MAINTAIN EFFECTIVE COMMUNICATION WITH ALL STAKEHOLDERS

Rationale: The annual communication plan has been produced and is being executed, in accordance with the Network Strategic Plan 2021-2025. Progress of the elements of the plan will be reported to Association members every quarter. This is the August 2021 update. Feedback or questions about the plan are welcome, addressed to the Network via [communication.u3aql@gmail.com](mailto:communication.u3aql@gmail.com).

ELEMENTS OF PLAN	EXPECTED OUTCOMES	PROGRESS SO FAR
Produce and distribute the Network Strategic Plan 2021-2025	Make available to member Associations and Stakeholders	Completed and posted on U3A Network website, copies made available at 2021 Network AGM and digital copies emailed to Associations. Available for <a href="#">download here</a> .
Complete and publish the annual Communications Plan	Make available to member Associations and Stakeholders	Completed and posted on U3A Network website. Digital copy to be emailed to Associations.
Develop Network website and maintain a strong presence on social media	Convey information about U3A: how it is organised, who to contact, what is happening and joyful promotion.	Facebook page established and work underway to share more information about U3A. New website planned for circa June 2022.
Produce and distribute Network Newsletters to key people in Associations and stakeholders	Convey information via electronic newsletter about Network activities and relevant stories of interest.	New newsletter format completed and program for distribution compiled.
Produce U3A Queensland information video and trifold full colour brochure.	Provide printed and digital brochure along with video for promotional use.	Brochure approved by the Network Management Committee. Printing and distribution to be decided at the September meeting. Video production is ongoing.
Produce short U3A (promotional) videos.	Make available videos that represent the various U3A benefits and types of offerings.	Ongoing program to record classes underway. Completion expected mid-2022.
Update directory structure on Network's Google Drive.	Replace current 'evolved' structure with a standardised structure that provides an efficient document management system.	New directory structure is installed and work is underway to migrate existing documents to that directory.
Provide G Drive training for Network Management Committee members.	Enable MC members to access files and file documents and articles in a coherent filing system.	Training has commenced and is expected to be completed by November 2021.
Trial a library of online lecture videos on a range of topical subjects	Enable member Associations, especially those with limited resources, to access a broad range of educational and entertaining online classes.	This is an ongoing major project that will involve development of a storage platform and access system.