Strategic Plan
FY 2017-2019

Osher Lifelong Learning Institute at the University of Delaware in Lewes/Ocean View

12/16/17
Revised 4/23/18
Vision

The Osher Lifelong Learning Institute at the University of Delaware in Lewes/Ocean View will be recognized as the leader in non-profit, non-credit continuing education for active adults in southern Delaware.
Mission

The mission of the Osher Lifelong Learning Institute at the University of Delaware in Lewes/Ocean View is to operate a self-governing, cooperative educational community for active adults in southern Delaware. Osher provides a positive learning and social environment that fosters intellectual development and opportunities to interact through teaching, class attendance and travel. It is run by members who volunteer their time and talents and operates under the aegis of the University of Delaware’s Division of Professional and Continuing Studies.
Goal of the Strategic Plan

To ensure, in cooperation with the University of Delaware, that the mission and vision are fulfilled over the next three years by focusing on, defining and implementing the strategies for each of the four strategic areas of the strategic plan:

- Membership
- Program
- Finance
- Facilities

Membership is the driver of all strategies.
Membership

Grow membership levels consistent with financial needs and available facilities.

- Maintain at least 800 members* for each fiscal year
- Track membership statistics
- Promote diversity
- Engage appropriate committees, under the council chair, to develop 2-3 targeted strategies to promote membership increase and diversity

*A member is defined as a person who pays for a membership at least one time per year. That person is counted only one time regardless of the number of memberships they purchase in a year.
Program

Offer a program that attracts a broad audience with diverse interests.

- Investigate expansion of courses in Lewes to Fridays and evenings.
- The academic affairs committee will increase courses by 5% per year over the next three years including filling the Ocean View schedule.
- The academic affairs committee will collect data in order to categorize courses and interest in new courses.
- The social committee will collect data in order to increase participation in social activities.
- The travel committee will collect data in order to increase participation in trips.
Finance

Ensure sufficient financial resources to maintain facilities and implement the program.

● Define financial goals
  ○ Self supporting funds
  ○ Reserves fund
  ○ Gift certificates

● Create a comprehensive fundraising program for annual gifts, capital gifts for endowment and planned gifts

● Continue to raise funds for the gift and scholarship funds
Finance

Ensure sufficient financial resources to maintain facilities and implement the program.

- Raise necessary funds to support the expansion and/or relocation of the OLLI Lewes facility
Facilities

Ensure availability of adequate facilities to accommodate program and parking needs

- Academic affairs committee to consider alternative schedules to facilitate better building use including holding classes at the location of community partners
- Fully utilize the Ocean View campus
- Explore expansion to Western Sussex County
Facilities

Ensure availability of adequate facilities to accommodate program and parking needs

- Evaluate options and make recommendations for the expansion and/or relocation of the OLLI Lewes facilities
- Identify a preferred location for the OLLI Lewes program including specific facility needs
What’s Next?

- Council to approve revised strategic plan FY’2017-2019 by June 2018
- Council chair to charge appropriate committees to implement each of the four strategic areas for the next three years
- Council to review the plan annually to stay on course
- Council to create a new strategic planning committee by the end of FY’18 to revise this plan by the beginning of FY’20
Strategic Plan Committee FY’17-19

- Peter Feeney - Committee Chair
- Bill Sharkey - Council Chair
- Phil Fretz - Finance committee
- Bud Zimmerman - Academic Affairs committee
- Anna Moshier - OLLI staff