OLLI at UNC Asheville (OLLI) Strategic Initiatives

2012-2017

Initiative A—Committee operations. Maintain and enhance the operation of Center Steering Council's committees, to make OLLI's volunteer leadership more engaged and fulfilled in its functioning.

1. Update the Center Steering Council's Operating Procedures to make sure that there are clear procedures for electing officers and carrying out the work of various committees (Lead: CSC Executive Committee).

2. Assess the current state of OLLI's volunteer leadership and address issues of organizational effectiveness, to make sure that members of the OLLI's leadership manage conflict and find satisfaction in their work (Leads: CSC Executive Committee and Nominating Committee).

3. Create appropriate training and materials to make sure that experienced and new board members and staff have a shared and consistent understanding of their varied roles in the operations of the Center (Leads: CSC Executive Committee and Nominating Committee).

4. Create and maintain an annual planning process that maximizes the potential of volunteer leadership to carry out the work of their committees (Lead: Planning Committee).

5. Inform and involve all committee leadership in the financial planning and sustainability of the Center (Lead: Finance Committee).

Initiative B—Registration and pricing. Assess the OLLI registration process and course pricing in order to increase member satisfaction and engagement, create staff efficiencies, and broaden the appeal of OLLI'sprogramming to serve the needs of a wider audience.

1. Work with university IT specialists and a task force of OLLI members to assess options for online registration, with the objective of eliminating the need to stand in line for course sign-up. If online registration is an option, design and implement a procedure to introduce the new system to our members (Lead: Ad Hoc Registration Committee).

2. Continue the work of the task force on CFS pricing, to create a way to set policies for pricing structures and to see how current pricing fits with the financial viability of the Center's finances (Lead: Finance Committee).

Initiative C—New venues and program delivery. Explore new venues and ways of delivering courses; assess potential partnerships to expand the profile, demographic, and service of OLLI in the broader community.

1. Work with staff at area continuing care retirement communities and other facilities that offer learning opportunities for adults, to assess their needs and resources for offering CFS style courses and lectures; create a proposal for at least one new program of course delivery (Leads: CFS Committee).

2. Work with UNC Asheville leadership and other area providers of programming for intellectually curious older adults, to assess the feasibility of offering programming at the Kellogg Center in Hendersonville, owned by UNC Asheville (Leads: UNC Asheville leadership, OLLI director, CFS Committees).

3. Work with IT and new media staff at UNC Asheville to explore the possibilities for developing online courses that would specifically meet the needs of older adults; create a report assessing the feasibility of offering this kind of course through the College for Seniors (Leads: CFS committees).

4. Work with area health promotion organizations (including the YMCA, the YWCA, the NC Center for Health and Wellness, and the NC Center for Healthy Aging) to (a) catalog current offerings for older adults, (b) assess their suitability for the OLLI demographic, and (c) create a plan for piloting courses using new technology and new understanding of the health and wellness needs of older adults. (Leads: Health and Wellness Committee, Wellness and Recreation Curriculum subcommittee, CFS Committee).

5. Create a plan for annually assessing the success of initiatives at the Center to attract different demographics; create a model that will lend itself to social and financial sustainability. This should include annually tracking and reporting the success or failure of new kinds of programs (e.g., Appalachian Studies, Workshops), new times to offer courses (e.g., courses later in the afternoon, on weekends), or different pricing structures (e.g., single course pricing, higher costs to take more courses); prepare annual plans for new methods to attract new demographics (e.g., programming to attract more long-term Asheville residents, programming to attract a more racially and ethnically inclusive group of intellectually curious adults). (Lead: CSC Executive Committee; Participants: CFS Committee, Workshops Sub-committee, Ad Hoc Pricing Committee, Civic Engagement Committee, Membership Committee, Marketing Committee).

6. Appoint a small group of people with community knowledge and connections, as well as awareness of and sensitivity to issues of diversity, to explore mission related programs that OLLI could start or support that would increase the inclusivity of our organization (Leads: Civic Engagement Committee and staff).

Initiative D—Alignment. Enhance the connection between OLLI and UNC Asheville.

1. Publicize UNC Asheville events (e.g., lectures, concerts, athletics) to OLLI members more consistently. Encourage appropriate UNC Asheville administrators to publicize OLLI events (Leads: Staff through the weekly online newsletter, Marketing Committee).

2. Publish volunteer opportunities for OLLI members to help at University events (Leads: staff working with volunteer leaders to select appropriate opportunities; Marketing Committee).

3. Work with UNC Asheville's Human Resources office to offer retirement planning programs that meet the needs of UNC Asheville employees (Leads: Life Transitions Committee and Health and Wellness Committee).

4. Continue and publicize our STEM lecture series and our involvement with the University's Undergraduate Research Program; publicize these events more broadly as opportunities for our members to become involved in the lives of UNC Asheville students (Leads: STEM program coordinator and members of the Civic Engagement Committee).

5. Contact the UNC Asheville Career Center to assess the possibility of having OLLI members serve as mentors for career counseling (Lead: Executive Director, OLLI volunteer leadership).

6. Investigate potential opportunities for intergenerational programming between the Center and the University (Lead: Executive Director, CFS Committee, and Health & Wellness Committee).

Initiative E—Research. Initiate programs and activities to enhance the research component of OLLI's mission.

1. Define the type of research that is possible and meaningful within the scope of OLLI's resources (Leads: Executive Committee, Research Committee).

2. Develop programming and toolkits for best practices modeled by OLLI programming, to share through the Osher Lifelong Learning Institutes' National Network (Participants: all CSC Committees and staff).

3. Assess and report on the possibility to work with members of the Osher Lifelong Learning Institutes' National Resource Center and with other

lifelong learning institutes, to craft questions that would catalog and assess the characteristics, attitudes, and interests of members participating in their programs (Lead: Research Committee).

4. Contact relevant departments at UNC Asheville to assess the amount of work being carried out on issues of aging, in order to better coordinate our research work with the needs of UNC Asheville researchers, both faculty and students (Leads: Executive Director and Research Committee).

5. Contact up to ten organizations (local, national, and regional) that study the impact of lifelong learning, aging, and other issues involved in the attempt to thrive in life's second half; craft a plan for partnerships to assess the potential of OLLI as a partner for study and analysis beyond the capacity of the OLLI volunteer members or the faculty and students of UNC Asheville (Lead: Research Committee).

Initiative F—Civic engagement. Initiate programs and activities to enhance the service and leadership components of OLLI's mission.

1. Study and better define the role and organization of "Civic Engagement" within OLLI (Executive Director and ad hoc task force).

2. Enhance the ways in which Leadership Asheville Seniors provides opportunities for service and leadership and publicize the ways in which the program's graduates find meaningful service opportunities (Leads: Civic Engagement Committee and the LAS Program Coordinator, with LAS annual leadership team).

3. Strengthen and publicize OLLI's partnership with Retired Senior Volunteer Program (RSVP), to (a) increase OLLI members' participation and (b) have a metric for the amount of service members contribute to the greater community (Patti Cameron and Civic Engagement Committee).

4. Pilot at least one program that would offer OLLI members a monthly opportunity for service and would enhance the sense of community among participants (Lead: Civic Engagement Committee).

5. Assess the success and challenges of the Leadership Training for Older Persons program and create a plan to design a new, financially sustainable program to build on the lessons learned from this earlier effort (Lead: Civic Engagement).

Initiative G—Economic sustainability. Explore new ways to generate revenue for OLLI in order to maintain varied and robust streams of income, thus helping to ensure OLLI economic sustainability.

1. Create spending principles for the Janirve and Osher endowments to make sure that they advance the mission and strategic initiatives of the

OLLI, while at the same time they fund programs and activities that are financially sustainable (Lead: Finance Committee).

2. Create a model for assessing the possibility of packaging life transition programs so they could be delivered off-site (Leads: Life Transitions Committee and Finance Committee).

3. Assess the potential for corporate relationships that would fund programming for the Creative Retirement Exploration Weekend program (Participants: Finance Committee, Life Transitions committee, staff, and members of the University's Corporate Relations group).

4. Track any trends indicating that older persons will continue to work past what is considered to be a normal retirement age (Leads: Finance Committee and Research Committee).