

**Adventures in Lifelong Learning (ALL)  
University of Wisconsin-Parkside  
5 year Strategic Plan  
May 2015**

**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.
- 6. Maintain and enhance UW-Parkside and Continuing Education and Community Engagement (CECE) connections.
- 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.

*Strategic Plan 2015 continued*

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