

# **LONG RANGE COMMITTEE**

## **Strategic Planning Report**

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## Background Information

### Why are people joining?

- Education, No Stress, Personal Growth, Lifelong Learning, Diversity, Love of Learning, Facilities, Access, Flexibility
- Social Interaction, Social Connections & Activities
- 15% of attendees were *asked*
- Heard from word of mouth, catalog, Try Me membership, community partner, Macclub

### Why do people facilitate or become an OLLI leader?

- Encouragement - 50% of respondents were *asked/persuaded*
- Purpose & gratification - make a difference
- Opportunity to contribute & expand offerings
- Brought skill set - fun to use for OLLI
- Why not?

## Background Information

### What keeps them a member?

- Positive & healthy social environment
  - Physically & emotionally healthy
  - Friendly & welcoming inclusive environment
  - Feeling connected to something larger
  - Learning is addictive - OLLI "High"
- Being part of a learning community
  - Facilitating & Volunteer opportunities
  - Challenging & interesting with essential current information
  - Diversity & range of offerings/classes
- Innovation & motivation
  - Efforts are appreciated
- Campus & other perks
  - YC campus, staff, Ryder Diner, parking, library, youth on campus, catalog, peer-to-peer, exposure to youth

## Background Information

### Being Sent to SPT

- 84% felt that educational activities were a higher priority than social activities
- The SPT will receive responses to Questions
  - 3a: What would enhance or increase the value of your OLLI experience?
  - 3b: What changes would you make?
  - Sa: What benefits would occur if OLLI membership grows?
  - Sb: What could be some drawbacks?
  - 7: How would you describe OLLI in 5 years?

## Focus Groups' Future Suggestions

### Being Sent to SPT

As a member, how would you describe OLLI in 5 years?

*Examples included...*

- ▶ Over-crowded *to* more active & physical activity classes
- ▶ 50% tele-classes *to* more integration with YC, PC, NAU, Embry Riddle
- ▶ Tricia will still be here *to* pay professors

Question Sa: What benefits would occur if OLLI membership grows? **SPT**

Facilitator Focus Group	Leadership Focus Group	Membership Focus Group
More people served	Expanded opportunities	Class enhancements
New creative energy	Diversity	Greater variety of classes
More income	Expanded demographics	Larger pool of facilitators
More flexibility - night & weekend classes	Growth - larger pool for leadership roles	More alternative times (night, Saturday) for classes
Better picnics	Replacement due to turnover	Broader diversity
	New members = new facilitators	More inclusive
	Financial stability	New perspective & people
		Larger catalog
		Mission
		Serve community
		Get serious about transportation
		Financial
		Prices go down
		Stipends for facilitators

Question Sb: What could be some drawbacks?

Facilitator Focus Group	Leadership Focus Group	Membership Focus Group
Impact on Yavapai College	Need more facilitators	Over enrollment
Over-subscribed classes & social activities	More strain on staff & trainers	More drawings & over enrollment
Too much load for the office staff	Traffic, parking & classroom availability	Crowded classrooms
Parking issues	Class size increase	Consider limiting # of members
Facilitator availability	Oversubscriptions increase	Facility problems
	Know fewer people well	Space limitations

		Room, facilitator, & staff capacity
		More difficult parking

SPT Question 7

? SPT

Facilitator Focus Group	Leadership Focus Group	Membership Focus Group
Over-crowded	Bring in external experts	Expanded offerings scope & diversity
50% tele-classes	Different locations	Offer more field trips
"Video tape" classes & make available	Video stream certain classes	Biaaer & better catalog
More diversity in membership	Sustainable finances	Expand scope of facilitators
No longer printing catalog (less required lead-time for classes)	Dramatic increase in classroom technoloav use	Draw on local associations & resouces (art, entertainment, technical)
New generation of classes (Lawrence Welk -> Bruce Springstein ->?)	Broaden classroom topics availability	More integration with YC, PC, NAU, Embry Riddle
Public transportation	OLLI still affordable	Pay for outside speakers
Satellite locations	Shuttle busses	Exchange program with other OLLI facilitators
Paid facilitators	OLLI Trolley on campus	Pay professors
	Massive turnover	Sponsor political debates
	Accommodate multiple generations	Mega Focus - OLLI One Book (all read same book)
	Warm feeling everyone is welcome	Communicate more with other Ollis
	Relationship with YC could change	More active & physical activity classes
	Tricia will still be here	Intergenerational
		more integration with high school
		community wide cultural events (informal)
		Content delivery
		Offer online classes
		Live streaming from other sources (Smithsonian)

SPT - Continuation of Membership Focus Group - - - - -

Wider times/locations
Offering nights & weekend classes
More OLLI campuses
Have classes in other facilities
Offer classes at local libraries & PV
OLLI community
Woke - different cultural/new generation
More diverse OLLI community
Planned/targeted to make it more diverse
Amend differences between political ideologies
Relationship with YC
More interaction between OLLI & YC students
Build & offer dorm & apartments for members
Give financial support to YC
Summer use of dorms for people outside area & OLLI members
Credit students take OLLI classes
Members donate to OLLI so it's financially stable
Housing
OLLI Co-Housing
Developers devote housing to OLLI members
Car sharing
Technology
Attempt to forecast & keep up with technology
Open archive of all class materials
OLLI smartphone app
Do we want to Grow?
Do we want more diversity? Why?
Need more feedback from students.

**#1 COMMUNICATION:**  
Internal and External

56.4% of Polled Participants

**Internal Communication**

- FI: Facilitator Communication
  - Ask members what they would like to see (key topics of interest) & communicate to facilitators
  - Every facilitator has a complete OLLI manual (Facilitator guide, classroom tech, YC map, etc.)
  - Students handbook with expectations as a member
  - OLLI repository to access all resources for facilitators and members

## **Internal Communication**

- FI: Facilitator Communication
  - Up-to-date rosters
  - More robust mentor program
  - Better communication process for presenters
  - Email list of student email addresses (easy email blast w/o involving staff)
- L2: Encourage membership attendance at GC & CC meetings
- L2: Better communication with members about accomplishments

## **External Communication/Outreach**

- L1/F3/M4: Better publicity & community outreach
  - One-on-one communication
  - Incentivize recruiting new members
  - Communicate "OLLI" & "Oscher" meaning
  - OLLI articles in neighborhood newsletters
  - Taste of OLLI
  - Expand events open to public
  - Increase presentations to groups
  - Partner with YC (ongoing communication with YC administration)
  - Monitor YC-OLLI relationship
  - Testimonials in catalog (publicity)



## External Communication/Outreach

- LI/F3/M4: Better publicity & community outreach
  - Current members share OLLI experience(s)
  - Relationship with "NewCat" 2x/year instead of once
  - Flyers to real estate agents to target new arrivals
  - Use Prescott Valley facilities
  - Take OLLI on the road
  - Open house at Chino Valley facilities
  - Publicize no age requirement for OLLI participation
  - Reward for member recruitment
  - Tri-folds in businesses/restaurants & business cards
  - Communicate scholarship availability
  - Speaker bureau

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## External Communication/ Marketing Ideas F4

- Advertising
  - Broader times (evening/weekends)
  - catalogs to dental/medical offices, hospitals, **YMCA**
  - Advertise on all bulletin boards
  - Participate in Senior Connections
  - OLLI booth at events, library
  - Work w/Chamber of Commerce
  - Rent a kiosk at Mall & at the Farmer's Market
  - catalogs to retired villages, retail establishments
  - Access Channel
  - Advertise on YC light board
  - Partner with YC for marketing
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## #2 -Lifelong Learning -

Curricular - Classroom - Access

46% of Polled Participants

## Lifelong Learning

- M1/L4: Extended offerings scope & diversity
  - Greater variety
  - More challenging classes [L4]
  - More alternative times (night & weekend classes) in additional locations [L4]
- M2/L4: Class content and enhancements
  - Less reliance on canned video
  - Supplement media with discussion
  - Guest speakers
  - Take advantage of class experience knowledge
  - More accurate class descriptions

## Lifelong Learning

- M2/L4: Class content and enhancements
  - Offer online classes & live streaming
  - Receive classes at home (geographic access)
  - Handicapped & regular parking access
  - Revival of rideshare [L4]
- L2: Opportunities & member connections
  - Add class topics to evaluations
  - Publicize recommendation of classes needed
  - Facilitator announcements throughout session
- F4: Education Environment
  - Establish requirements for class proposals

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## #3 - Technology

Classroom - Organization - Communication

32% of Polled Participants

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## Technology

- F2: Classroom technology
  - OLLI repository for all resources
  - Better classroom technology support & training [M3]
  - Provide tech assistant in first class [M3]
  - Consistent classroom technology
- L2: Enhance auditory accessibility in classroom
- L3: Technology for better communication
  - Improve technology use
  - PowerPoint template for facilitator use
  - Better awareness for smoother use of technology

## Technology

- M3: Classroom media issues
  - Microphones for facilitators
  - Simplify technology in classroom
  - Smooth technical delivery [L3]
- M3: Technology for better communication
  - Improve registration process
  - OLLI app - schedule & room changes
  - Drop classes online
  - Text information
  - Ability to ask facilitators questions in advance

### **Strategic Planning Team**

- 5-7 selected leaders plus 1 OLLI member
- Appointed Jan-Feb of 2020
- Recommendation due to the selected priorities, that members should include representation of :
  - the executive committee,
  - curriculum,
  - publicity/marketing,
  - technology,
  - membership
  - staff member *ex officio*

### **Strategic Planning Team**

- \*\*As chair of the LRC, I am requesting 20-30 minutes for an initial briefing at the first SPT meeting explaining the process, priority development, and communication priority for Focus Groups and OLLI members to report their long term goals.
- Excel sheets will be distributed to share Focus Groups' responses to "benefits and drawbacks if OLLI membership grows".