By 2017, the Osher Lifelong Learning Institute at the University of Pittsburgh will be well known on campus and beyond for providing a stimulating and engaging learning experience for people 50 and older and will be sustainable from a financial and membership perspective.

OLLI and its members will learn, grow, and thrive.

- Ensure new content and offerings in all facets of OLLI program (courses, overnight trips, etc.)
- Implement processes to streamline program and curriculum development
- Investigate opportunities for satellite locations
- Develop marketing tools that advertise OLLI effectively and efficiently
- Market unique aspects of OLLI at Pitt program to recruit members
- Establish an annual marketing strategy
- Develop culture of philanthropy and sustainability
- Explore resources for members to serve them effectively and efficiently
- Enhance the membership experience by increasing benefits
- Increase access to OLLI through awareness and partnerships
- Educate members about OLLI's financial situation including challenges and opportunities
- Ensure efficiency and effectiveness with resources
- Partner with others to increase resources
- Establish ongoing fundraising program
- Increase number of members focusing on retention and diversity
- Evolve program to meet needs and interests of members
- Increase awareness of OLLI for partners, funders, and potential members through outreach
- Ensure new content and offerings in all facets of OLLI program (courses, overnight trips, etc.)
- Implement processes to streamline program and curriculum development
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