

Proposed restructuring of JCLLC

As discussed and agreed in principle at our previous planning meeting, we have an opportunity to review the working model of JCLLC, and in particular the inter-relationships between three aspects of JCLLC operations.

1. The handling of external communications as an integrated process whereby publicity flows as an outcome and application of a marketing plan.
2. A re-thinking of how JCLLC communicates internally and how JCLLC and Explore Members can participate actively in the organisation as volunteers now that we have a part-time manager in post.
3. A focus on the development of Explore programmes and other initiatives that might be developed.

In addition there is a need to develop an over-arching communications strategy, and also to review the status of JCLLC as a CIC, particularly in relation to fundraising possibilities.

This proposal is to dissolve our current arrangements with immediate effect, and begin again with a new structure of three Development Teams, reporting to the Board through director leadership, each with a clear brief, and drawing in members beyond the Board, and each having the capacity to set up ad hoc or standing Task Groups, as needed.

It is proposed that each group should be led jointly by two directors. This arrangement is already working effectively for the current Programme Team, and has a number of advantages, including sharing of workload and succession planning.

Proposed Development Teams and task groups

Briefs for Task Groups to be set by the Development Teams, confirmed by Chair of the Board.

1: Membership Development

Brief: To attract people from the outside to JCLLC programmes.

All aspects of market research, market planning and development, publicity and external communications.

Initial suggestions for task groups:

1. Marketing and promotion plan for 2016-17 season (urgent)
2. Medium to long term marketing strategy
3. Corporate visual identity

2: Members' Services

Brief: To take care of JCLLC and Explore members.

Internal communication, with and between members; volunteering within JCLLC.

Initial suggestions for task groups:

1. Investigate the reasons for fall-out of new members from 2014-15, and make recommendations for improving member retention, particularly new members (urgent)

2. Review volunteering opportunities in JCLLC (urgent) N.B. some work on this is already underway by DS/RS
3. Review member-to-member communication strategy (urgent)

3: Programme Development

Brief: To create and deliver lifelong learning programmes for members.

All aspects of the Explore programme; contacts with tutors and visiting speakers; developing and funding third-party collaborations.

Initial suggestions for task groups:

1. Season-by-season programme planning (group already active)
2. Third-party collaborations
3. Accommodation: review existing provision and identify alternative/additional options

Cross-connections between the three Development Teams to be ensured by cross-membership, and use of the Explore Office as a central resource and repository.

The Chair of the Board will mediate any conflicts of interest, and will confirm policy on house style and technology for internal and external communication, taking into account recommendations from the Development Teams and Explore Manager.

The Chair will also convene a special working group, reporting to the Board, to review the status of JCLLC as a CIC, in particular considering the benefits of charitable status, and working towards development of a fundraising strategy.