

Clemson OLLI Strategic Plan

July 1, 2019 through June 30, 2022

June 2, 2019

Master a Member-Centric Focus

Rigorous data-driven curriculum via market research

- Review and revise current member survey/polling program after benchmarking study using other OLLIs and other Lifelong Learning Institutes.
- Incorporate curriculum specific surveys into member survey/polling program.
- Incorporate current and lapsed member focus groups into member survey/polling program.
- Incorporate findings into curriculum development.

Programming to attract a more diverse audience

- Identify underrepresented audiences using census and demographic information.
- Form OLLI Taskforce for Diversity to address opportunities offered by underrepresented audiences.
- Promote age diversity in CU programming.
- Partner with such CU organizations as the Office of Diversity and Inclusion, the Alumni Association and the Gantt Multicultural Center to increase awareness of OLLI and to establish joint programming goals.
- Target OLLI activities and programs towards diverse subjects.

Offer best-in-class value proposition to members and instructors

- Create "OLLI as gateway to Clemson University" menu of benefits and programs.
- Expand pool of OLLI instructors and increase number of CU and non-CU faculty amongst the volunteer corps.
- Proactively recruit new and newly retired CU faculty and staff.
- Develop incentive program for OLLI instructor volunteers.

Sustained volunteer curriculum groups

- Increase number of volunteers working on time-limited tasks that have clear goals and specific resources.
 - Create sense of identity in curriculum volunteer corps, including instructors, facilitators, guides and assistants.
 - Create volunteer "OLLI Ambassador Group" to facilitate Member to Member instructor recruitment.
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Find Unity in Community

Partner with CU on curriculum and instruction

- Expand Dean's Lecture Series concept to other CU departments, the Office of the Provost, Student Services, etc.
- Create OLLI "pass through" mechanism for course audit benefit – both online and on campus.
- Develop incentive program for CU faculty and staff who volunteer.

OLLI member access to CU "academics and attractions"

- Identify additional potential "OLLI Member" benefits related to campus facilities and training programs.
- Promote CU programs and communications to OLLI Members, including in areas of athletics, development, and planning.

Robust strategic partnerships with key community groups

- Identify key partners from local realtors, home owners' groups, chambers of commerce; partner with groups to build OLLI awareness and to support sponsorship program.
- Identify key "campus adjacent" organizations such as international student groups; partner with groups to offer cooperative programs as appropriate.

Non-Cheezem campuses to expand OLLI footprint

- Increase programming and activities at OLLI West locations.
- Pilot programs and activities at Experience Clemson facility in downtown Greenville – increase Greenville specific programs.

Fortify Fiscal Health

Align business planning with CU/CU Foundation

- Develop Clemson OLLI Business Plan (COBP) as informed by Strategic Plan; as part of Plan, review OLLI placement in University structure.
- Review COBP with Dean, Department Chair and Foundation officers; adjust accordingly.

Ensure sustainability of Cheezem Ed Center physical plant

- Create contingency fund with 50% of rental fees.
- Increase rental income by 20% each year.
- Create building sponsorship/ambassador program.
- Refine and continue annual gift drive to fund one building project per year.

Expand excursions and travel offerings as informed by market research

- Explore partnership with CU Alumni Association.
- Develop cross-LLIs travel program strategy.

Establish sponsorship/fundraising/giving strategy

- Review and update current Member giving plan; expand plan to include more music events and a year-end dinner event.
- Investigate use of CU Special Events Club.
- Establish catalog sponsorship program.