

ADULT EDUCATION OFFICER'S REPORT FOR SEPTEMBER 2019

As I am sure you know I attended a Teacher's Conference earlier this year where I was delighted to be awarded the inaugural trophy 'Teacher of the Year 2019'. This was not only an honour for me but also for Folkestone DBC and the KCBA. I owe a great deal to my students past and present who nominated me and also to the Chairman of my club, David Ellerby, and Chairman of Kent, Malcolm Lewis, who also supported the nomination. I would like my thanks to them all to be minuted please.

Paul and I had a meeting to discuss the following and the outline of our discussion is as follows. My only comment on this is that I am disappointed that we have not progressed further with arranging the proposed meeting with teachers and club officials. I hope we will move forward on this very quickly.

KCBA EBU Membership Campaign

The KCBA Committee had asked Chris and Paul to meet to plan a membership campaign in Kent based on the experiences of the EBU membership campaign in other counties.

Through a wide-ranging discussion the following actions were agreed:

Paul would progress creating a 'landing' page for to make it easy for people wanting to learn bridge to find a teacher or a club. He would try using the facilities in Bridgewebs but would also ask Stephen Brown to advertise via the website and if possible by email to seek volunteers from members with html and other web-design skills.

Similarly **Paul** would progress developing Facebook adverts to direct potential recruits to the landing page. He would also ask Stephen Brown to advertise for assistance in this area.

Although specific leafleting campaigns had not proved cost-effective **Paul** would see whether community-ad magazines often delivered to all properties in an area would be interested in advertorial content about bridge giving us that reach for free.

Chris would create a press release about her award as 'Teacher of the Year' and circulate it to local papers in the Folkestone area and also to those with Kent-wide circulation.

The main strategy to increase numbers in clubs was to train one or more teachers in every club with the aim of the students moving into playing the club. It was recognised that this process would take 3-4 years and that there were clubs whose numbers were declining dangerously now. **Chris** would consider ways in which teachers could be brought into clubs with no teacher and no potential trainee teacher in order to give them a future.

The KCBA Committee has asked for there to be meeting of up to two officers plus teachers from all clubs in Kent and asked us to consider whether non-affiliated clubs should be included. We decided that the meeting should be at 11am on Sunday 6th October in Maidstone, preferable at the Hilton. **Paul** would ask Georgina to make a booking for a meeting of 60 people for 2.5 hours.

An initial agenda would be
Teacher Training
Recruiting Students
Classroom to Club Room
'EBU Assured'
What KCBA is doing
What more can KCBA do?

We would consider inviting Tim Anderson to the meeting.

We decided that this meeting should just be for affiliated clubs. We would consider a follow-up meeting in 6 to 9 months to which non-affiliated clubs might be invited

Chris Lohan
29/8/19