

Aughton & Ormskirk U3A

Communications Sub-committee Terms of Reference

Preamble

Under paragraph 12 (viii) of the A&O U3A Constitution adopted on 5 November 2015:

'The Management Committee (MC) may appoint sub-committees including at least one member of the MC, for the purpose of performing any function or duty which in the opinion of the MC would be more conveniently undertaken or carried out by a sub-committee, provided that all acts and proceedings of any sub-committee shall be fully and promptly reported to the MC.'

The MC shall authorise the terms of reference of sub-committees and may alter them from time to time. Sub-committees may take proposals to the MC. They may take such decisions and authorise expenditure in accordance with the limits delegated to them by the MC.'

1. Primary Objectives

- 1.1 The main purpose is to manage/oversee/report on the various U3A communication channels.
- 1.2 To provide the MC and Trustees regularly with information in such a form that it enables them to discharge their duties and responsibilities under the Constitution.

2. Duties & responsibilities

2.1 External

- 2.1.1 To publicise U3A and its activities to the general public and the surrounding area and in the local press
- 2.1.2 To design, produce and distribute suitable publicity materials
- 2.1.3 To maintain a supply of current publicity material
- 2.1.4 To manage the speaker meeting programme and necessary publicity
- 2.1.5 To attend external information functions where appropriate
- 2.1.6 To maintain current, relevant content on the U3A website

2.2 Internal

- 2.2.1 Magazine - plan, prepare and distribute the quarterly magazine to all members
- 2.2.2 E-news - maintain a watching brief on the items published
- 2.2.3 Facebook - receive reports from Facebook Editor
- 2.2.4 Website - support the Web Team as required
- 2.2.5 Support the MC and Board of Trustees in advertising and reporting on the formal business of our U3A.

3. Methodology

To fulfil the duties and responsibilities, the subcommittee will support the following communication channels:

- 3.1 **Magazine** – a quarterly printed copy is prepared for every member and distributed by collection, hand delivery or post as appropriate. The magazine includes articles, photographs, group information, formal business information, and general U3A

information. The editor has discretion to produce 16 or 20 pages, based on the quantity of material received.

- 3.2 Website** – a comprehensive website providing information to members, and the public generally, on the nature of the organisation and how it is run, and about its many interest groups and activities. The website also provides a means for people to submit questions and comments to various parts of the organisation.
 - 3.3 Facebook** – the U3A Aughton & Ormskirk page on Facebook is owned by one member and is used to advertise limited events and activities to a closed group of members.
 - 3.4 e-news** – an electronic newsletter sent to all members who have shared an e-mail address with the Membership Secretary. Information is required by the last Monday in each month and the e-news is sent out the following day. Generally information will be new items, changes of date/time/place, and cancellations, and should not repeat items contained in the magazine. Items will be linked to fuller descriptions in the website where possible to reduce the text.
 - 3.5 Publicity materials** – including posters, flyers, display boards, bookmarks, for both internal and external advertising.
- 4. Election of Chairman and Membership**
 - 4.1** Reference Constitution item 12(viii) – at least one member of the sub-committee shall be a member of the Management Committee.
 - 4.2** The other members will be, inter alia, the magazine editing team, representatives of the Website team, e-news, Facebook.
 - 4.3** The sub-committee will elect its own chairman from among its membership.
 - 5. Meetings**
 - 5.1** Meetings will be held periodically and as necessary as agreed between the members of the sub-committee.
 - 5.2** Minutes of the proceedings will be taken by a person appointed by the meeting, and shall be sent promptly to the Management Committee.
 - 5.3** Quorum – A minimum of three members present will comprise a quorum necessary for the validation of the business of the meeting.
 - 5.4** Members should notify the Chairman as early as possible of their inability to attend a meeting.