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.