SHAPING YOUR SOCIETY FOR THE FUTURE



THANK YOU ALL FOR TAKING THE TIME TO COMPLETE & SEND IN THE SWOT'S

THE FUTURE?????

STRENGTHS

- SOCIETIES WELCOMING AND FRIENDLY
- HARD WORKING COMMITTEES
- ❖ HIGH QUALITY LECTURES & STUDY DAYS & VISITS TO SPECIAL PLACES
- **❖ PERSONAL TOUCH**
- ***** REPUTATION
- ❖ COMMON INTERESTS
- GOOD COMMUNICATIONS
- **❖** EXCELLENT LEADERSHIP
- ❖ VALUED SOCIAL OCCASION WITH INTERESTING LECTURES FOR OLDER PEOPLE
- HYBRID LECTURES CATERING FOR ALL MEMBERS

WEAKNESSES

- ❖ MEMBERSHIP NUMBERS
- ❖ AGING MEMBERSHIP
- **❖** FINANCIALS
- ❖ MEMBERSHIP FEE INCREASE
- RISING COST OF LIVING
- * RESISTENCE TO CHANGE
- **❖** TECHNICAL KNOW-HOW
- ❖ COMMITTEE RECRUITMENT
- ❖ VENUE AVAILABILITY & COSTS
- **❖** ADMINISTRATION

OPPORTUNITIES

- ❖ PARTNER WITH OTHER SOCIETIES
 - **❖ VISITS & STUDY DAYS**
- ❖ INCREASE LOCAL AWARENESS
- ❖ TARGET RETIREES
- ❖ POTENTIAL SHARING OF TECHNICAL EXPERTS
- ❖ FINE-TUNE ADMINISTRATION

THREATS

- ❖ ONGOING IMPACT OF PANDEMIC ON MEMBER NUMBERS
- COST OF LIVING
- **❖** AGING MEMBERSHIP
- ❖ FINANCIAL IMPACTS
- * RISING COSTS VENUE, LECTURERS
- * RESISTENCE TO CHANGE
- **❖ LACK OF TECHNICAL KNOW-HOW**
- ❖ COMMITTEE RECRUITMENT
- **❖** ADMINISTRATION OF A SOCIETY

AGEING MEMBERSHIP

- **❖**COMING OUT TO A LECTURE MEETING COULD BE A HIGHLIGHT OF THEIR WEEK
 - *AGE DOES NOT MEAN LACK OF INTEREST IN LISTENING TO TALKS ETC.
- ❖ASK MEMBERS TO BRING OLDER MEMBERS TO THE MEETINGS
- **ONE TO ONE HELP FOR ONLINE LECTURES**
 - ❖GIVE THEM A PAGE OF CLEAR INSTRUCTIONS TO FOLLOW WHEN YOU TELEPHONE THEM TO TALK THROUGH THE PROCESS OF JOINING A ZOOM TALK

URBAN VS RURAL

- **❖** EASE OF ACCESS
- ❖ POTENTIAL FOR NEW MEMBERS
- EASIER TO TARGET COMMUNICATIONS
- MORE LOCAL COMPETITION FOR MEMBERS
- ❖ SOCIETIES LIKELY TO HAVE BETTER EQUIPPED VENUES

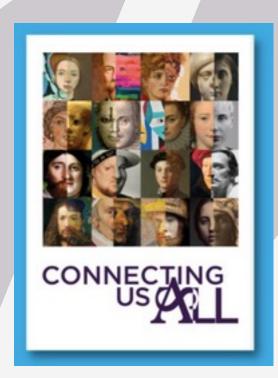
- DIFFICULTIES OF ACCESS DURING WINTER
- ❖ IMPACT OF HIGHER FUEL PRICES
- ❖ DIFFICULT TO TARGET PUBLICITY ACROSS WIDESPREAD COMMUNITIES
- LESS CHOICE OF VENUES

HYBRID LECTURES ARE AN OPPORTUNITY TO RETAIN MEMBERS

WHERE TO TARGET FOR NEW MEMBERS

MARKETING MATERIAL IS ESSENTIAL

- **❖ LOCAL RADIO**
- COMMUNITY WEBSITES 'WHATS ON'
- ❖ PARISH NEWSLETTERS
- **❖** LOCAL EVENTS
- GYMS, LIBRARIES, COFFEE SHOPS, ESTATE AGENTS
- CARE HOMES, HOME WORKERS, NEW PARENTS AT HOME
- ❖ SOCIAL MEDIA



THE DREADED TECHNOLOGY ISSUES

- ❖ OFFER ONE TO ONE HELP TO MEMBERS WHO ARE TECHNOLOGY-PHOBIC
 - Wessex Area can help here
- ❖ YOU HAVE A FREE WEBSITE ON THE HQ PLATFORM
 - Full training will be given for using this.
- TRAINING FROM CENTRAL OFFICE
 - They can come to you to run a training session let Wessex know if you would like a training day
- ASK FOR HELP FROM AREA
 - For zoom, mailchimp / sendinblue, google drive, google forms, etc.

TECHNOLOGY.....

AREA MICROSITE HAS SOME HOPEFULLY HELPFUL DOCUMENTS FOR DOWNLOADING

Downloads

- Hybrid lectures info.docx
- Diary of Area meetings and Wessex team meetings for 2021 / 2022
- A list of scheduled Winter Study Courses 2021/2022/2023
- Arts Volunteering Project Proposal form re criteria for grants
- Information for 'live' streaming of lecture to venue & homes
- How to use Google Forms for your surveys and questionaires
- How to use Google Drive as a secure place for your membership data
- How to view the zoom video on your "smart" TV
- Guidance for connecting a projector to a laptop for lectures and study days.

ADMINISTRATION

SECURITY OF DATA:

- ❖ USE A CLOUD STORAGE FACILITY SUCH AS GOOGLE DRIVE, ONE-DRIVE, DROPBOX
 - ❖ THESE SYSTEMS HAVE PASSED GDPR SECURITY ASSESSMENTS
 - * ALL REQUIRE PASSWORD ACCESS
 - ❖ ENSURE MORE THAN ONE PERSON HAS ACCESS
- ❖ ALL DATA MUST BE BACKED-UP IN CASE OF EQUIPMENT FAILURE
 - ❖ CLOUD STORAGE IS A FORM OF BACKING-UP AS THE FILES ARE NOT ON YOUR COMPUTER

ADMINISTRATION

GDPR - SECURITY OF DATA:

- ❖ ALL PERSONAL INFORMATION (MEMBERSHIP DATA) MUST BE STORED SECURELY
 - ❖ IF THE DATA IS IN A SPREADSHEET ON A COMPUTER, THE FILE MUST BE PASSWORD PROTECTED
 - ❖ USE A CLOUD STORAGE FACILITY SUCH AS DROPBOX, GOOGLE DRIVE
 - ❖ THESE SYSTEMS HAVE PASSED GDPR SECURITY ASSESSMENTS
 - ❖ ENSURE MORE THAN ONE PERSON HAS ACCESS

ADMINISTRATION

GDPR - SECURITY OF DATA:

❖ALL BULK EMAILS MUST USE `BCC' FOR EMAIL ADDRESSES TO ENSURE RECIPIENTS ONLY SEE THEIR OWN EMAIL ADDRESS