

STRATEGIC PLAN – OLLI AT ILLINOIS

MISSION – A member-driven institute that provides accessible, high-quality educational and engagement programs

VISION – To enrich the lives of community members fifty or older through a wide variety of lifelong learning experiences

STRATEGIC PRIORITIES

Cultivate member-driven programs and volunteer leadership opportunities

Provide stimulating and diverse lifelong learning opportunities

Ensure financial growth and stability

Strengthen community engagement

STRATEGIC INITIATIVES / PROGRESS INDICATORS

Increase member awareness of, and encourage member participation in, leadership and volunteer roles

/
Committees and council fully seated with a diverse, representative mix of members

Maintain a high academic standard of programming

/
Continued strong program evaluations and participation rates

Increase retention rate and number of new members

/
Successful completion of Membership Recovery Plan

Partner with community and campus organizations

/
Increased number of campus and/or community partners

Foster member participation in developing, executing, and assessing programs

/
Increased number of first-time volunteers

Broaden array of educational opportunities

/
New course topics and instructors

Grow and sustain a culture of giving

/
Increased number and amount of annual and legacy gifts

Strengthen OLLI's public profile

/
Effective promotional appearances

Cultivate a spirit of community among members

/
Increased participation in social activities

Expand opportunities for non-classroom learning

/
Increased number of non-classroom learning events

Develop external funding sources

/
Additional funding sources sought

Engage with senior living communities

/
One additional event held annually