



Strategic Plan: 2015 – 2018 Executive Summary

The Osher Lifelong Learning Institute at Bradley University embarked on a strategic planning process in October 2014. The objective of this process was to assess current key issues, define essential organization characteristics, determine core member needs and expectations, and specify critical success factors to enhance and improve our lifelong learning program.

OLLI Executive Committee members and recent OLLI Past Presidents, under the guidance of Dr. Aaron Buchko, Professor of Management at Bradley University, have given many hours of their time to devote to this strategic plan. The volunteers involved in this process include:

Bernie Drake, OLLI President	Keith Butterfield, Secretary	Wayne Goetz, Learning Trip Chair
Mary Ellen Krum, Vice President	Larry Trollope, Treasurer	Jane Hense, Winter Chair
Sharon Lansdowne, Past President	Sharon Amdall, Lecture Chair	Carol May, Cinema Chair
Gil Nolde, Past President	Ralph Dalton, Curriculum Chair	
Carolyn Shepherd, Past President	Mary Franck, Study Group Chair	

In everything we do, OLLI at Bradley believes there is value to lifelong learning in an open, social environment. We provide a welcoming and social experience that is volunteer-driven, sponsored by Bradley University and The Bernard Osher Foundation, and we develop high quality learning opportunities for our core members.

The primary member expectations are social engagement (opportunities for socialization and a sense of belonging), quality offerings (wide variety of high quality experiences), customer service (the inviting and helpful nature of volunteers and staff), and involvement (an outlet to feel relevant and to keep growing intellectually). In order to ensure the continuing success of our programming and to meet the needs and expectations of our members, OLLI will address:

Social engagement - We will establish a systematic process of program reviews to ensure that our programming drives social engagement.

Quality focused programs with optimal accessibility and availability - We will evaluate and ensure the knowledge and instructional ability of the lead instructor/facilitator and identify standards for that position.

Customer Service - We will modify and simplify the registration process by providing training and support, and modify the food service provided at programs. As a result of early task force action, OLLI has already added a healthy choice option to its lunch buffet during Classes.

Involvement - We will establish a well-coordinated marketing effort to increase community awareness, attract new members, keep current members engaged, and encourage volunteer involvement.