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:
1. Provide programming to effectively achieve ALL’s mission.
2. Provide adequate space and campus facilities for current and future needs.
3. Develop plan for membership growth issues while adequately servicing current membership.
4. Develop a data base of members’ talent and expertise.
5. Sustain continued financial stability.
7. Promote as appropriate social opportunities within current programming.
8. Maintain a standing Strategic Planning Committee.

Action Steps to Goal Achievement:
1. Provide programming to effectively achieve ALL’s mission.
   a. Continue the work of the Class, Lecture, Day Trip, and Social Committees.
      Responsibility: Committee Chairs with annual Board review
      Time frame: Ongoing
   b. On line registration
      Responsibility: Board, Support staff
      Time frame: 2015

2. Provide adequate space and campus facilities for current and future needs
   a. Establish and maintain communication with campus planning through the UW-P/CECE liaison.
      Responsibility: Strategic Planning Chair
      Time Frame: Ongoing
   b. Invest time and talent in the pursuit of available grants that may provide for infrastructure design and construction.
3. Develop plan for membership growth issues while adequately servicing current membership.
   a. Investigate membership growth patterns, attrition rates, and active participation.
      Responsibility: Membership Committee, ALL Board
      Progress: Noted in monthly Board reports
      Time frame: Ongoing
   b. Investigate active membership interests.
      Responsibility: Committee Chairs (lecture, day trip, class), ALL Board
      Time frame: Ongoing
   c. Use above results to plan for ongoing growth and services
      Responsibility: ALL Board, Committee Chairs, Strategic Planning
      Time frame: Ongoing

4. Develop a data base of members’ talent and expertise.
   a. Use of member time, interest, and talent
      1. Analyze Time, Interest, and design a Talent Survey
         Responsibility: Strategic Planning Committee
         Time frame: 2015
      2. Administer future surveys as appropriate
         Responsibility: Strategic Planning Committee, support staff
         Time frame: As appropriate
      3. Incorporate Time, Interest, and Talent Survey results into a data base
         Responsibility: Support staff

5. Sustain continued financial stability.
   a. Continue to use financial reports to maintain financial stability
      Responsibility: Finance Committee and ALL Board
      Time frame: Current with monthly review
   b. Explore an annual dues increase to meet additional expenses.
      Responsibility: Finance Committee, ALL Board
      Time frame: July 2015

6. Maintain and enhance UW-Parkside and CECE connections
   a. Monitor opportunities for a potential dedicated space for ALL

7. Promote as appropriate social opportunities within current programming
   a. Continue catered annual meeting, annual picnic, and holiday party
      Responsibility: Social Committee
      Time frame: Ongoing
   b. Meet with UWP Dining Services to renew the 10% discount for members to encourage socializing prior to event
      Responsibility: Social Committee
      Time Frame: July 2015

8. Maintain a standing Strategic Planning Committee
Responsibility: Board
Timeframe: Ongoing