


2022 Strategic Planning Committee Actions

Generated at the November 2, 2022 ALL Strategic Planning Committee Meeting Presented
at the November 7, 2022 ALL Board Meeting

★ = Completed or ongoing


 Still pending

 Update recommendation language in the 2015 document - Fran

★ Create commercial to be run at lectures - Vanessa, Mary Ann, and Parkside

★ Post flyers of upcoming ALL events in Facebook group - Karen

★ Email and Facebook post about giving ALL membership and parking as holiday gifts - Karen and Vanessa

 Interview with kenosha.com - Karen?

 Interview with WGTD - Karen?

 Develop ALL "brand" - curious and ???

★ Survey at new member reception - Marion, January 16, 2023

★ Analysis of trip data [major cohort vs attendance spread out over membership] - Mary Ann

★ Analysis of class data - Mary Ann

BUS TRIPS

	Signed up
Carole King	31
Brewers	48
Fiddler on the Roof	<u>56</u>
	135

Of the 135 there were only 3 who attended all of those trips. 48 attended 2 and 78 were only on 1 trip. 105 different people made up the 135 who purchased trips.

SELF DRIVE

	Signed up
Palestinian Lunch	40
Casa Capri/Hair	41
Boat House/Kemper	<u>35</u>
	116



Of the 116 there were 30 who attended all three. 32 who attended 2. 54 who attended only 1 event. 81 different people made up the 116 who registered for the self drive trips.

The earlier class report showed 147 signed up for the 4 classes and there were 75 different people who made up that 147.

It appears classes have more of a core group. Trips seem to attract a larger variety of member participation but they are less likely to attend multiple trips vs the class participants. But self drive has more people attending multiple events.

I did not attempt to collate the bus vs self drive groups to see how many people attended both types of trips. Nor did I attempt to compare the trip group to the class group. However, on reading the names on the trips there were many names with which I was not familiar from the class list.

Actions generated at the January 4, 2023 ALL SPC meeting

-  Remind focus group leaders that participants need to be ALL members - Shelly and Vanessa
-  Investigate costs for print and radio ads/commercials - ALL Publicity Committee
- ★ Contact former members of the ALL Technology Focus Group regarding reviving it, since previous surveys indicated that it was popular - begin by asking Jarlene for advice at the January 9 ALL board meeting
- ★ Encourage board members to reach out 1:1 to friends and family about the value of ALL - at the January 9 ALL board meeting

Karen Kempinen
ALL SPC member