



# Strategic Plan FY'2020-2023

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

5/13/2019

# Vision

The Osher Lifelong Learning Institute at the University of Delaware in Lewes/Ocean View (OLLI) 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 (OLLI) is to operate a self-governing, cooperative educational community for active adults in southern Delaware. OLLI provides a positive learning and social environment that fosters intellectual development and opportunities to interact through teaching, class attendance and travel. Members volunteer their time and talents to provide classes and programs for fellow OLLI members 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 five strategic areas of the strategic plan:

- Membership
- Program
- Finance
- Facilities
- Collaboration

Membership is the driver of all strategies.

# Membership

Grow membership levels consistent with financial needs and available facilities.

- Grow from 800 members\* to 900 members over the course of this plan
- Track membership statistics
- Promote diversity
- Recognize new members

\*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 he/she purchases in a fiscal year.

# Program

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

- Increase the number of courses offered by 5% per year over the next three years.
  - FY20 - 249
  - FY21 - 261
  - FY22 - 274
- Schedule two full days of classes in Ocean View.
- Review course evaluations and develop new courses.
- Recruit new instructors from community partners.
- Promote participation in social and travel activities.
- Expand program into Western Sussex county.

# Finance

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

- Revise the current financial handbook
- 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.

- Create a capital campaign to support the expansion and/or relocation of the OLLI Lewes facility
- Promote the Kirilla Scholarship Fund
- Manage membership fees to maintain affordability for members



# Facilities

Ensure availability of adequate facilities to accommodate program and parking needs

- Work with UD to find a new location for OLLI Lewes before the current lease expires in June 2020
- Fully utilize the Ocean View campus
- Open an OLLI program in Western Sussex County

# Collaboration

Improve collaboration with UD, other academic institutions, and community organizations

- Inform members of contributions of OLLI to UD and vice versa
- Engage with UD CEOE
- Develop relationships with DelTech, DSU, WilmU, and Wesley
- Partner with local community organizations

# What's Next?

- Council to approve revised strategic plan FY'2020-2023 by August 2020
- Council chair to charge appropriate committees to implement each of the four strategic areas for the next three years
- Council to review the plan quarterly in August, November, February, and May to stay on course
- Council to create a new strategic planning committee by the end of FY'22 to revise this plan by the beginning of FY'24

# Strategic Plan Committee FY'20-23

- Peter Feeney - Committee Chair
- Bill Sharkey - Council Chair
- Karen Schaub - Finance committee
- Bud Zimmerman - Academic Affairs committee
- Paul Collins - Development committee
- Anna Moshier - OLLI staff