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

CONNECTING US ALL

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