

COMMUNICATIONS WORKSHOP

Yorkshire and Humber Region u3a (YAHR)

Friday 17th March 2023, 10.30 – 3.00



Housekeeping (AG)

❖ Fire exits, FRPs

❖ Toilets

❖ MOBILE PHONES - off or to SILENT please

❖ PHOTOS



Importance of Good Communications (Pat Collard)

Maximising the Value of Your Website (Elaine Toms)

Comfort Break

Social Media (Margaret Fiddes & Helen Stevens)

12.30 Lunch Break

Importance of Good Communications

Planning and Integration

Pat Collard
Cottingham u3a
Chair of YAHR

What do we mean by communication?

- Greeting people
- Give information or instructions
- Seeking information or answers to questions
- Advertise
- Encourage participation
- Share thoughts
- Build / maintain a relationship
- Keeping in touch
- Requesting something
- Express emotions

Ways to communicate

- Face to face conversation / meetings
- Online conversation / meetings
- Landline / mobile phone
- Text
- Email
- Beacon
- WhatsApp
- Messenger
- Social Media

Ways to communicate

- Letter
- Newsletter
- Announcements
- Flyer / poster / leaflets
- Website
- Information packs
- Magazines

Best way?

- Audience – individual, groups, members, non members
- Number of people involved in the process
- Reason for the communication
- Two way process
- Whose responsibility?

Maximising the value of your website

+ *Q&A re websites and issues*

Prof Elaine Toms
(Ilkley & District u3a)

Maximising the Value of your U3A Website



Elaine Toms
Professor of Information Innovation &
Management

University of Sheffield
elaine_toms@hotmail.com
March 2023

What gives your Website Value?

```
graph TD; A[What gives your Website Value?] --> B[Happy visitors!<br/>New members!<br/>Repeat visits!]; B --> C[They can find & do what they need<br/>They can find & do what you want them to find & do]; C --> D[Effortlessly<br/>Efficiently]; D --> E[And its awesome!];
```

Happy visitors!
New members!
Repeat visits!

They can find & do what they need
They can find & do what you want them to find & do

How?

- ❖ Clear intent
- ❖ Consistency, simplicity, functionality
- ❖ Appropriate use of colour, topography, imagery
- ❖ Invokes trust, safety and security
- ❖ Usable

And its awesome!

Effortlessly
Efficiently

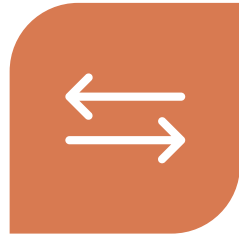
What is the purpose of a website? of your website?

Do you have a clear intention?



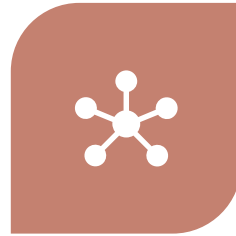
INFORMATION

Provides information for users & visitors; enables findability



TRANSACTION

Enables an exchange usually of money; join, renew, sell tickets



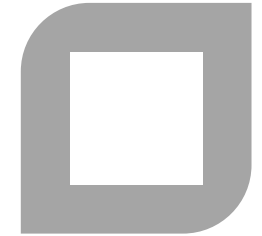
INTERACTION

Enables user *engagement* with content; browsing, gaming, exploration



ARCHIVE

Used to store information in the formal sense; aimed more at the organisation's administrators than the users



REPUTATION

Build a reputation locally for the group

***What is your Call to Action (CTA) on the Homepage, on other pages?
Get new members? Keep members? Join and pay fees?***

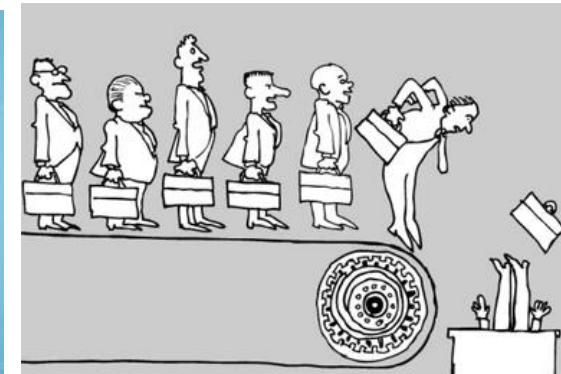
People! Users!

- ❖ Who are you building this for?
- ❖ Who is your primary group? What are their needs?

Remember: in any design/development, you are not your user.

- Why do they come?
- What do they do?
- What do they expect?
- Do you really know?
- ❖ **Random Visitors? Members? Prospective Members? Supporters of Prospective Members?**
- ❖ **Or is all your data based on supposition and 'looking around the last room'?**

The U3A Conveyor Belt!



Who starts is not the same person that finally leaves at a ripe old age!

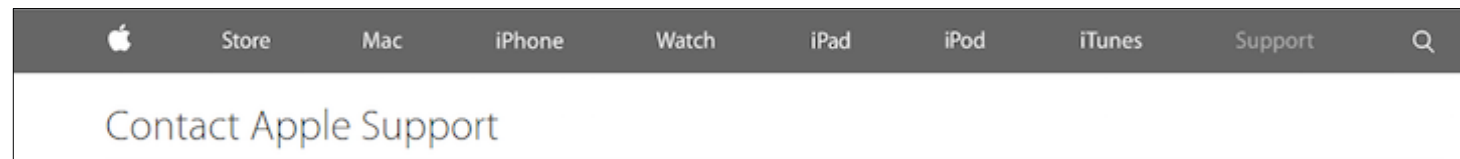
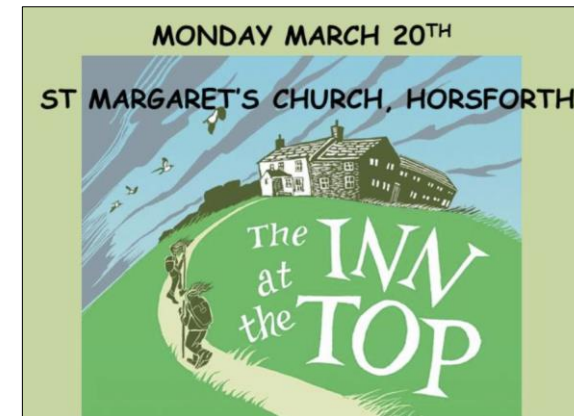
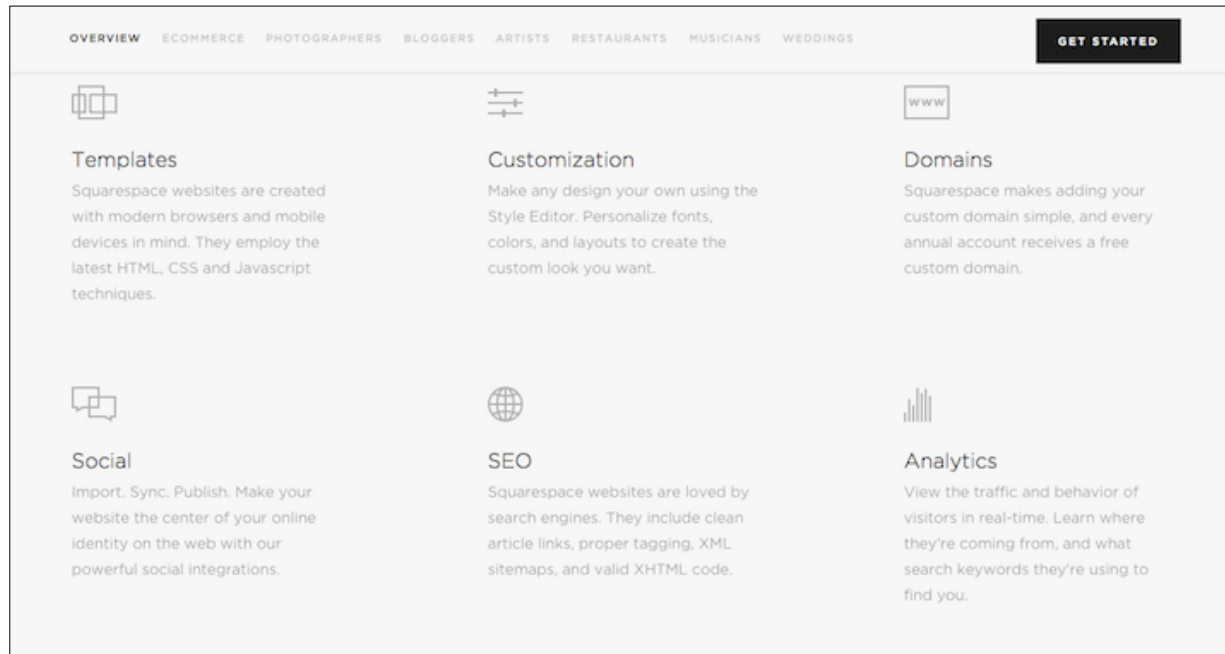


What affects their 'visit'?

Fonts

- ❖ Highly legible, not artsy, minimal script
- ❖ Good Contrast with background
- ❖ Typical: 3 fonts in 3 sizes

You don't want to read this.



Colour 1

❖ Colours must work together, not overwhelm; and communicate the same kind of information everywhere in the interface.

❖ Use the 60-30-10 rule:

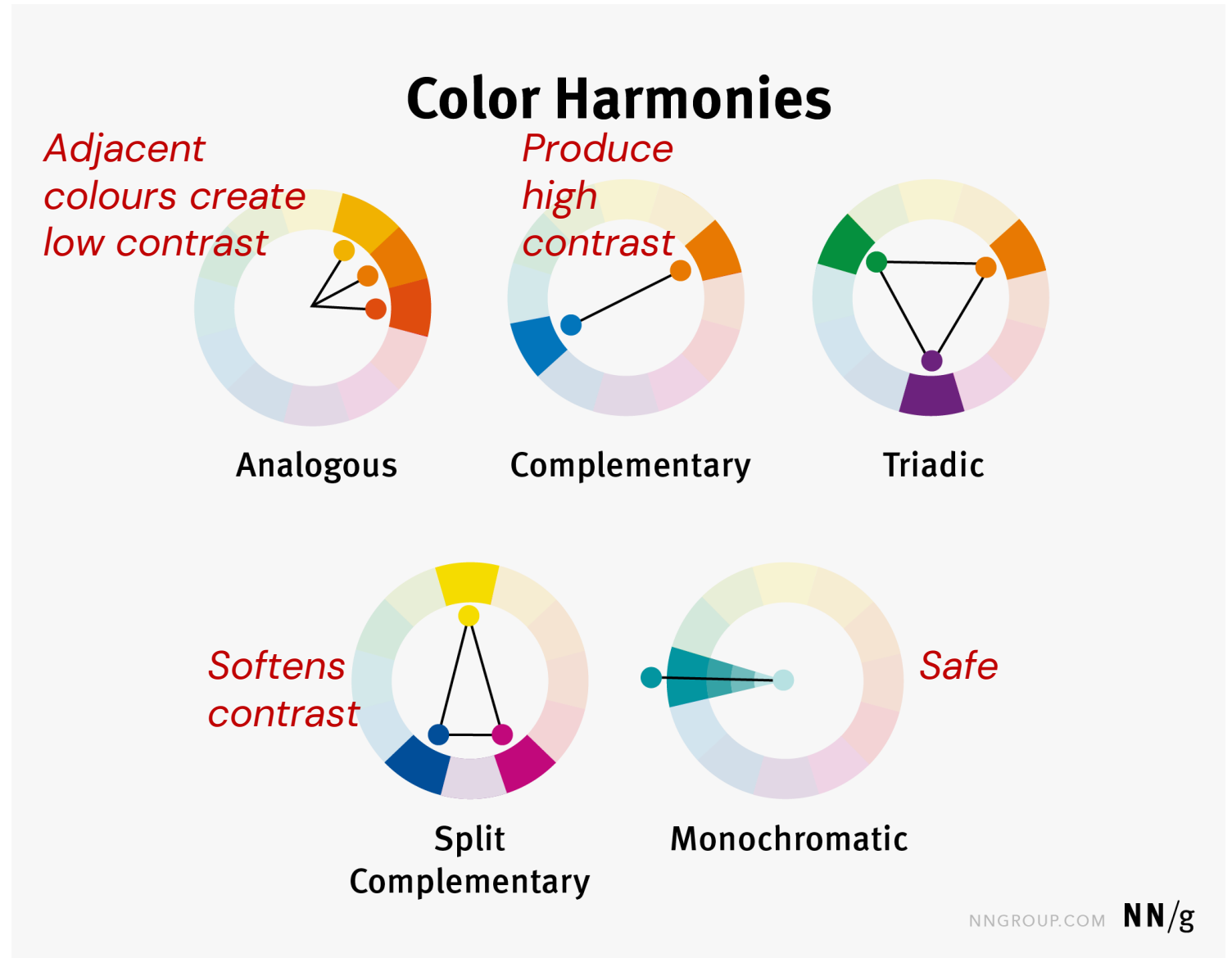
- 60% for dominant,
- 30% for secondary, &
- 10% accent colour.

❖ Small number of colours reinforces visual hierarchy and contrast

❖ If you are inexperienced, choose monochromatic;

❖ Colour harmony is critical. If you don't know what you are doing have a look at <https://color.adobe.com/explore>

❖ Use them consistently throughout the site



<https://www.nngroup.com/articles/color-enhance-design/>

Colour 2

How many colours are on this page?
Does it affect readability?
Does it affect focus?

Learn more about u3a

What is Ilkley & District u3a?

- The chance to pursue hobbies, interests and discover new ones
- Getting involved, staying active, having fun
- Over 1750 members. More than 100 interest groups
- A summer programme, study days and monthly talks
- [Learn about the Ethos and Principles of u3a](#)

Ilkley & District u3a was founded in 1997 as part of a UK-wide movement. Our parent body is the Third Age Trust, a national charity. We are managed by a Committee of Trustees ([select here](#) for information and contact details).

One of our members has written a short poem that captures the opportunities that u3a provides to help build friendships and share new experiences. [Select here to read.](#)

Any queries please email info@ilkleyu3a.org

What is the cost of membership?

- Costs are covered by an annual subscription (currently £7.50 from 1st January to 31st July).
- Our local u3a has no paid staff and is run for the benefit of members, by its members.
- The subscription includes a fee (currently £4) paid to our parent body. This covers the cost of a quarterly magazine posted to your home address, plus items such as insurance cover for u3a events.
- Attendance at talks, events and groups only incur charges to cover costs such as refreshments and venue hire.

Join an interest group

Our groups cater for a wide range of interests and ability levels. New ones are formed all the time and we are always keen to hear new ideas for groups. Join one group or many – it's up to you although some popular groups have waiting lists.

Select these links for more information:

[Groups by Area](#) [Groups by Category](#) [Groups by Day](#)

Select or click here to enquire about vacancies on a group before committing to membership or check the Group Description page using the buttons above.

Membership Eligibility

Many of our members, but by no means all, live in Ilkley, Otley & adjoining areas.

Whilst there is no upper or lower age limit, a typical member is not in full time work. We are a volunteer-led charity, members being encouraged to help in any way they can.

We have reciprocal membership arrangements with 3 other local u3a groups. [Select here for more information.](#)

The Ethos and Principles of u3a

The u3a movement is based on the principles of mutual aid. Ilkley & District u3a is a registered charity with no paid staff. As an Educational Co-operative there is an expectation that members will share their interests and skills.

Principles of the u3a Movement

The u3a Movement is non-religious and non-political and has three main principles:

The Third Age Principle

- Membership of a u3a is open to all in their third age, which is defined not by a particular age, but by a period in life in which full-time employment has ceased.
- Members promote the values of lifelong learning and the positive attributes of belonging to a u3a.
- Members should do all they can to ensure that people wanting to join a u3a can do so.

The Self-help Learning Principle

- Members form interest groups covering as wide a range of topics and activities as they desire; by the members, for the members.
- No qualifications are sought or offered. Learning is for its own sake, with enjoyment being the prime motive, not qualifications or awards.
- There is no distinction between the learners and the teachers; they are all u3a members.

The Mutual Aid Principle

- Each u3a is a mutual aid organisation, operationally independent but a member of The Third Age Trust, which requires adherence to the guiding principles of the u3a movement.
- No payments are made to members for services rendered to any u3a.
- Each u3a is self-funded with membership subscriptions and costs kept as low as possible.
- Outside financial assistance should only be sought if it does not imperil the integrity of the u3a movement.

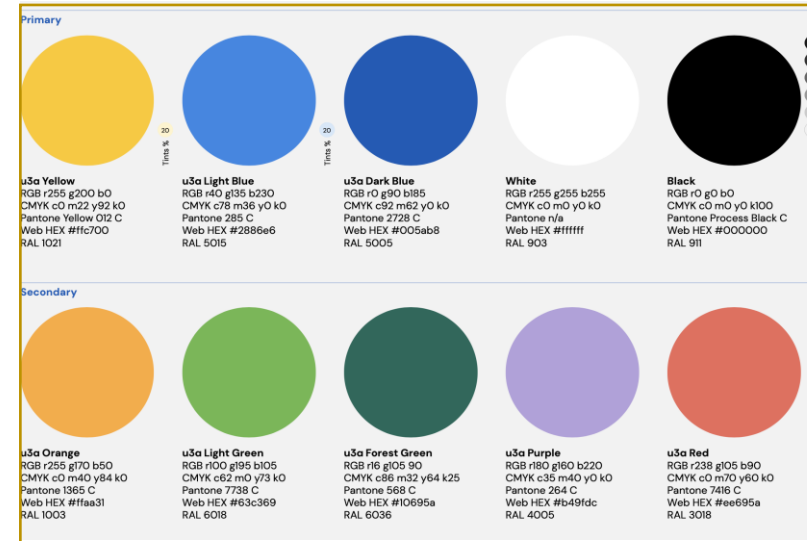
Small print

[Code of Conduct of Ilkley u3a](#)
[Privacy Policy](#)
[Statement on use of electronic images & videos](#)
[Enrolment guidance notes](#)
[Ways to Pay](#)
[About Gift Aid](#)

You are here [HOME](#) > [About Us](#)
>>>>>

© Ilkley & District u3a [Site Map](#)
[Privacy & Cookie Policy](#)

Do you/should you follow the U3A brand?



<https://www.u3a.org.uk/brand-guidelines/u3a-brand-guidelines-2022/download>

From the u3a:

- use secondary colours sparingly.
- make use of white space and avoid large areas of black
- be sensitive when using the Dark Blue; it can overpower
- only use the secondary colours as highlights, page dividers or as part of a set
- avoid an excessive amount of different secondary colours in one design

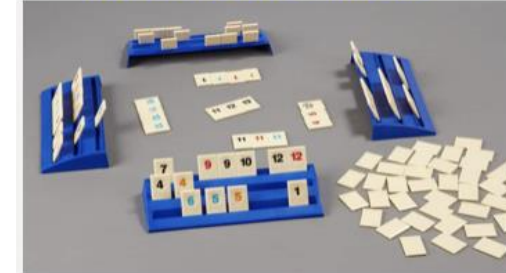
Images/Graphics

- ❖ Establish a relationship with visitors – invoke trust, security, etc
- ❖ Use what is *necessary* and what is *value added*
- ❖ Need *human faces of the organisation*; not stock photos that are mere decoration
- ❖ Users pay close attention to images that contain relevant information, but ignore fluffy pictures used to "jazz up" web pages.
- ❖ Example: shoppers are more confident when seeing people just like them with a product

Avoid background images which take up bandwidth and make your site slower, particularly if local network issues



Afternoon Classical Music



Our RUMMIKUB Group



Scrabble Group

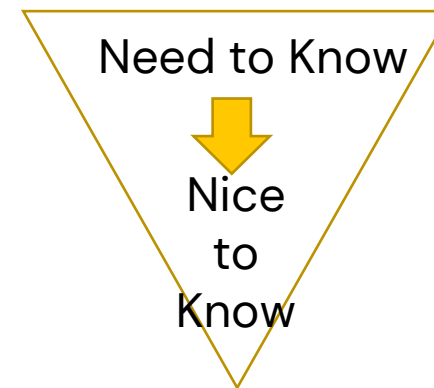


Learn to play Bridge

Text & Writing

- ❖ Be succinct: write no more than 50% of the text you would have used in a print pub
- ❖ Note: digital text does not affect reading speed, but it does affect comprehension!
- ❖ Write for *scannability*: don't require users to read long continuous blocks of text.
 - Use paragraph breaks.
 - Use lists. Studies show that more people will look at lists with bullet points than other formats.
 - Organise content in logical 'buckets' with distinctive labels.
- ❖ Think mobile!

- ❖ Write like a journalist! Use the *Inverted Pyramid*
- ❖ Plan story structure where the most important information (or what might even be considered the conclusion) is presented first.
- ❖ gets to the point quickly and supports all types of readers





Join Us

Join online

Renew

What is u3a?

It is a unique and exciting self-help educational movement and for its own sake. u3a is part of an international network

Who can join Sheffield u3a?

Anyone no longer in full-time work can join. There are no fees for activities. We have **members** not **students**. Groups are for people who want to join a specific group, we have other activities and

What is the cost?

All u3as set their own annual subscription, part of which is for the group. Individual groups may make a small charge to cover admin

How do I find out more?

1. Browse this website.
2. Contact the Sheffield u3a Initial Enquiries Officer, Ms Clare Chiba, enquiry@su3a.org.uk
3. Come along to our monthly 'Drop-In', held on the first Tuesday of each month in Sheffield (not August or New Years Day)

The membership year runs from 1st April to 31st March. If you have any doubt, please phone the Membership Secretary.

NB The Membership Secretary is the appropriate person.

GROUP ACTIVITIES

To see what is on offer, go to the **Groups** tab.

NB You need to be a member of Harrogate u3a to join a group.

EMERGENCY CONTACT INFORMATION

Harrogate u3a recommends you complete an emergency contact form. A password/pin is not needed to access the form.

You may wish to offer your information to the group that you do so.

MONTHLY OPEN MEETINGS

All members are invited to attend the monthly open meetings. No speakers.

Potential members are welcome to come along.

Doors open at 1.40pm and the talk begins at 2.00pm. After the meeting, can now do so in the bar.

ANNUAL GENERAL MEETING

This takes place towards the end of the financial year.

NEW MEMBERSHIP APPLICATION

To join Harrogate u3a please click on the **print off a paper form**

NB A separate application must be submitted.

If possible, please pay by bank transfer.

Date of joining does not govern the membership year (see introduction above).

RENEWING MEMBERS

If you have previously been a member, you can renew your membership by submission. **(There is no need to**

Membership

RIPON AND DISTRICT U3A MEMBERSHIP

New Members

If you are interested in joining Ripon and District U3A please download the Membership Form (see link on this page), complete it, then post it to the bottom of the Form together with your cheque and a stamped addressed envelope.

For further information/clarification please contact the Membership Secretary by using the Contact Tab and sending a message via the Beacon system.

The annual Membership runs from 1st April to 31st March (See also below)

Membership entitles participation in any of the many Ripon and District U3A Groups, although some of these may involve small extra payments for hire, refreshments, etc.

Non-Members may attend one Group session as a taster. After that they are invited to enrol for Ripon and District U3A Membership if intending to join a Group.

New Members enrolling for the first time between 1st January and 31st March – the membership fee is £15.00 for Single and £25.00 for Joint Membership valid until the 31st March the following year. Fifteen months for the cost of twelve!

New Members enrolling for the first time between 1st September and 31st December – the initial membership fee is £10.00 for Single and £20.00 for Joint Membership which is valid until 31st March the following year.

Associate Members

Members of other U3A Branches, where Ripon is not their home town, may join as Associate Members. Home town branch membership number must be provided for verification. The annual membership fee is £10.00 for Single and £20.00 for Joint membership.

Renewing Membership

Members can renew their Membership, valid from 1st April to 31st March, either by completing the Membership Enrolment/Renewal Form, to download from the right hand side, and sending it to the address at the bottom of the form, together with a cheque payable to The Ripon and District U3A, plus stamped addressed envelope

OR

by using the BEACON MEMBERS PORTAL (see Link on the right hand side) you can pay on line using your credit/debit card via the U3A PAYPAL account. Download and print your Membership Card.

If you are unable to download and print your own Membership Card using the online Beacon system, please enclose a stamped addressed envelope with the Enrolment/Renewal Form and cheque in order that your new Membership Card can be posted to you.

There is to be a change in the Membership Card format with effect from 1st January 2023; this is to allow Members the option to add EMERGENCY CONTACT DETAILS which could prove very helpful should the need arise.

Groups

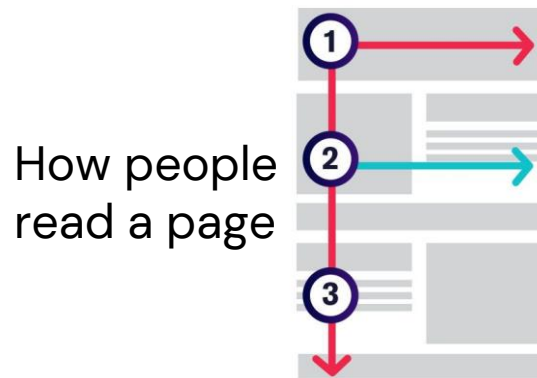
A list of Interest Groups, with Group Convener/Leader contact and venue details, can be found on the website u3asites.org.uk/ripon under the Groups Tab. Alternatively you can send a message via email to the Group Co-ordinator using the Contact Tab.

Monthly Meetings

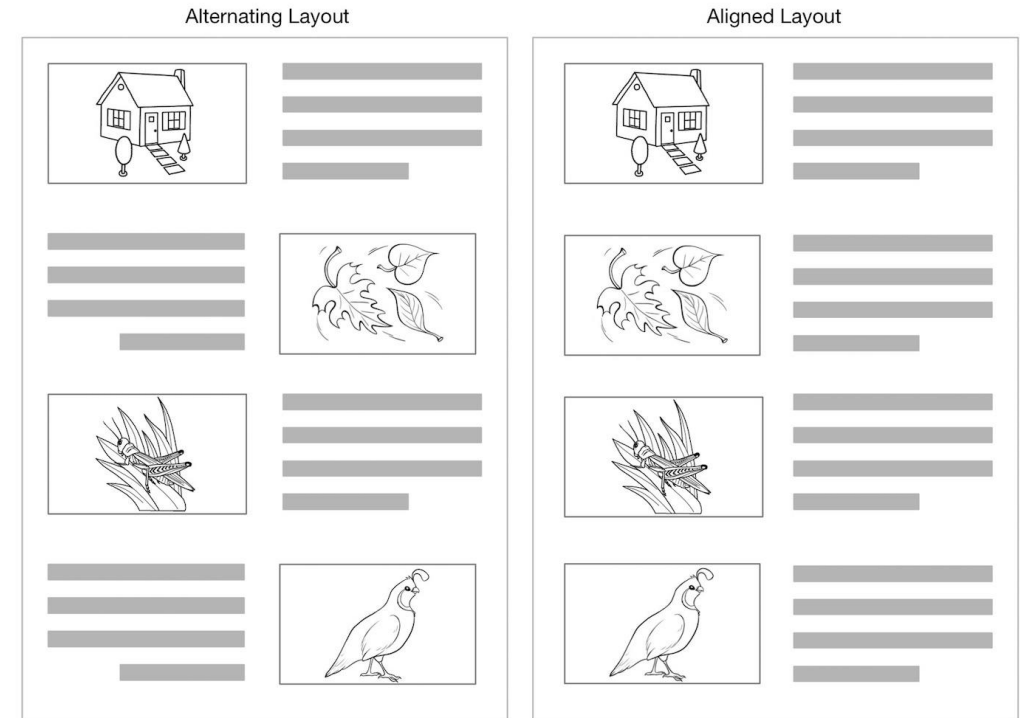
Details of the General Monthly Meetings can be found on the website under the Events Tab and/or The Newsletter.

Layout 1

- ❖ Content that is too big or small usually is visually a disaster
- ❖ Need a flexible layout
- ❖ Predictable layout helps users read and scan efficiently
- ❖ Think about what will appear 'above the fold'
- ❖ Whitespace is important; without it a page can be overwhelming



- ❖ Use a grid!



Aligned: traditional

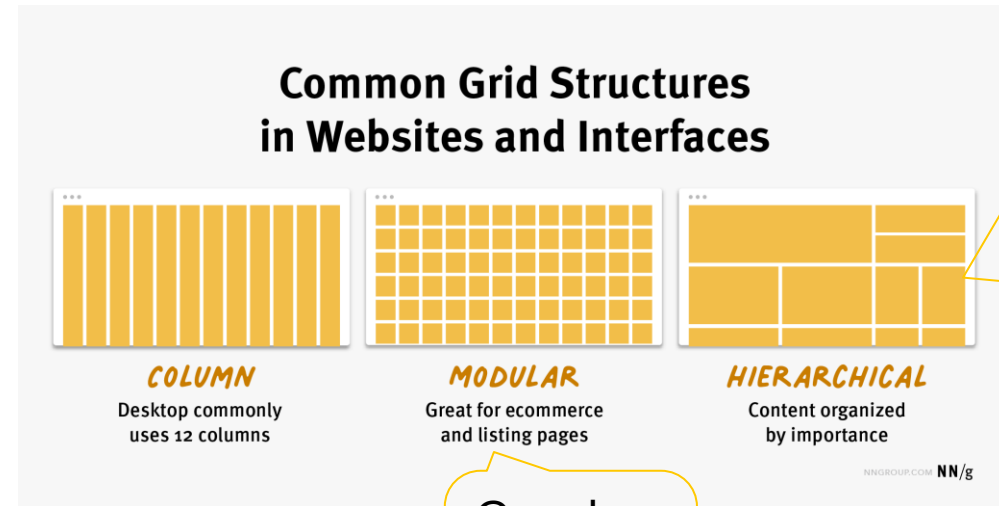
Alternating: popular, breaks monotony, but more awkward to scan

But...

Images that are **informational** are looked at more often than those that are decoration regardless of the alignment

Layout 2 – Grids

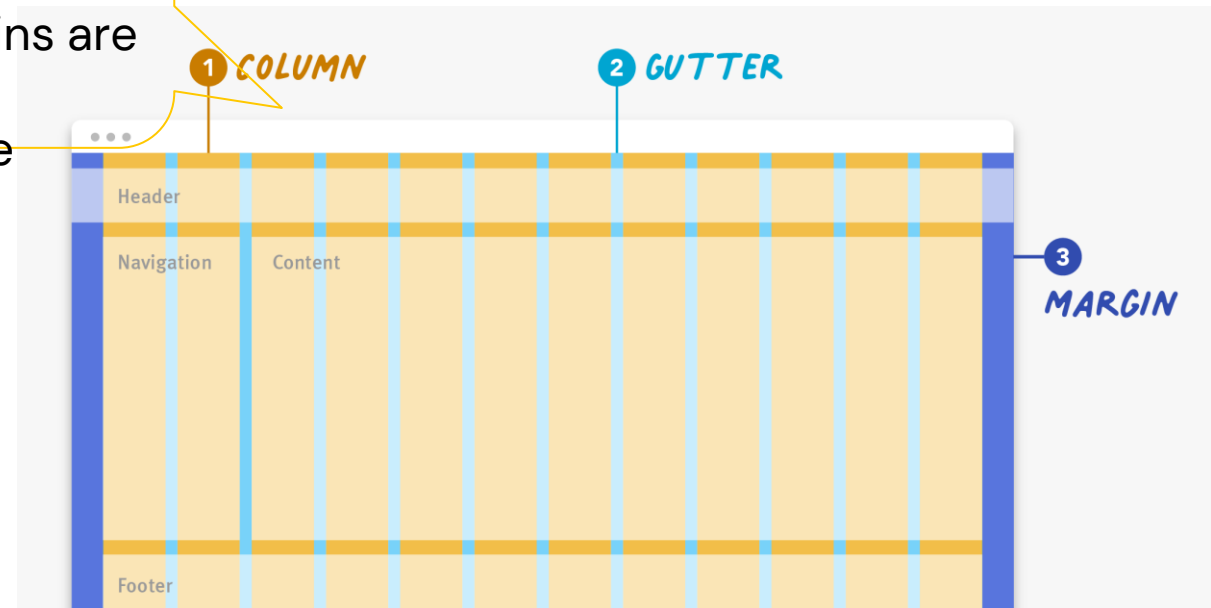
- ❖ Predictable layout helps users read and scan efficiently
- ❖ Align the content to the cells in the grid
- ❖ Good grid is adaptable to different screen sizes and orientations
- ❖ Use 'gutters' to add whitespace to columns, although you can create a texture effect (e.g., quilt)



Most important elements in largest chunks

Content in columns; gutter & margins are white space





Good for products & lists





Layout 3 – Grids

HOMEJOIN USEVENTSNEWSGROUPS ►GALLERYCONTACT

WELCOME TO OUR WEBSITE



Trip to RIPON Thursday June 1st 2023
For Details of the 3 options and to Book go to the Events Page



MONDAY MARCH 20TH
ST MARGARET'S CHURCH, HORSFORTH
The Inn at the TOP

News Headlines

[Theatre Group](#)

05 Mar 2023 10:31 AM | [Anonymous member](#)

[Book Group 42](#)

03 Mar 2023 9:08 AM | [Anonymous member](#)

[All things Social](#)

02 Mar 2023 11:38 AM | [Anonymous member](#)

[Registration is NOW Open for the Day Trip to Ripon](#)

27 Feb 2023 11:35 AM | [Anonymous member](#)

[No Mah Jong at The Willows March 3rd](#)

25 Feb 2023 10:04 AM | [Anonymous member](#)

Meetings of our U3A


We appreciate your comments, particularly about St Margaret's Church not being very warm. The meetings from April to June are being held in the church because we cannot meet during the school holidays at CVH

Column

Modular

HOME | Join Us | About Us | Groups | Events | News | Search | For Members

Join us today.



Select here for 50% off the joining fee
Just £7.50

Read a poem about joining u3a

Forthcoming Events

These are in addition to our 100+ interest groups

National u3a Online Events

National u3a Online Groups

Advance Notice:

Yorkshire and Humber Region u3a MusicFest

Yorkshire and Humber Region u3a Summer School

What's New....

latest jokes - 01/03/2023

Members' Market Place

latest newsletter - 02/03/2023

Otley Sewing Collective offering free "make your own draught excluder" sessions

Channel 5 Star visits u3a Railway Group

Prospective New Groups

in Otley

suggest a new group

Latest Reads...

newsletters

press briefings in 2023

stories from previous years

newspaper cuttings from 1948

NEW MEMBERS' MEETING

14 Mar 2023 2:00 PM • Jack Lofthouse Annex, Clarke Foley, Cunliffe Road, Ilkley, LS29 9DZ

DROP IN AT ILKLEY

17 Mar 2023 10:30 AM • Clarke Foley Centre, Cunliffe Rd, Ilkley, LS29 9DZ

MONTHLY SATURDAY TALK - SIR RODNEY BROOKE

18 Mar 2023 10:00 AM • Main Hall, Clarke Foley, Cunliffe Road, Ilkley, LS29 9DZ

DROP IN AT ILKLEY

07 Apr 2023 10:30 AM • Clarke Foley Centre, Cunliffe Rd, Ilkley, LS29 9DZ

DROP IN AT OTLEY

14 Apr 2023 10:30 AM • The Otley Core, Orchardgate, Otley, LS21 3NX

MONTHLY SATURDAY TALK - NORTHERNERS: A HISTORY

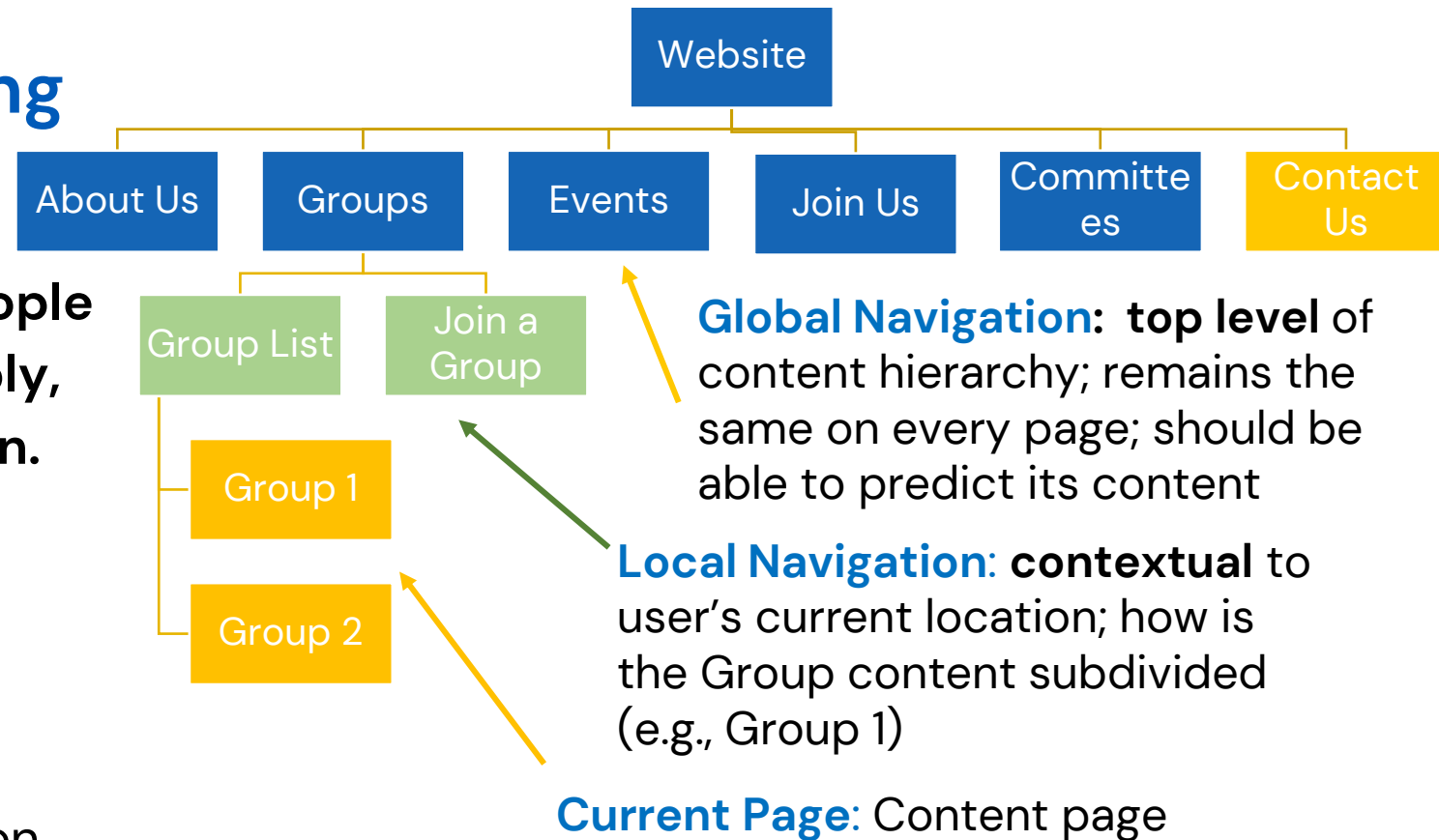
15 Apr 2023 10:00 AM • Main Hall, Clarke Foley, Cunliffe Road, Ilkley, LS29 9DZ

Navigation – the Wayfinding

- ❖ KISS principle; make it easy for people
- ❖ Hick's Law: more options you supply, the longer it takes to make a decision.

Types of Menus:

- ❖ *Global Navigation*: top level, appears on every page and provides access to all pages, directly or indirectly
- ❖ *Local Navigation*: subsite specific; the detail underneath each option on the global navigation



Also

- ❖ *Search*: use if you have good and I mean good search, otherwise an exercise in user frustration
- ❖ *Sitemap*: a categorisation of content (what do we have) and not navigation (how do I get there?)

Global Navigation – the Top Level Menu

- ❖ 5–7 items unless there is a very good reason!
- ❖ Clearly named categories, mutually exclusive, prioritization – beginning and end for key items. Avoid generic labels (e.g., documents, videos)
- ❖ Optimise for easy access to frequently used ones
- ❖ Make them visible and look clickable; avoid using buttons which are visual clutter. Use buttons for actions, e.g., download, sign up
- ❖ Use both logo and home to link back to the home screen

Global Navigation Bar Examples – Which ones are the most effective?

[Home](#) [Welcome](#) [Newsletters](#) [Handbook](#) [Committee](#) [Groups](#) [Events](#) [How to Join](#) [Contact Us](#)
[Your details](#) [Constitution](#) [Group Leader](#) [Policies](#) [Volunteering](#) [TAM Magazine](#)

[Home](#) [Welcome](#) [Groups](#) [Events](#) [Social](#) [Membership](#) [Newsletters](#) [Facebook](#) [DU3A Plus](#) [Charities](#) [Contact](#)
[Committee](#) [Gallery](#) [YAHR](#) [Archives](#) [Sitemap](#) [U3A](#)

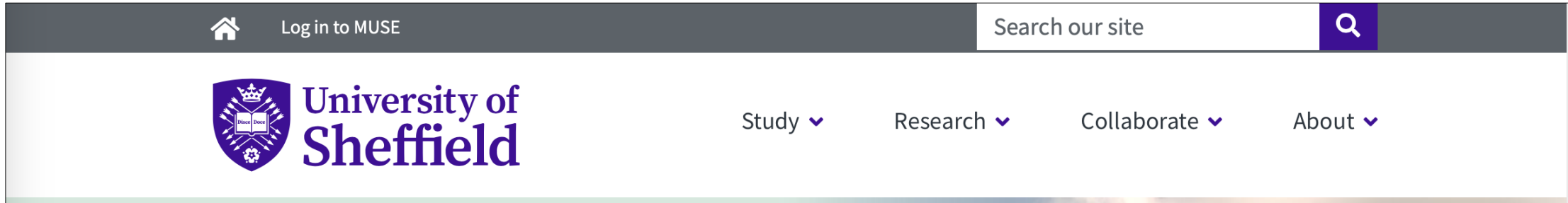
[Home](#) [Welcome](#) [Join us](#) [Groups](#) [Penistone](#) [The Buzz](#) [Events](#) [Documents](#)
[Vacancies](#) [Links](#) [Sitemap](#) [Facebook](#)

[Home](#) [Welcome](#) [Groups](#) [Events](#) [Newsletters](#) [Contact](#) [Membership](#) [Links](#) [Gallery](#) [Sitemap](#) [U3A](#) [Documents](#)

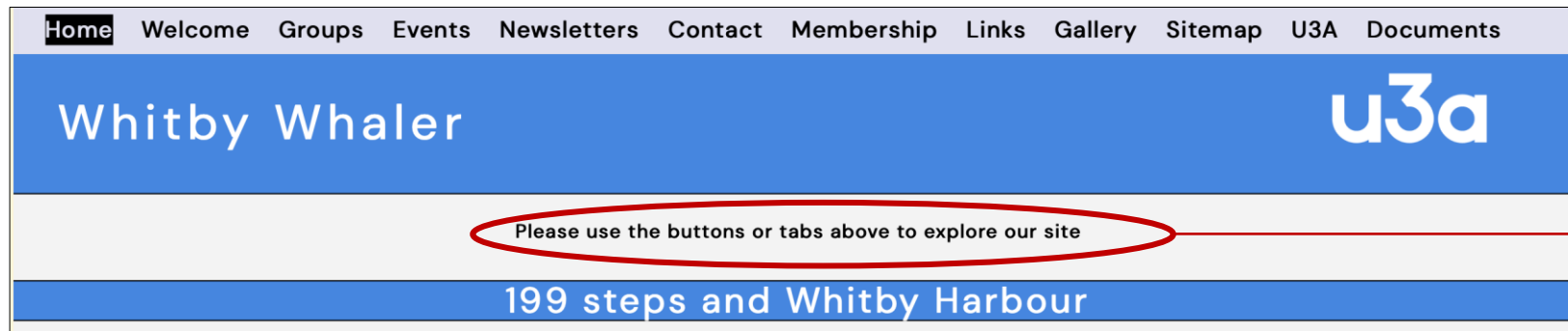
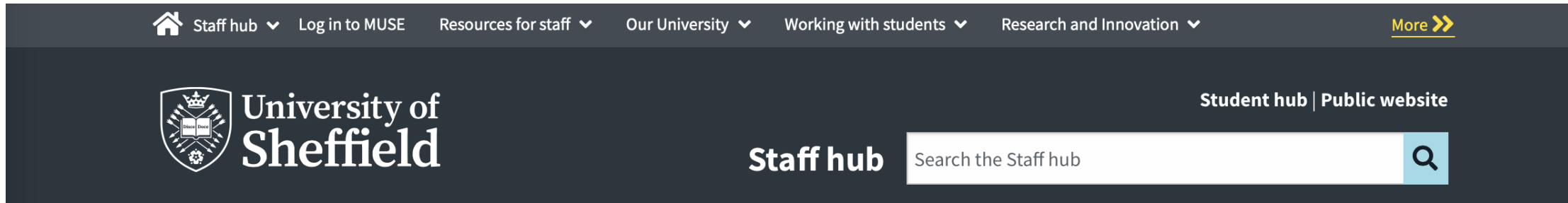
[Home](#) [What's New](#) [Join Us](#) [ACTIVITIES](#) [News](#) [Members Info](#) [Group Leaders](#) [Contact](#)

1. How many menu options?
2. Are these the best groupings?
3. Can any be merged?
4. What does a user need to see first?

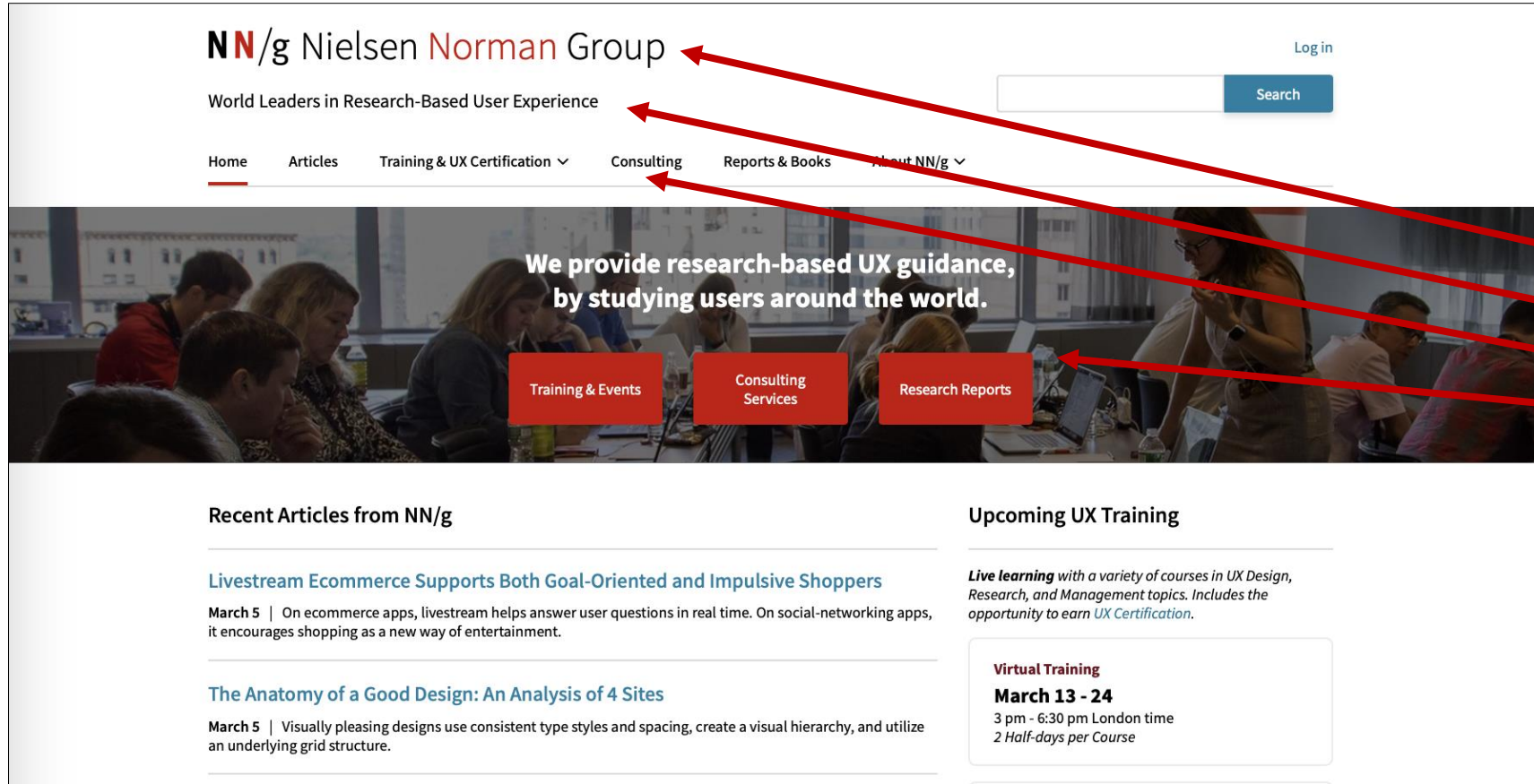
Public site



Internal Staff site



If you have to tell us, then they are not very visible!



- Note order from top to bottom
1. Name
 2. Tagline
 3. Menu
 4. CTA (Call to Action)

Breadcrumbs

- ❖ Works like “you are here” on a map; Shows the pathway home
- ❖ Use breadcrumbs so visitors can see where they are in the hierarchy.
- ❖ Insert at the top, not the bottom of the page, but they do not replace the top level menu
- ❖ Include homepage as first and the current page as the last item in the breadcrumb trail
- ❖ Very tricky on mobile; use with caution

You are here >>>> **HOME** > **Groups** > Groups by Category

[Home](#) » [About Groups](#) » [Group Schedules](#) » Monday- Groups for 2023

Local Navigation

❖Displayed in one of these ways:

- Horizontally, below the global navigation
- Sidebar (on the left); presents options in form an L-shape
- As dropdown menus
 - Conserve screen space
 - Don't use long dropdowns that require scrolling
 - Keep the label in view when dropdown is open

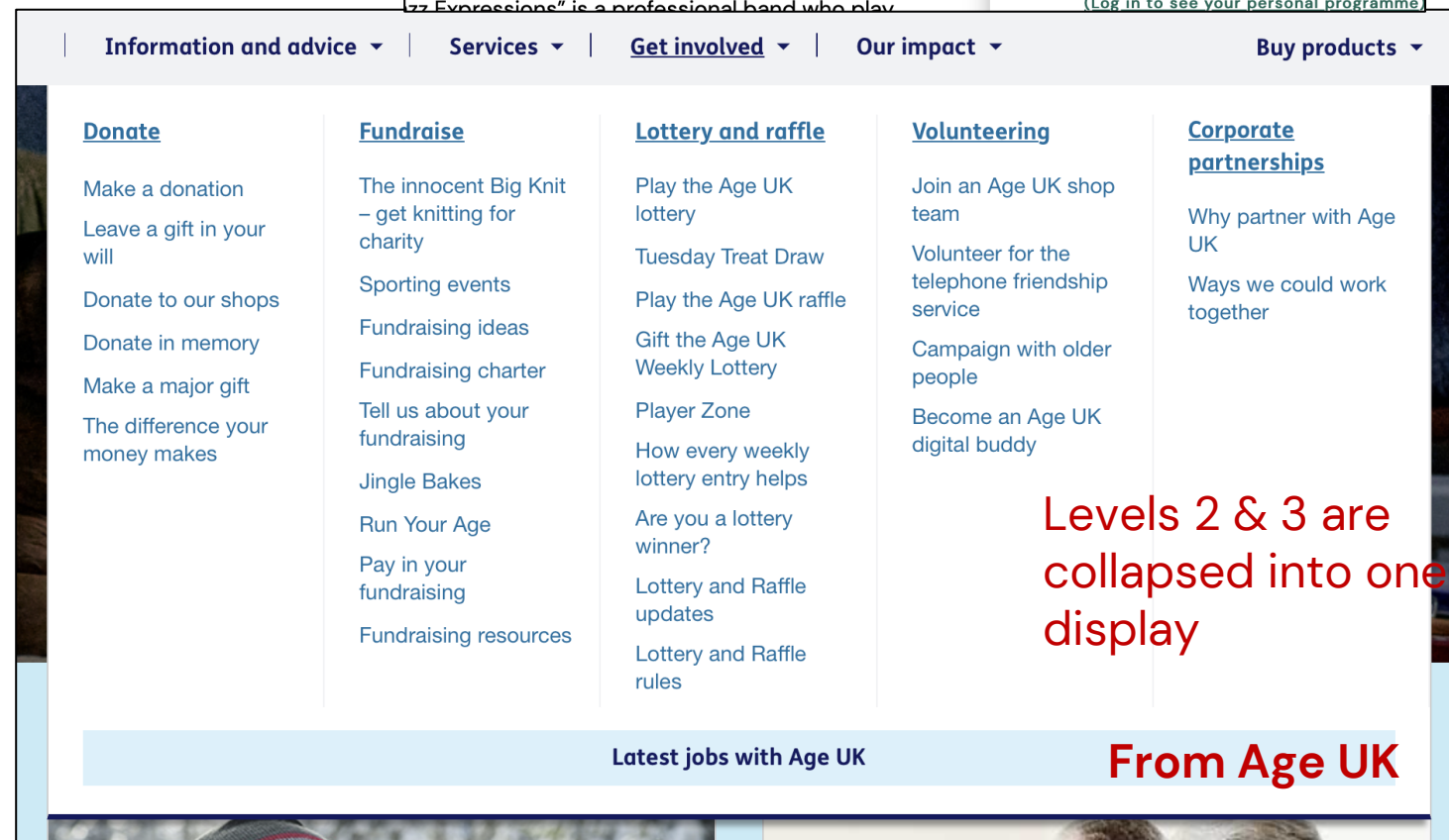
❖Must be visible but not dominate the global navigation bar

❖Footer navigation

- Used on large sites

Good menu design needs a good information architecture

Examples
with
dropdown
menus



Levels 2 & 3 are
collapsed into one
display

The 'Groups' pages

- What is the best way to handle groups?
- Many classifications: by
 - Title
 - Topic
 - Day/Time of meet
 - Availability (e.g., spaces, full)
 - Group leader
 - Fee or free
 - Venue or place
 - Frequency
 - Group leader
 - Colour key?
- Sometimes confused with new group ideas, joining a group, groups in other areas or at national level, purpose of u3a
- presence of decorative icons that occupy what could be useful information
- What is the best order?
- What is the best layout?

ACTIVE ACTIVITIES

Short Walk 1 up to 4 miles

Monthly: Monday a.m.

Various Locations

£1 per walk

Short Walk 2 up to 4 miles

Monthly: Wednesday a.m.

Various Locations

£1 per walk

Short Strolls.

Monthly: 1st Wednesday a.m.

Various Locations

£1 per Walk

Medium Walks - 6-8 miles

Last Wednesday in the Month

Various locations

East Yorks.

Explore our Groups

Search for a group, just begin typing here

About our Groups

Film & Photography

Indoor Games

Open To All

Research

Wine Appreciation

Art & Crafts

Foreign Languages

Literature

Outdoor Pursuits

Science

A-Z

Discussion Groups

Gardening

History

Music & Drama

Physical Activities

Social

Activities

About our Groups

Art & Crafts

Discussion Groups

Film & Photography

Foreign Languages

Gardening

History

Indoor Games

Literature

Music & Drama

Open To All

Outdoor Pursuits

Physical

Group Contact

mjgreen1@btinternet.com

mary.merkin46@gmail.com

Art Appreciation Group

Bonsai

Circle Dancing

Collectables

Creative Writing Workshop

French Conversation

Geology

Have Your Say

Italian Conversation

Latin

Local History

Painting the Natural World

Photography

Play Folk Music

Playing the Guitar

Ripon Archaeology Research

Scrabble

Singing for Fun

Spanish Intermediate

Table Tennis

The Russian Themed Book Group

Ukulele

Walking

Wednesday Lunch Group

Barry Se

Marylyn

Gwen S

Kate Sw

David O

Peter Co

Janet Su

Ella Ben

Alma W

Maurice

Dorothy

Julia Bertenshaw

Ian Stalker

Tish Hall-Wilkinson

Keith Surman

Julia Fisher

Karen Dalgleish

Claire Cox

Hil Hunter

David Coates

Wednesday a.m.

Sue Grigg

Janice Hogg

Margaret Crewe

Piano Playing

Play Reading

Poetry for Pleasure

Science For All

Scribblers

Spanish Conversation

Sunday Lunch Group

Tennis

Theatre Visits

Visiting Buildings of Interest

Walking Netball

Wine Appreciation

Glenys Stanley

David Swann

Caroline Marston

Dorothy Taylor

Keith Surman

Sheila Whitfield

Thursday p.m.

Tina Smith

Sue Edleston

Charles Jeans

Arlene Coulson

Dorothy Taylor

Tuesday p.m.

Glenys Bailey

John Byrom

GROUPS LISTING

Group

Icon

Art Appreciation

Art: Looking at Paintings (with Hans van Lemmen)

Birdwatching

Book Group A

Book Group B

Book Group C

Bridge

Card Making

Choir

Cinema

Country Dancing

Cycling Easy

Swarthmoor Education Centre

John Lewis Hub, Leeds

Moor Allerton Sports & Social Centre

Private Home

St. Columba's Church, Headingley

TBA

Moor Allerton Sports & Social Centre

TBA

2nd Friday 2.00 - 3.00pm

4th Thursday 2.00 - 3.00pm

Tuesday 3.30 - 5.00pm

Alternate Tuesdays 10.00 - 12.00pm

Thursday 11.00 - 12.30pm

As and When

Alternate Tuesdays 2.00 - 3.00pm

Thursday 10.15am

Anne Smith

Sue Buchan

Sue Friedman

Kathryn Firth

Alison Brewster

Anne Smith

Joan & Eric Wells

Meryl Knapp

Generic introduction

About health

About a paper copy

About new groups

About administering a group

A push to join a group

Explanation of navigation

Finally – toward bottom of second page, the groups!

Groups

We have, currently, some 120 groups at Barnsley U3A. Groups are what makes the U3A work - it brings people together with a common interest to share knowledge and learn from each other. The schedule of when groups meet may be found on the [Group Calendar](#).

Personal Health and Accessibility needs
Groups have us, **people**, in them and you may have personal needs. We do our best to be inclusive and so to assist in your personal needs you should review the [Wellbeing](#) page where you will find personal health information as well as Accessibility details of the Group Venues.

Here are some of our [Group activities](#)

We have well over a hundred diverse groups in Bu3a. A short booklet summarising these groups has been drawn up to help both new and existing members see at a glance what we do. A copy of the booklet is on the right, hardcopies will be available at our Monthly Meetings and New Members Link meetings.

Despite having all these groups we can always use more and if you feel an area of interest is not represented, anybody can start a new group. Support and advice for starting a group can be obtained from our Development officer, [Indu Kumar](#) or alternatively from [Helen Dew](#) for the Penistone area. A new Group needs to be registered so that details can be passed to members of the Executive Committee, venues booked and paid for, announcements and calendars set up.

Although not mandatory, most groups have a web page presence here. This can be a simple or elaborate affair, but mostly serve to inform people of the purpose of the group, when and where it meets and who to contact to join.

Group leaders are called **Coordinators** and some like to be responsible for their group's webpage. Whilst not difficult, this does require some basic knowledge of the editing interface which uses it. There are 8 video lessons on how this is done, although just the basics are required and covered in the first two of these. They may be viewed here [Group Webpage Editing Tutorial](#) - you may need to open a new window to view them. The videos are made available by a past Webmaster who has donated their use to us. You may, of course, do more than the basics if you wish, by viewing

If, having viewed, the first two of these you feel you could do this you may apply to be come a **webpage editor** here [Webpage Editing Request](#). this is sent directly to the [Webmaster](#) who will then supply you with both a **Logon name** and a **Password**. Naturally the Webmaster will be happy to help and advise you with this editing. Should you prefer not to edit your own page the Webmaster will do it for you, but you'll need to tell him/her what you want.

Lastly, it is not obligatory to join a group when you join U3A. However, we find that those who do find the experience uplifting and the social contact both entertaining and enlightening. Many join several groups - there is no limitation, except time. As stated in the Welcome page, a donation of £1.50 is made for each member attending a group which requires a venue to be booked. This **blue box** helps offset the charge for the venue.

Site navigation
Click on any of the following pages to go there [Events](#), [About Us](#), [Contact](#), [Wellbeing](#), [Group Calendar](#).
Or
Here are a few [Arts and crafts in Barnsley U3A](#)

Page last reviewed 1/02/2023 by [Webmaster](#)



Click to send a message!

Links

- [April 2022 Blue Box Monies Banked](#)
- [August 2022 Blue Boxes](#)
- [Bu3a Group Registration Document](#)
- [Bu3a Guide to Groups Booklet](#)
- [December 2022 Blue Box Monies Banked](#)
- [January 2023 Blue Box Monies](#)
- [July 2022 Blue Box Monies Banked](#)
- [June 2022 Blue Box Monies Banked](#)
- [March 2022 Blue Box Monies](#)
- [May Blue Box monies banked](#)
- [November Blue Box Monies](#)
- [October Blue Box Monies Banked](#)
- [Risk Assessment Form](#)
- [September 2022 Blue Boxes](#)

The 'Fold'

Group List			
Art Appreciation	Friday a.m. 1st Friday 10am	Art Craft and Painting Groups	
Art for Beginners	Wednesday a.m. Fortnightly 10-12	Badminton	Friday a.m. 9.30am Fridays
Barnsley Rocks	Friday a.m. 3rd Friday Burton grange	Beginners Guitar Group	Monday p.m. 2pm to 4pm
Bird Watching	Monday a.m. 9.30am Monday, Week 2	Board Games Penistone	Monday p.m. 7-9pm 1st and 3rd Mondays
Book Forum 1	Monday p.m. 12:00-13:00	Book Forum 2	Tuesday a.m.
Brushstrokes	Thursday a.m. 10.30	Buddies Group	Thursday p.m. Every 4th Thursday 4pm - 6pm
Campervan & Caravan	As and when	Card Games	Monday p.m. Mon, Tues, Thurs.
Chinese Food Night	Dates announced in Monthly Mee	Choral Singing	Tuesday p.m. 2pm Tuesdays
Classical Studies	Tuesday p.m. Weekly 2pm Tues, 10am Fri	Computing Word and Excel	Wednesday p.m. Weekly 14.00 to 1600
Cosmology	Monday p.m. alt. Monday 7p.m. - 9p.m.	Country Dancing	Monday p.m. Mon or Wed fortnightly
Crafty Chat, Penistone	Friday p.m. 2-4pm Alternate Fri	Crown Green Bowling, Ardsley	10am Mon to Fri
Crown Green Bowling, Penistone	Tuesday a.m.	Current Affairs	Wednesday a.m.

What is the call to action on a Groups' page?

Why do people select Groups from the top?

Would you re-structure this page?

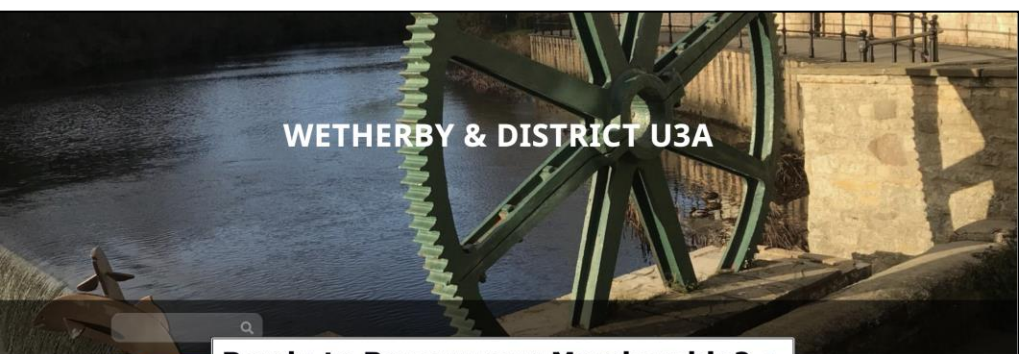
Homepage 1




What message do these project?

Homepage 2

What message
do these
project?



WETHERBY & DISTRICT U3A



Contact us

Ready to Renew your Membership?

Click on the button below to renew your membership or Click already done if you have renewed.


You will next need to enter your email address and password to login to the payment system.

Renew Now

Already done

Culture – Do you have a Story to Tell?

MISSED IT! Don't worry click here



Welcome

John Pentith Chair

Welcome

Groups

Events

Contact

Links

Gallery

U3A

Membership

Haxby & Wigginton

u3a

Please use the buttons or tabs above to explore our site

Haxby & Wigginton U3A showcase

H

Haxby & Wigginton U3A showcase

Share

axby & Wigginton

u3a

learn, laugh, live

Watch on

 YouTube

Welcome to Swanland u3a

Browsing of our Web site will imply your acceptance of our [Terms & Conditions](#).



Swanland u3a

To enter our Web site Please Click on our picture.
Check our 'Noticeboard' page for the latest news.

Visitors: **07265**

Homepage 3

- ❖ the most valuable part of the website real estate – get this wrong and everything else is lost.
- ❖ What is the focus? What does the visitor see and intuit?
- ❖ How much of your space on the homepage is used wisely?
- ❖ How much is devoted to ads, filler, stock photos, too much blank space?

Perform a blink test!

A visitor should be able to gather the main message in less time than it takes to blink, i.e., less than five seconds.

Design of Homepage

- ❖ Who you are? Logo?
- ❖ Include a tag line that says what and who you are. Not everyone will know what the U3A is
- ❖ One click from anywhere on website to get here. Typically the Logo in upper left
- ❖ Navigation menu horizontally toward the top of each page
- ❖ Use negative (i.e., white) space to advantage so there is no overcrowding
- ❖ Include a search input box, but only if it works!
- ❖ Start each link with the most important word

*First impressions count! Takes 50 milliseconds for people to form an opinion about your website.
impacts 'stickiness' and credibility*



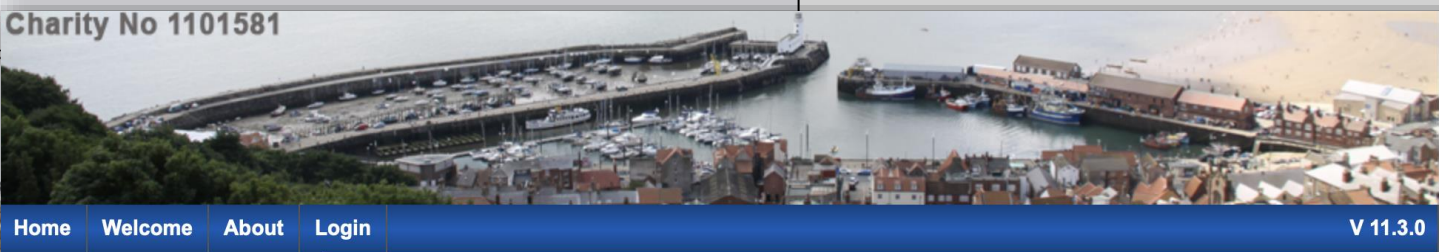
Home

Welcome! We hope you enjoy exploring our w
friendly organisation (if you're not already a r
grown from seven founder members to over 4

We run self-help education in the Todmorden
leisure, via a wide number of special interest g
a pleasurable, stimulating and friendly atmos
(Third Agers) can join. [About us](#) has much mo
organisation, how we're run, our meetings, gr

Our next meeting is on Thursday 16th March v
Magnificent Seven (The Story of Seven Great

1.



[Join Our U3A](#)

[Our Activities](#)

[Help](#)

[Links](#)

[Contact Our U3A](#)

[News and Events](#)



WELCOME TO SCARBOROUGH U3A

U3A is a self-help organisation for people who are
retired, or not in full-time employment. It provides
opportunities for members to pursue educational,
creative and leisure activities in a friendly
environment as well as using their skills to
contribute to the running of Scarborough U3A.

Our Groups for September 2022 onwards are available to view now, click on Our Activities. The
Membership Fee for 2022-2023 is £40.00, and membership applications will be open from 14th
July. Once you have paid you can choose your Groups from 9.00am on Friday 29th July.

**JANUARY MEMBERSHIP FEE for 2022/23: For New Members who join on or
after 1 January 2023 the fee will be £25 for the duration of the year.**

Select [Groups by Day](#) or [Groups by Category](#) for further information.



Scarborough u3a invite you to

A CUPPA AND A CHAT

At the Friends Meeting House,
Woodlands Drive, YO12 5QZ

On Saturday 11th March

From 10 a.m. to 12 noon

Tea or Coffee and biscuits £2



t U3A

Click on a picture below to see it full-
size

st Yorkshire, and are

vity groups, not all of
ately 20+ groups set

e come together and
re their skills and life
etween them.

d a £1 contribution to

Any of our members
-sufficient and some



✉ info@cravenu3a.org
 👤 [Click Here To Join](#)

Craven u3a

The charitable purpose of Craven u3a is the provision in the locality for older people, particularly those retired from full time employment, of opportunities for learning and personal development through educational, social, sporting and outdoor activities.

We also have social, sports, games, and walking groups so there should be something of interest to everyone. If you have expertise in some other area you are welcome to suggest, to the Committee, a topic for a group that you are willing to lead.

Craven Monthly Meeting

Champions Church
 April 1, 2023

24
 days to go.

Craven u3a Monthly Meetings

These are usually held on the first Saturday of the month at around 10am. Monthly meeting on 1st April Our monthly meeting on 1st April at Champions Church and we look forward to a a great informative talk by Andrew Thwaite, a chocolatier from York cookery school. He will be bringing along samples. This will [...]

[Read More...](#)

Schedule and diary – what's coming up

Most groups meet weekly although some, such as the walking



Does the 5 sec test work here?

Free time? Join us for social, learning & other activities.

[Member log in](#)

[HOME](#) | [Join Us](#) | [About Us](#) | [Groups](#) | [Events](#) | [News](#) | [Search](#) | [For Members](#)

Join us today.



[Select here](#) for 50% off the joining fee
Just £7.50

[Read a poem about joining u3a](#)

What's New....

- [latest jokes - 01/03/2023](#)
- [Members' Market Place](#)
- [latest newsletter - 02/03/2023](#)
- [Otley Sewing Collective offering free "make your own draught excluder" sessions](#)
- [Channel 5 Star visits u3a Railway Group](#)
- [Prospective New Groups](#)
- [in Otley](#)
- [suggest a new group](#)

Latest Reads...

- [newsletters](#)
- [press briefings in 2023](#)
- [stories from previous years](#)
- [newspaper cuttings from 1948](#)

Forthcoming Events

These are in addition to our **100+ interest groups**

National u3a Online Events

National u3a Online Groups

Advance Notice:

Yorkshire and Humber Region u3a MusicFest

Yorkshire and Humber Region u3a Summer School

NEW MEMBERS' MEETING

14 Mar 2023 2:00 PM • Jack Lofthouse Annex, Clarke Foley, Cunliffe Road, Ilkley, LS29 9DZ

DROP IN AT ILKLEY

17 Mar 2023 10:30 AM • Clarke Foley Centre, Cunliffe Rd, Ilkley, LS29 9DZ

MONTHLY SATURDAY TALK - SIR RODNEY BROOKE

18 Mar 2023 10:00 AM • Main Hall, Clarke Foley, Cunliffe Road, Ilkley, LS29 9DZ

DROP IN AT ILKLEY

07 Apr 2023 10:30 AM • Clarke Foley Centre, Cunliffe Rd, Ilkley, LS29 9DZ

DROP IN AT OTLEY

14 Apr 2023 10:30 AM • The Otley Core, Orchardgate, Otley, LS21 3NX

MONTHLY SATURDAY TALK - NORTHERNERS: A HISTORY

15 Apr 2023 10:00 AM • Main Hall, Clarke Foley, Cunliffe Road, Ilkley, LS29 9DZ


THE GLOBAL LONGER OUTLOOK:

People Age 50 and Older are Making
Contributions and Creating Opportun

Equity by
Design

#BuildEquity

EQUITY BY DESIGN >



CONTACT US AARP.ORG

AARPInternational

The Journal

Initiatives


Resources

Living 100

Events


About Us

Home > Initiatives > AARP at the United Nations >




AARP & The UN - A F

AARP International



AARP AT THE UNITED NATIONS




learn, laugh, live

[About Us](#) [Contact](#) [Login](#)

[Home](#) [News](#) [Learn](#) [Events](#) [Our Impact](#) [Support for u3as](#) [Get involved](#)

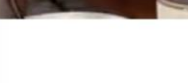
Do Something Brilliant

u3a is a UK-wide collection of 1000+ groups, offering the opportunity for those no longer in the workforce to come together and learn for fun.

Make the most of life and join more than 400 groups, exploring new ideas, skills and interests.

[Join a u3a](#)

[Future Lives](#)
[Push Back Ageism](#)
[Influencing and Social Change](#)


learn, laugh, live

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[About Us](#) [Contact](#) [Login](#)

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Future Lives


learn, laugh, live


[About Us](#) [Contact](#) [Login](#)

[Home](#) [News](#) [Learn](#) [Events](#) [Our Impact](#) [Support for u3as](#) [Get involved](#)

Future Lives

Future Lives is a UK-wide u3a group which shares information and resources to inspire, influence and inform members about how we can improve our future lives.

How can we add life to our years, and maintain our independence and quality of


learn, laugh, live

[About Us](#) [Contact](#) [Login](#)

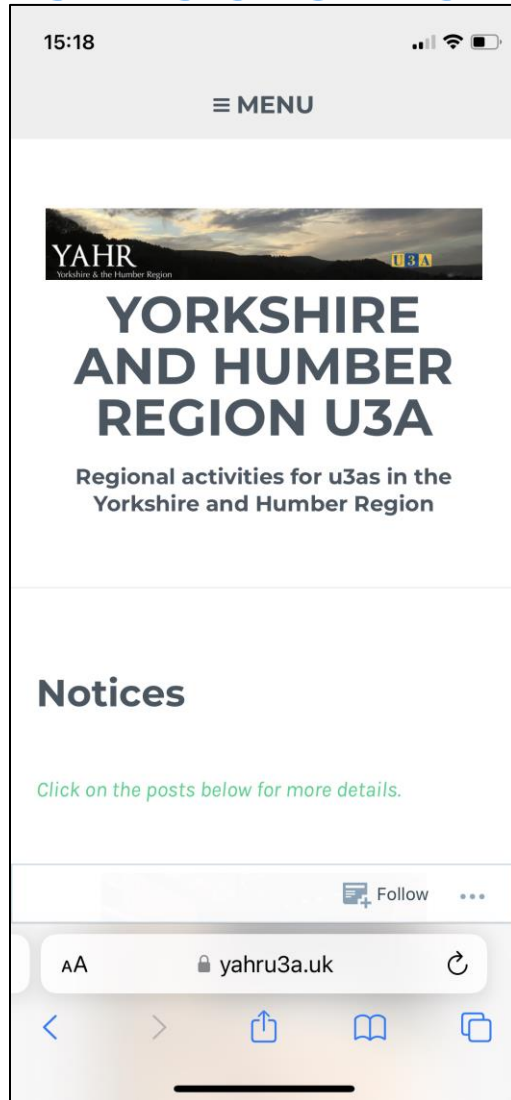
[Home](#) [News](#) [Learn](#) [Events](#) [Our Impact](#) [Support for u3as](#) [Get involved](#)

Future Lives

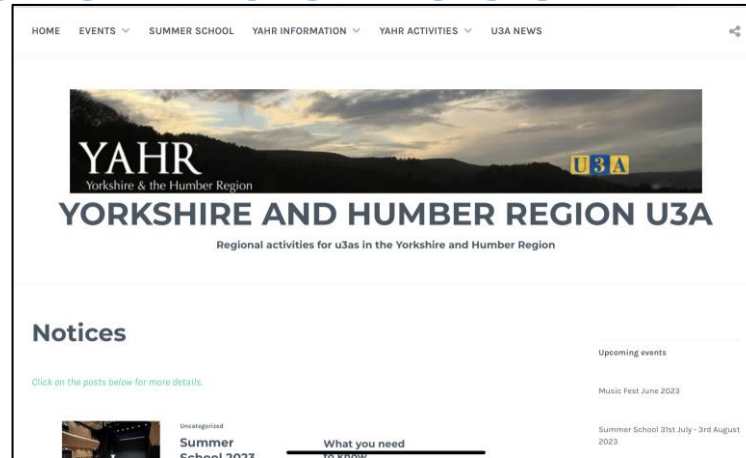
Future Lives is a UK-wide u3a group which shares information and resources to inspire, influence and inform members about how we can improve our future lives.

How can we add life to our years, and maintain our independence and quality of

Designing for which Device(s)? How U3A Yorkshire is viewed on different devices



iPhone



iPad




Desktop

- Mobile is how most accesses the Internet.
- Search engines recognize this and reward mobile-friendly sites that are mobile-friendly. 70% of first page results are optimized for mobile devices.
- Website must be **responsive** to screen size and displaying correctly across, phones, tablets and desktop
- Check <https://search.google.com/test/mobile-friendly> to see how your website fares

Note: this also illustrates the commonly use principle: important stuff 'above the fold'. What is below the fold here?

What gives a Website Value?



Happy visitors!
New members!
Repeat visits!


Key considerations

- ❖ A **logical information architecture** that supports a **useful top level menu** which leads to a **secondary local menus** or to a page
- ❖ **Legible text**, easily scannable
- ❖ Appropriate **use of colour and images**
- ❖ **Informative homepage** that clearly identifies who and what you are in a **easy to read layout**
- ❖ Works as well in **mobile** as it does on a laptop

How?

- ❖ Clear intent
- ❖ Consistency, simplicity, functionality
- ❖ Appropriate use of colour, topography, imagery
- ❖ Invokes trust, safety and security
- ❖ Usable

And its awesome!



They can find & do what they need
They can find & do what you want them to find & do



Effortlessly
Efficiently



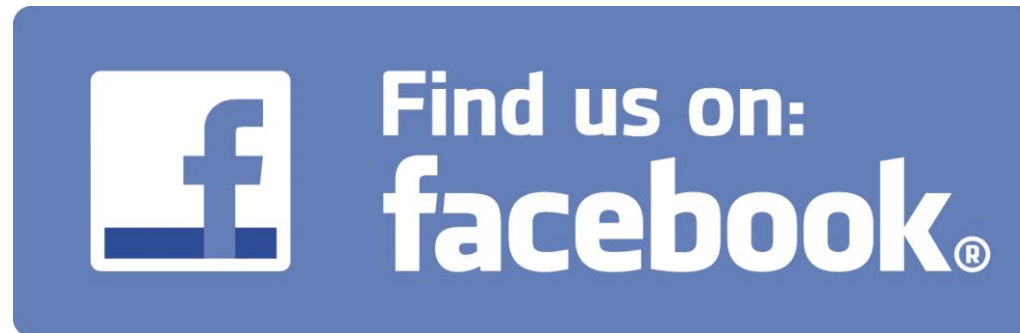
Social Media

what's in it for us?

Margaret Fiddes

(Regional Trustee/Sherburn u3a)

& Helen Stevens (Ilkley & District u3a)



LUNCH BREAK

(please allow with Special Dietary Requests go first)

We re-convene at 1.00pm



AFTERNOON PROGRAMME

Communicating with our members (Angie Grain)

Comfort Break

Rethinking your u3a's Communications (Elaine Toms)

Closing Remarks, Q&As, Feedback

3pm Close

Communicating with Members

Hessle u3a

Latest Newsletter - Message (HTML)

Search

ZB

File

Message

Help

Delete

Archive

Reply

Reply All

Forward

Respond

Holidays Rail

To Manager

Team Email

Quick Steps

Move

Mark Unread

Categorize

Follow Up

Tags

Editing

Read Aloud

Immersive Reader

Immersive

Translate

Language

Zoom

ZR

Latest Newsletter

hessle.u3a@gmail.com

To Idh@innovationgame.com

Newsletter_2023_01.pdf

828 KB

Reply

Reply All

Forward

Tue 14/03/2023 12:35

Dear Laurence,

I have Attached the latest Newsletter, the first one of 2023. It is attached as a PDF, which you should be able to read using the Adobe Acrobat Reader DC. If you do not have the reader, it is available via following the following link:

<https://get.adobe.com/uk/reader/>

You should be able to open the file attached to this email by double clicking the PDF icon. Otherwise, right click it and then use either 'save as' or 'copy'. You can then select a folder on your system and open it from there.

Should you have difficulties opening the PDF file, please let me know by replying to this email and I will try to help you.

With kind regards

Laurence Howe

Dr L D Howe
Chairman
Hessle u3a

pdfMachine merge by [Broadgun Software](#)

pdfMachine merge

pdfMachine merge

PROFILE DETAIL

HOMECURRENT PROFILEPROFILES

NAME

DATA

ROWS TO EMAILS

@EMAIL

BODY

ATTACHMENTS

SEND

>

Profile Name

Newsletter

Optional Tabs

☒ Show Rows To Email tab

☐ Show SMS tab

☐ Show Chart tab

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NAME

DATA

ROWS TO EMAILS

@EMAIL

BODY

ATTACHMENTS

SEND



Select a data file: Google Sheets, Excel or CSV

Data Source File (csv or xlsx or google sheet)

C:\Users\innov\My Drive (hessle.u3a@gmail.com)\003_U3A\002_Membership\Membership 2022-2023.xlsm

Worksheet : Auto_Email selected

SELECT (FILE SYSTEM)

SELECT (GOOGLE SHEETS)

OPEN

RELOAD

1 of 120 rows selected

Search



<input type="checkbox"/>	row #	Ref	Sent	Roll_Number	ForeName	Surname	email
<input type="checkbox"/>	0	1	1	406			
<input type="checkbox"/>	1	2	1	6			
<input type="checkbox"/>	2	3	1	422			
<input type="checkbox"/>	3	4	1	7			
<input type="checkbox"/>	4	5	1	426			

Rows per page: 5 1-5 of 120 < >

Rows per page: 5

1-5 of 120



You can choose a subset of the data by using the checkboxes on the left



NAME

DATA

ROWS TO EMAILS

@EMAIL

BODY

ATTACHMENTS

SEND



Rows to emails method

- ☒ Each row creates an email
- ☐ Each row creates an attachment
- ☐ Each row appends to the PDF attachment
- ☐ One or more rows generates an email

NAME

DATA

ROWS TO EMAILS

@EMAIL

BODY

ATTACHMENTS

SEND



Email



CC



BCC



Reply-To



SMTP From



SMTP Unsubscribe

Subject

Latest Newsletter

To address - the merge field that contains the email addresses to send to

{{email}}

SMTP From address

hessle.u3a@gmail.com

>

Chars: 586 Words: 130

unlicensed

NAME

DATA

ROWS TO EMAILS

@EMAIL

BODY

ATTACHMENTS

SEND



PDF Attachments

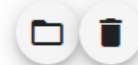
ADD DYNAMICALLY GENERATED PDF

ADD STATIC FILE

Static Attachments

file name

C:\Users\innov\Emler\Newsletter_2023_01.pdf



Dynamic Attachments

☐ Enabled ☐ Enabled on condition ☒ Disabled

Template File

C:\Users\innov\Emler\Membership Card.pptx

SELECT FILE

OPEN FILE

PDF Attachment Name

E-Membership_card

PDF SECURITY SETTINGS

PDF WATERMARK SETTINGS



>

ADD STATIC FILE

+



Hessle University of the Third Age

This is to certify that

{{(Forename)}} {{(Surname)}}

Is a paid up member of Hessle u3a

Membership Number {{(Roll Number)}}

Expires 31/10/2023



Hessle University of the Third Age

This is to certify that

Laurence Howe

Is a paid up member of Hessle u3a

Membership Number 232

Expires 31/10/2023

Bob Jackson

Membership Secretary

NAME

DATA

ROWS TO EMAILS

@EMAIL

BODY

ATTACHMENTS

SEND



LIVE MODE EMAILING

TEST MODE EMAILING

GENERATE DOCUMENTS ONLY

Select Email Profile

Outlook hessle.u3a@gmail.com



EMAIL CONFIG



Save Documents



Associate with profile



START SENDING EMAILS

Communicating with our own members (*Group Discussions*)

Angie Grain
(Ilkley & District u3a)



FOR DISCUSSION.....

- a. Why are good Communications with your members important? (What is at risk if they are not good?) Is this a Retention issue?
- b. What media can you use and how do you decide what content is appropriate for each?
- c. Do you use printed (+ posted/hand delivered) newspapers/magazines? What is their role?
- d. What is the difference between an E-newsletter and a printed newspaper/magazine? Is there a need for both? What about the cost and environmental impacts?
- e. Do INTERNAL communications have any role in Recruitment of new members?
- f. How do you ensure that non-internet users are not sidelined?
- g. How to encourage members to contribute?



E-Newsletters – the good, the bad and

- ❑ Examples of good practice
- ❑ What to avoid ?
- ❑ Compare with non-u3a newsletters you receive; what can we learn from them?



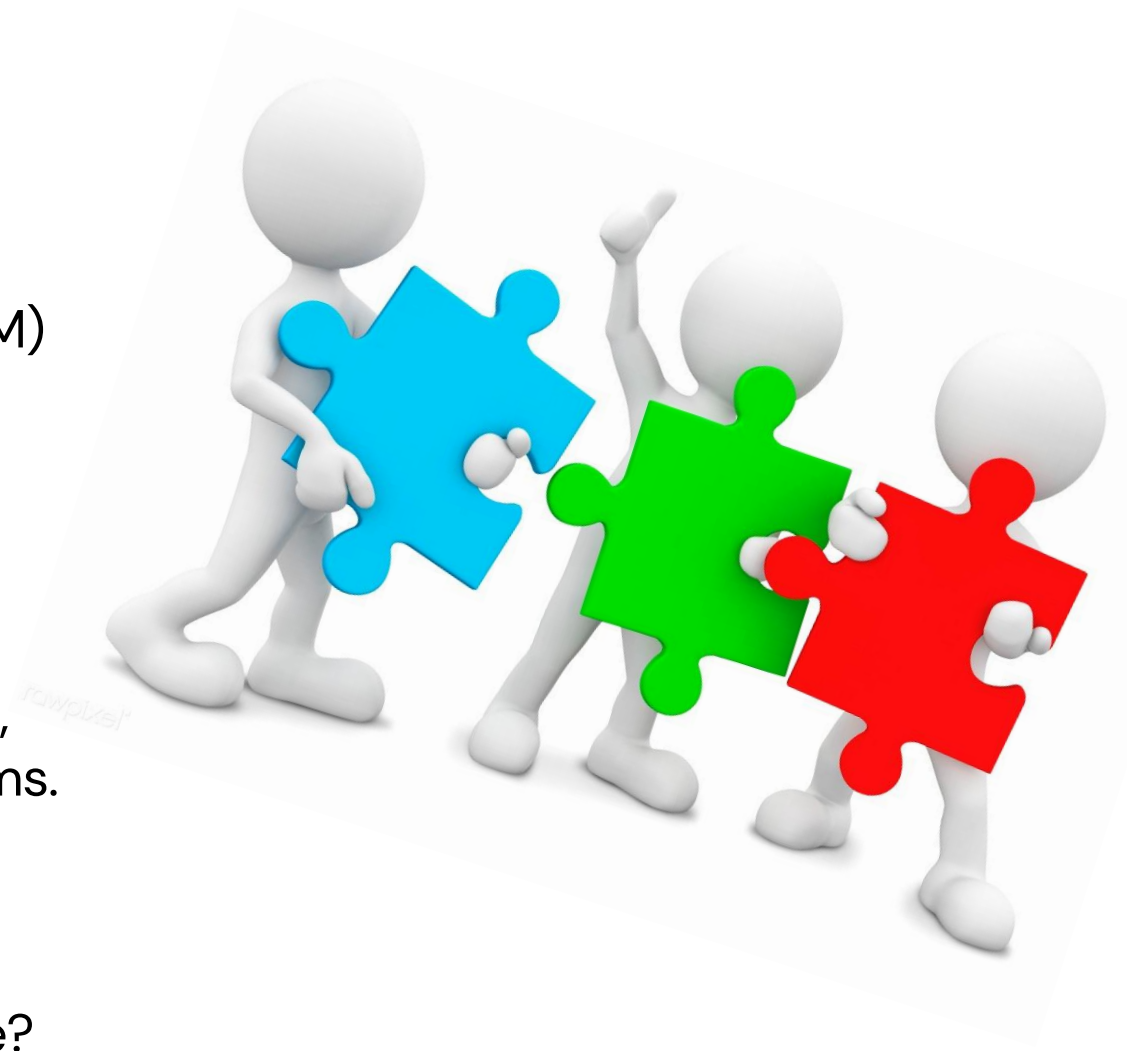
Publications brought today

- Any examples of good ideas?
- In format, content, design etc
- What have you learned from them?



SOME OF THE DANGERS WHEN COMMUNICATING WITH MEMBERS:

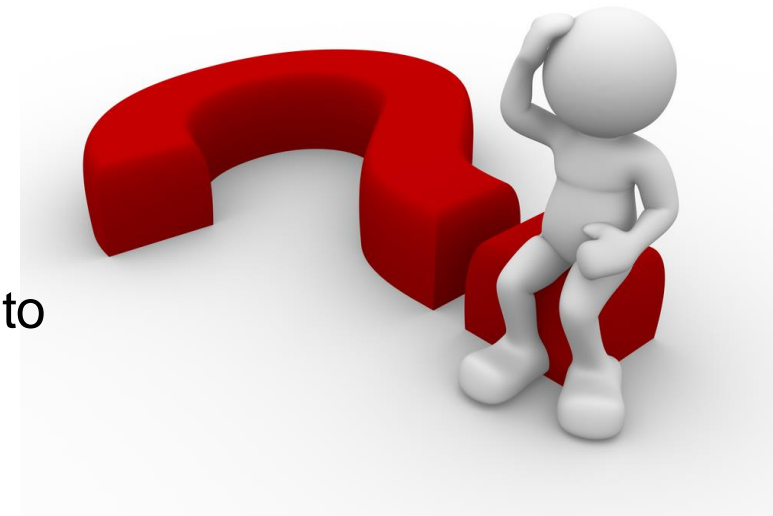
- a) Too much text – not enough images
 - b) Too worthy and not enough FUN?
 - c) Full of acronyms and/or jargon (e.g. YAHR, TAT, TAM)
 - d) Isolating the non-internet users
 - e) Dominance of retrospective content
 - f) Not keeping up with u3a activities (Trustees' plans, new groups, events etc). Need for joined-up Comms.
-
- a) Publicising groups that already have waiting lists
 - b) Can members refer to back copies via the website?
 - c) Information overload and E-mail overload



Communications to members – Scenarios

How would you deal with these?

1. Local organisation (shop, sports centre, theatre) is offering discounts to u3a members.
2. A new residential housing provider in your town wants to publicise their open day event and invite u3a members.
3. Local Community-run Arts Centre requests you publicise their programme to members
4. A local charity needs more volunteers and asks you to circulate this to members
5. One of your members is organising an event (lecture, trip, concert, sports etc) in only TWO weeks time; inviting all members to participate.



Rethinking YOUR u3a's Communications: *Developing a Plan*

Prof Elaine Toms



Communications Plan

- 1. What is your objective? What is the communication trying to achieve?**
- 2. What information or actionable item will it contain? What will be the content, the essence of the message?**
- 3. When and how often will this information be communicated?**
- 4. What method will you use?**
- 5. Who will receive it?**
- 6. Who is responsible for dissemination? How will you know it has been done successfully?**

Closing Remarks, Q&As, Feedback

Pat Collard



Thank you for coming

We hope that you enjoyed it and found it useful

Have a safe journey home.

