



AIUTA

IAUTA

ASSOCIATION INTERNATIONALE DES UNIVERSITES DU TOURISEME AGE

INTERNATIONAL ASSOCIATION OF UNIVERSITIES OF THE THIRD AGE
ASOCIACION INTERNACIONAL DE LAS UNIVERSIDADES DE LA TERCERA EDAD
INTERNATIONALE VEREINIGUNG DER SENIOREN UNIVERSITATEN
ASSOCIAZIONE INTERNAZIONALE DELLE UNIVERSITA DELLA TERZA ETA

国际老年大学协会

AIUTA—IAUTA

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Guidelines for the Creation of Universities of the Third Age



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Recommendations to Establish a National University of the Third Age



1) Objectives

The sighting of the University of the Third Age is to provide seniors continuing education and cultural activities and various training, which would give them both through stimulation by friendliness, an open mind, a desire to reach out to others, and would give rise to behavior favorable to the adaptation of all the problems related to aging.

Improve the living conditions of older people through lifelong learning and research, and this, in a university, using its intellectual, human and administrative resources.

Objectives include:

- ✧ ***Develop high-quality life program for seniors that will broaden horizons***
- ✧ ***Expand knowledge***
- ✧ ***Help seniors cope with retirement***
- ✧ ***Contribute to the continuous improvement of seniors' overall health***
- ✧ ***Help prevent psychological ageing***
- ✧ ***Promote the benefits of learning in later life***

2) Legal Statut

Creation of a national university of the third age usually has three modes. The follow table compares and differentiates the French and British model.

	Public	Private	Association
Type of members	U3A representatives Non-members can join the Committee for a limited period of time	U3A representatives in the Committee	U3A representatives Non-members can join the Committee for a limited period of time and U3A representatives
Main purpose	Promote the creation of new U3As Assist existing U3As Represent the Interests of U3As towards other entities and promote cooperation	Promote the creation of new U3As Assist existing U3As Provide logo and communicate on U3As	Promote the creation of new U3As Assist existing U3As Represent the Interests of U3As towards other entities and promote cooperation Provide logo and communicate on U3As
Obligations of member U3As	Pay fee Attend meetings Provide statistics	Pay fee	Pay fee Attend meetings Provide statistics



Legal and Normative framework

Usually U3As are independent associations, which can be affiliated to a university or branches of universities. The main advantage of U3As as university branches is that they can benefit from the university facilities (office, lecture halls, classrooms, library, sports equipment, human resources department, and so on). This reduces costs and simplifies organization. U3As within universities can provide a wider range of qualitative courses by recruiting university lecturers and teachers and can benefit from the reputation of their parent university. The disadvantage of this model is that U3As are dependent on the parent University's decisions and are less flexible than independent associations. However, this issue can be resolved.

- ✧ *France establishes U3As, as part of public universities, first at Toulouse 1 University Capitole then at public universities located in other major towns. The concept can also be applied to community centers under a different type of membership*
- ✧ *A founding document is drawn up between the university and the U3A*

U3As can be integrated in a public university as a separate entity or as a part of an already existing entity such as a lifelong education department. For University, it is recommended that:

- ✧ *The U3A be integrated within the unit responsible for lifelong and continuing education such as the Centre for Educational Services or any relevant unit. It should have its own office, own head and own staff*
- ✧ *U3A's receipts from students fees are sent to the university's bank account and that the university is responsible for the U3A's expenditures within the limits of the amount collected. The U3A should be financially self-sufficient*

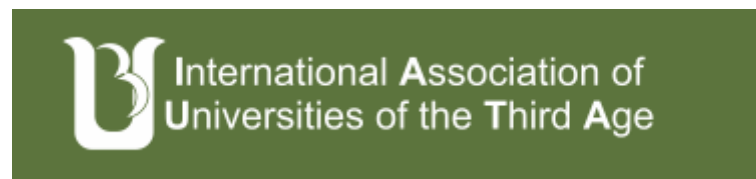
3) Mission of The University of Third Age

The national university of the third age's mission is the dissemination of knowledge and skills to all adults, regardless of their level of training. These include:

- ✧ *Promoting the creation of new U3As*
- ✧ *Providing assistance to U3As in education and other aspects such as study tours for seniors, festivals, culture, and health*
- ✧ *Representing the National U3A network to authorities and other stakeholders*



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- ✧ ***Fostering international cooperation and European projects***
 - ✧ ***Building awareness of the U3A concept foster international cooperation with foreign U3As***
 - ***Initiate European projects on U3A and issues related to ageing and the wellbeing of seniors***
 - ✧ ***Implements lectures, workshops, courses or other actions that promote the sharing and dissemination of knowledge***



4) Management of the University of the Third Age

A Director assisted by technical and logistical staff will manage the National University of the Third Age. The management's role will be to implement the decisions of the Managing Board and the guidelines of the Social Council.

The main activities of the management team will be to:

- ✧ ***Work with public universities to create new U3As***
- ✧ ***Develop cooperation with community centers on U3A programs***
- ✧ ***Provide examples of lecture topics***
- ✧ ***Assist new U3As in their internal organization***
- ✧ ***Provide information on developing marketing activities***
- ✧ ***Provide information on access to funds and facilities to support U3As***
- ✧ ***Prepare international cooperation programs and projects***



Management and Staff of the U3A

For the efficient and successful operation of a U3A it should have strong and knowledgeable management as well as excellent support and technical staff. Therefore, the following organization structure is recommended for the first U3A. It is recommended that initially:

- ✧ *The management team comprises at least a Director with secretarial support*
- ✧ *There are sufficient lecturers and teachers*
- ✧ *A team of enthusiastic volunteers who can participate in course delivery and organization is recruited from the student body*

Of course, the exact numbers required will depend on the number of students who register and the mix of lectures, courses and activities that are organized. The duties of management and staff are explained below

The Director

The director is responsible for development and management the U3A. The Director is responsible for the creation and implementation of the educational programs and activities. The U3A management team will coordinate teachers and lecturers, arrange classrooms and lecture halls, and prepare matriculation and graduation ceremonies, if necessary. He is responsible for supervising the work of his staff and U3A's efficient operation.

The Secretary

The Secretary is in charge of registration and communication with the students. He /she will collect the applications, enter the registered students in the database, prepare the equipment and the classrooms for the lectures, make sure the students pay their fees, and prepare the statistics for the U3As Director. The Secretary is the link between the U3A and elderly.

Lecturers and Tutors

Lecturers and Tutors are the deliverers of courses in the U3A. They give lectures according to the contract they signed with the U3A and are paid through the university's HR department. Lecturers and Tutors may be professional qualified educators but also freelance teachers and approved PhD and Masters Students. This will encourage intergenerational interactions between the young and the elderly.



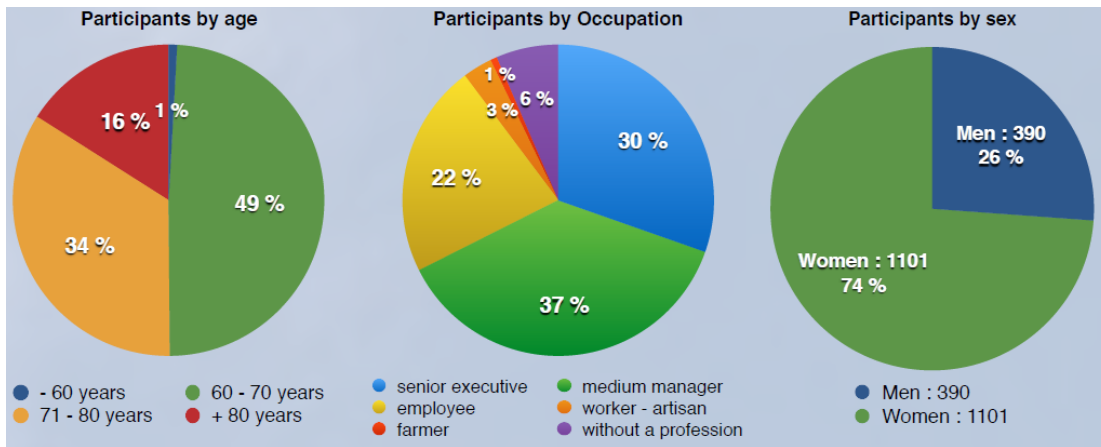
Volunteers and Leaders of Student Groups

U3As should encourage volunteering amongst the elderly. While it may prove difficult to copy the British model, which greatly relies on volunteers, it could benefit from its benevolent senior students who may occasionally agree to teach a course or to work at the office. This can reduce costs and encourage the involvement of the seniors within the U3As thus enhancing their feeling of ownership of the U3A.



5) Membership of the University of the Third Age

Members as well as related institutions support the aims of the Association but are not involved in offering courses and organizing activities for seniors. These include individuals that are well known in related fields and can contribute their knowledge and resources when required.

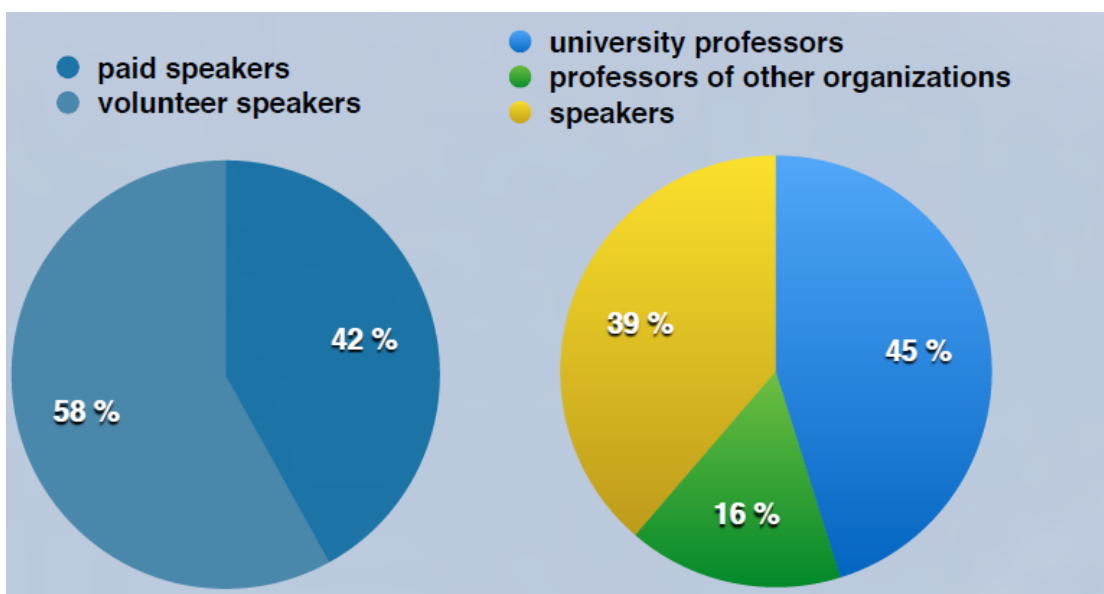


This is a pie diagram about “participants by age”, one of the largest proportion is “60-70years” which reached 49%, when “71-80 years” account for 34%, over 80 years take up 16% and under 60 years each only account for 1%.

As can be seen from the second pie diagram about “participants by occupation”, “medium manager” is where 37% of total participants by occupation, followed by “employee” and “senior executive” with 22% and 30% for each. “Without a profession” represent 6%. There are 3% of participants by occupation from “worker artisan” and the rest participant goes to farmer account for 1%.

It is apparent that participant by sex on women which makes up 74%, while the proportion of man represent 26%.

6) Professors





This is a pie diagram about “professors”, there are two parts. “Volunteer speakers” present more than a half of the professors. The largest proportion is “volunteer speakers” which reached 58%, “paid speakers” account for 42%.

“University professors” account for the largest proportion 45% of the professors. Next comes the “speakers”, which makes up 39%. “The professors of other organizations” representing 16%.

7) Organisation and Program

PREPARE PROGRAMS

1- conferences

periodicity → 2 times per week

academic fields → history, economics, classical literature, geography, law ...

Examples: « *Images de femmes chez PROUST* », « *Toulouse du grand village à la Métropole* », « *Phénomènes aérospatiaux non identifiés* », « *histoire des prix Nobel français* », « *Le plaisir* » ...

2- Workshops

- Legal workshops with notaries (inheritance, taxation, housing ...)
- Computer workshops: Word, Excel, Powerpoint ...
- Workshops languages: Spanish, French, English
- Genealogy Workshops
- Reading workshops

3- Physical activities

- Adapted Gymnastics: 2 times a week
- walks oxygenation

4- leisure activities

- Social networks: FaceBook
- choral singing
- Nature discovery
- Winter and summer sports (eg Golf, Cross Sky)

Educational Programs

Different models of educational programs exist. The French model combines a basic program available after subscribing to the U3A with extra courses, which are optional and charged separately. Usually the basic program consists of lectures and



sometimes other activities like gymnastics or guided visits. The Chinese model is entirely 'à la carte' and does not include a basic program.

The following model of educational programs is recommended:

✧ ***Adopting the French model combining a basic program with extra courses and activities***

The basic program consists only in lectures for U3As within Universities. These lectures will be available to U3A students at all U3As. The content of basic programs of associate U3As at community centers can be set by the community centers, providing they offer at least two lectures a month as prescribed.

We will release some questionnaires. This survey was conducted to understand the themes and activities of seniors interested in to ensure that the programs offered by the U3A are adapted accordingly.

U3A services can be divided into four categories as shown in the following table:

Lectures	Specialty courses	Physical activities	Cultural activities
Literature	Languages	Soft gymnastics	Guided tours and trips abroad
Economics	IT	Dance	Visit of museums
Geography	Photo/video	Table Tennis	Board games
History	Health education	Tai chi	Debate groups
History of art	Gardening	Badminton	Wine studies
Human and social sciences	Music and singing	Neighbourhood strolls	Movie groups
Formal sciences (mathematics)	Needlework	Walking in nature	Book discussion groups
Law	Clothes design	Nordic walking	
Medical sciences	Drawing and painting	Massage	
Linguistics	Handicraft making	Yoga	
Theology	Cooking	Cycling	
	Setting up small businesses	Swimming	
	Bookkeeping		



8) Funding

Sources of Funding

Sources of funding required to set up the U3A may be internal – provided by the university, and external (donor institutions and alternative methods of generating funds). Raising funds for start-up requires careful planning. The university needs to decide

- How much funding is required?
- When and how long the funds are needed for?

A U3A operating budget will vary according to its type, size and number of the activities it offers and number of students registered. They will raise money through various sources such as student fees, grants from public institutions, donations from companies and so on. University will assist U3As by providing information on access to funds and facilities.

Funds can be obtained from the following sources:

- ✧ ***National funds and financial support by public institutions***
- ✧ ***International funds - projects financed by EU and other international institutions***
- ✧ ***Municipal funds***
- ✧ ***Fees (self-funding)***
- ✧ ***Sponsorship and donations***
- ✧ ***Other support***

National Funds

The Ministry of Education and Science provides funds to public learning institutions. National funds for U3A are incorporated in the parent university's budget to cover salaries of U3A staff, office expenses, classrooms and technical equipment.

International Funds

Bidding for and winning international projects such as those sponsored by the EU generate international funds. There are different categories of projects that can be applied for, often with partner U3As in other countries. Once the EGTC is formed, it will then be possible to bid for EU projects as well as from other donors such as UNDP and UNESCO.

These will include Erasmus+ projects, cross-border and interregional cooperation projects and the European Fund for the Balkans



Municipal Funds

In France, there are many facilities, which could be used by the U3A with the cooperation of the municipality. Some other towns also have similar programmers. These are awarded for projects related to culture, urban development and design, community development, and community participation, amongst others.

Fees (self-funding)

Fees charged to senior students can vary according to the study subject and the number of the lectures. Participants pay for excursions and all other additional activities.

Sponsorship and Donations

U3A will use the funds collected to pay the AIUTA membership fee, to cover the awareness campaign on U3As aimed at the general population, to create promotion material such as brochures and leaflets featuring all the U3As in the country promoting the services they offer and providing their contact details, to pay for it website and social media management, to create free online video lectures and other educational content and to develop a U3A festival with a cultural, social and sports program.

MAKE PROVISIONAL BUDGET

EXPENDITURE	REVENUE
<ul style="list-style-type: none">• depreciable equipment• renting premises• supplies• paper Supplies• Supplies reprographics• books for a library• Advertising costs / communications• National and international contributions• Stewardship Fee (postal, internet, phone)• Cultural tours Fees• Speakers Payments• secretarial expenses• financing expenses	<ul style="list-style-type: none">• Contributions - Depending on the country, contributions are variable, the average is around 100 € per year.• Other income (workshops excursions, group meals)• Subventions<ul style="list-style-type: none">- University- Local authorities- Ministries- And the European Union



9) Marketing

Marketing, promotion and communication are vital to ensure that U3As can successfully develop. Therefore, it is recommended that:

- ✧ ***The National University of the Third Age will prepare a marketing and communication plan, which on the one hand will promote the U3A concept as a national lifelong learning strategy and on the other will provide tools and techniques and a template that will help U3As around the country in their own marketing***



This marketing and communication plan will be drafted with national and

international competence. It will focus on a mix of traditional and innovative promotion tools and techniques. These include:

- ✧ ***brochures, booklets, leaflets, CDs (collateral material)***
- ✧ ***online marketing (websites, social media and so on)***

This marketing strategy will assist U3As to market their services to their respective population. It will provide U3As with space on the national website and produce brochures and leaflets at the national level promoting U3As throughout the country.

It is recommended that:

☐a U3A booklet be published setting out relevant information for senior students including the study programs, timetables, administrative information, etc.



10) Agenda

6 months of preparation					
M 1	M 2	M 3	M 4	M 5	M 6
ADOPTION OF THE STATUTES					
PREPARATION OF PROGRAMS					
		PREPARATION OF PROVISIONAL BUDGET			
		RESERVING CLASSROOMS AND PROFESSORS			
			INSCRIPTIONS		

11) Guidelines for International Cooperation: Join AIUTA

AIUTA's membership includes both Universities of the Third Age and Federations of Universities of the Third Age. It is the fitting institution to exchange and participate in international programs, activities and events between Universities of the Third Age and to exchange experiences. The recommended steps to join AIUTA are to:

- ✧ *Establish the first pilot University of the Third Age in Bulgaria in collaboration with Sofia University*
- ✧ *Complete the AIUTA registration form*
- ✧ *Submit the application to AIUTA's Governing Board and present the institution for review and vetting*
- ✧ *Start participating in AIUTA's annual activities program*

Why join IAUTA?

- ✧ *To be in relationship with other UTA so developing your programs for seniors can benefit from the actions, thoughts and innovations from other UTA*
- ✧ *To meet occasionally colleagues working in other contexts, to share ideas and experiences*
- ✧ *To have the ability to insert local activity in a wider context thanks to the international and global dimension IAUTA*
- ✧ *To both receive help and act to support the UTA in their relations with the institutions and organizations of all kinds*



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- ✧ *To participate in the global development of the awareness of the needs and contributions of seniors through a virtual network dedicated to trade in the world*
 - ✧ *To use the international network of IAUTA to establish exchanges between UTA in different countries*
 - ✧ *To contribute by offering ideas and initiatives with other*