

Adventures in Lifelong Learning (ALL)
University of Wisconsin-Parkside
5 year Strategic Plan
May, 2014

Mission Statement:

ALL provides an ongoing forum for seniors who have a mutual interest in intellectual stimulation and cultural enrichment. The concepts underlying the program are:

- A. That lifelong learning is a means to continued growth.
- B. That accrued knowledge and wisdom constitute a reserve of resources to be shared with peers and community.

All is designed to provide expanded learning opportunities to its membership utilizing faculty at UW-Parkside and other institutions of higher learning, community resources and peer teaching. Opportunities for participation in additional activities will be developed as a group decides.

Strategic Plan Goals:

These goals focus on the following priorities and needs:

- 1. Space and campus facilities
- 2. Membership growth and services; use of member time and talent
- 3. Financial stability
- 4. CCP and UWP connections
- 5. Social opportunities
- 6. Programming
- 7. Ongoing strategic planning

Action Steps to Goal Achievement:

- 1. Space and campus facilities
 - a. Establish and maintain communication with Campus Planning through the UWP liaison
Responsibility: Strategic Planning Chair
Time Frame: July, 2014, with 6 month review, quarterly thereafter
 - b. Monitor space usage and activity planning
Responsibility: Committee and Activity Chairs
Time Frame: Ongoing
 - c. Investigate alternate (later afternoon time) for lectures and classes
Responsibility: Class Committee
Time frame: Fall 2014
 - d. Update the list of potential off-campus accommodations that may be available
Responsibility: Class Committee
Time frame: January 2015 with annual review

2. Membership growth and services
 - a. Investigate membership growth patterns, attrition rates, and active participation to determine space and marketing needs using software reports
 Responsibility: Membership Committee, ALL leadership
 Time frame: Current, use 2013-2014 information as a baseline, annual review
 - b. Investigate active membership interests using new software reports
 Responsibility: Committee Chairs (lecture, day trip, class), ALL leadership
 Time frame: Current, use 2013-2014 information as a baseline, annual review
 - c. Use above results to plan for ongoing growth and services
 Responsibility: ALL leadership, Committee Chairs, Strategic Planning
 Time frame: July 2015
 - d. Use of member time, interest, and talent
 1. Design a Time, Interest, and Talent Survey – investigate “Survey Monkey” or similar survey software
 Responsibility: Membership Committee
 Time frame: Fall, 2014
 2. Administer survey annually with membership renewal
 Responsibility: Membership Committee, support staff
 Time frame: Starting Jan., 2015
 3. Incorporate Time, Interest, and Talent Survey results into a data base
 Responsibility: Membership Committee, support staff
 4. Explore the possibility of creating a time, talent, and interest data base in partnership with UW-P’s computer science students
 Responsibility: Committee to be named
 Time frame: Jan, 2015
3. Financial Stability
 - a. Complete financial accounts transfers to be compliant with UW System policies
 Responsibility: Finance Committee
 Time frame: Currently completed
 - b. Continue to use financial reports to maintain financial stability
 Responsibility: Finance Committee and ALL Leadership
 Time frame: Current with monthly review
 - c. Explore an annual dues increase to meet additional staffing expense if needed
 Responsibility: Finance Committee, ALL Board
 Time frame: Immediate with July, 2014 goal
4. CCP and UWP connections
 - a. Complete a Memorandum of Understanding with the University, CCP and ALL
 Responsibility: ALL president and MOU committee
 Time frame: July 1, 2014, review every 2 years
 - b. Work toward permanent support staff
 Responsibility: Special committee named by the Board
 Time frame: July 2014 - 1/2 time support in place
 July 2017 - full time support in place if needed

5. Social opportunities
 - a. Continue planning Ethnic Dining
 Responsibility: Class and Day Trip Committee
 Time Frame: Immediate
 - b. Continue catered annual meeting, annual picnic, and holiday party
 Responsibility: Social Committee
 Time frame: Immediate
 - c. Meet with UWP Dining Services to renew the 10% discount for members
 Responsibility: Social Committee
 Time Frame: July, 2015, every two years following

6. Programming
 - a. Continue the fine work of the Class, Lecture, Day Trip, and Social Committees
 Responsibility: Committee Chairs with annual Board review
 Time frame: Immediate
 - b. On line registration
 Responsibility: Board, Support staff
 Time frame: When available

7. Implement continued strategic planning
 - a. Create a standing Strategic Planning Committee chaired by the Immediate Past President to monitor action steps and make recommendations to the Board
 Responsibility: ALL Board
 Time Frame: July, 2014
 - b. Create a new Strategic Plan
 Responsibility: Strategic Planning Committee
 Time Frame: Within 5 years

Implementation of Action Steps:

The Strategic Planning Chair will meet with committee chairs and report to the Board semi-annually for review and approval of work done on Action Steps.

The ALL Board will have the over-all role of providing guidance for implementation of the Strategic Plan.

Addendum 1:

The Strategic Planning Committee is pleased to present the current document to the Board. In our work we have already made many suggestions and seen significant accomplishments.

These include:

At the suggestion of our President-elect, we established a connection with UW-Parkside's Food Service resulting in a discount in food services for ALL members.

Initiated creation and distribution of an ALL membership card.

We discussed items which resulted in a review of the by-laws and procedures. This action has precipitated a review of other ALL procedural documents.

We initiated Board discussion of a permanent support staff position.

We began as the initial contact for discussion leading to the Memorandum of Understanding with the University.

We became ALL's contact for the new Campus Plan. We planned and gave a well received "future needs" presentation to the Campus Planning group.

We created, distributed at the annual meeting, and analyzed a "time and interest" survey. Results were distributed to relevant ALL leadership chairs and group leaders.

Serious discussion took place in producing this plan. We'd like to thank the Board for the opportunity to complete this task.