

ALL 2022 Strategic Planning Committee Needs Assessment

Introduction

From the Adventures in Lifelong Learning By-Laws, Revised June 2021, pg 4:

“The Immediate Past President shall chair the Nominating Committee, the Strategic Planning Committee, and shall perform any other duties as assigned by the President, and in the absence of both President and President-Elect, shall assume the duties of the President.”

<https://www.uwp.edu/connect/friends/upload/ALLByLawsUpdated2021.pdf>

In the last Strategic Planning Committee report, May 2015, membership growth was a goal:

“3. Develop plan for membership growth issues while adequately servicing current membership...”

<https://www.uwp.edu/connect/friends/upload/FiveYearStrategicPlanApproved2015Oct.pdf>

So we already have in our by-laws a vehicle, the Strategic Planning Committee, for strengthening the sustainability of ALL. And if we do not make that a priority, we may see the demise of this incredibly valuable organization.

Needs

Create an active Strategic Planning Committee

- Chair or co-chairs
- 4 or 5 other members, possibly increased as the committee sees fit

Immediate objectives

- Increase number of members
- Increase the engagement of current members

Marketing

- Create an strong ALL brand
- Identify our audiences
- Reach out publicly and in more private spaces [friends, family]

Research

- Contact the 200+ members who have left
- Provide information about our exciting current activities
- Ask why they left

Strengths

- Our technological advances that developed out of need during the pandemic have increased the flexibility and accessibility of lectures, classes [weather, illness, etc.]
- Our many high quality activities

Next steps

- Volunteer for the committee today
- Followup email to the board to recruit volunteers