



Membership, Volunteering and Marketing

Interim Three Year Strategy
London Regional Committee January 2012

What are the elements?

- Volunteering
- Membership
- Marketing/Promotion/Public relations
- Fundraising
- Governance
- Campaigning/alliances
- Communication/Engagement

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Three Year Goals (1)

1. A more engaged and active membership
2. A valued and well understood range of voluntary activity across the Association
3. More confident, effective and representative governance leading the Association forward at all levels sustaining the Association as a healthy democratic movement in the long term

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Three Year Goals (2)

4. A vibrant set of alliances, campaigning with us and building our reputation and influence
5. More income, work, influence and profile through effective promotion and marketing
6. Discretionary income through fundraising exceeding £500,000 over three years
7. Greatly improved communication across the WEA

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Issues

- Communications & Governance Reference Group
- Conference motions
- Resources within transition
- Consultation on particular aspects:
 - The proposed Three Year Goals
 - Restructure of Association Committee
 - Membership fee
 - Strengthening Regional Governance
 - Revised definitions of membership, volunteering & governance

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Year One Schedule of Actions

to be led by Director through SMT and new Committee scrutiny including:

- Survey of WEA members – to inform AC and other actions
- Networked teams on Membership & Volunteer Development and Marketing & Publicity
- Pilot of WEA Community Learning Champions (2 per region)
- Campaigns – linked to live issues from Conference
- Communication schedule closely linked to improving marketing, website, and member engagement

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BIS, Skills Funding Agency & Ofsted

- New 'freedoms' for providers. Less central planning, more expectation of engagement in localities – communities, employers, partners.
- Teaching, Learning & Assessment
- Leadership, Management & Governance
- Inspection by risk – intervention as needed. Risks include poor **TL&A** and ill-informed **LM&G**

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LM&G in 'satisfactory' colleges

- Poor action planning
- Ill informed leaders - by overgenerous self assessment and teaching and learning grades
- Ineffective systems to monitor and quality assurance provision
- Particularly poor monitoring of teaching, learning and assessment
- Unaware of declining or static achievement

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No outstanding TL&A

- no colleges achieved an overall outstanding grade for teaching and learning and only 11% of the lessons observed were judged outstanding
- insufficient focus on learning
- insufficient focus on checking learning
- poor initial assessment of learner's needs
- learners on wrong courses
- insufficient response to literacy (and numeracy) needs of learners
- boring lessons with no clear aim
- attendance low and/or declining
- use of ICT weak

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Back to MVM...

- Still a lot of work to be done
- Has to change the culture of the WEA to work:
 - Making fundraising a daily part of activity
 - Thinking of the whole membership – not just the 'regulars'
 - Expecting volunteers to take new responsibilities – and to enjoy what they do
 - Developing new ways of working in governance
 - Strengthening regional governance
 - Working together, taking benefit of many ideas, using social media to build a dispersed organisation
 - Applying historic mission in new ways to new world

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What is the regional cttee role in...

- Getting great teaching and learning?
- Understanding what's working well and what needs improving and taking actions accordingly
- Building the WEA locally and in the region:
 - Building capacity
 - Developing membership and fundraising
 - Diversifying income

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Some questions

- How do you see the role of the Regional Committee within London and its communities?
- How do you feel about WEA membership as it currently stands?
- What would you need to help you :
 - Develop new ideas
 - Find new volunteers
 - Reach new people
 - Raise funds and other resources
 - Develop use of social media to support your work
 - Campaign for adult education and the WEA
- What would make your involvement with the WEA more fun?

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