Rich: Good afternoon everyone! Thank you for joining us at the Osher Lifelong Learning Institute at the University of Pittsburgh Strategic Plan Launch and Lunch.

We are very excited that each of you could join us to hear about what will promise to be a great three years, albeit quite busy.

Before we begin, I would like to share the agenda for our time together today so you have an idea what we will review.
Once we wrap up the agenda, I will do a few introductions of some University leadership that has joined us today to support our program.

After lunch, we will dive into the strategic plan. While most of you are familiar with at least portions of the process we undertook, we will do a brief overview. We will follow that with a deeper dive into each of the four goals of the plan.

Many of you have heard Jennifer, committee members, and others talk about the second million dollar endowment. We hope to clear up some of the confusion about this opportunity and discuss some of the work University and Osher staff and committee members have done to this point. We will also tell you about the specific role each one of you and the rest of the OLLI members play in making the second million dollar endowment a reality.

We will wrap up the event with two surprises. The first is that someone in this room will win a term membership for OLLI, but you must be present when your name is called to win. The second surprise an announcement.

With that, let me start the introductions.
First, I would like to introduce the Osher staff who support all of us and without them, we would not have this program. Pat S, our Program Assistant and Steve, our registrar. Please stand.

Next, I would like to recognize the committee members in the room. They have worked very hard to help develop this plan and get a lot of other work done in the process. Not to mention, once this meeting is over, they have a lot more work to do. 😊

As you will hear later, the University and its staff has very much supported Osher and its efforts. One such individual is Tom Golightly, the Senior Executive Director of Development for the Dietrich School of Arts and Sciences.

I would be remiss if I did not also introduce the Associate Dean, College of General Studies, Cristina Ruggiero. She has been a wonderful advocate and supporter for OLLI. We are very fortunate here at OLLI to have someone like her providing leadership for the College and for us.

Last but not least, it gives me great pleasure to introduce the Bettye J. and Ralph E. Bailey Dean of the Kenneth P. Dietrich School of Arts and Sciences, John Cooper. Dean Cooper has been with Pitt for 30 years, serving the last 16 as the Dean of the Dietrich School of Arts and Sciences. At this time, I would like to invite the Dean to make a few remarks.
Thank you Dean Cooper!

With that, we’d like to get everyone fed. We will be around to call your tables up to get your lunch. There are vegetarian options. Please start with one serving of each item to ensure everyone gets a great lunch. We will begin the program shortly after everyone has been served.
Jen: I hope everyone enjoyed their lunch. Now for the reason we came here today, to talk about the strategic plan and the future of OLLI over the next three years and longer.

Our process, which many of you are familiar with, started back in April. We found out about the opportunity for a second million dollar endowment from the Osher Foundation and its timeline which we will discuss later. One of the requirements was to develop a fundraising plan to show the Osher Foundation we had a strategy to accomplish the goals. We decided that the best way to develop and implement a fundraising plan was to make it a part of an overall strategic plan for OLLI.

From there, we first conducted a working meeting with all of the committee members. That first meeting was 3 hours of post its, work, ideas, and thinking about the strengths, weaknesses, opportunities and threats of OLLI. This meeting generated the framework for the next meeting.

Next, the Osher Town Hall was a gathering of over 70 members who spent a half hour brainstorming ideas to grow and enhance OLLI. Between the two meetings, more than 600 unique ideas were generated.

After the Town Hall, the plan started to take shape and we used the Lunches with Jennifer, surveys and informal discussions to solidify the plan. While every idea could not be incorporated into the plan, every strategy and action step came from or was inspired as a result of the planning meetings and members’ ideas.
As a result of all of your hard work, ideas, input and suggestions, we would now like to present the OLLI Strategic Plan that will take us through 2017.

First, our Vision for the next three years, and beyond that, is that OLLI at Pitt and its members will learn, grow, and thrive. This means that as an organization, we will continue to learn and analyze what we do well, what opportunities exist for OLLI, and what things we can do to improve. Using what we learn, we will grow, in both actual numbers and in the areas we impact. This knowledge and growth will allow us to thrive. We will be not only a part of Pitt and the community, we will become a recognized asset as well.

As OLLI thrives, our members will continue along the same path. They will learn through courses, experiences, and interactions here on campus. They will grow as individuals and as a collective group. And, in the long term, they will continue to thrive in many aspects of their lives.
In order to see our vision become a reality, there are 4 goals that we must complete. Those four goals are to:
- Develop a culture of philanthropy and sustainability
- Increase membership numbers
  - Retention
  - Diversity
- Increase awareness of OLLI for partners, funders, and potential members through outreach efforts
- Evolve the program to meet needs and interests of members
Our first goal, which is being driven by our fundraising committee, is to develop a culture of philanthropy and sustainability. Overall, this goal is about establishing a fundraising program, that has various components to be implemented over the next three years, educating members about the financials of the OLLI program, and ensuring we are as efficient as possible with the financial and other resources at our disposal.

We will hear more about this goal and one of the specific strategies later in this meeting.
Our second goal is to increase the number of members, while focusing on retention and diversity. This goal will be spearheaded by the Membership committee. We plan to improve the member experience in order to increase retention. Two examples early on will be to revamp the catalog (and still print it) and develop a new member packet to help new members transition successfully into the OLLI program.

Another major initiative of this goal is to increase the amount of diversity within the membership. This is one of the areas that came up repeatedly through the focus groups and town hall and it is a goal of the University as well. We plan on implementing strategies that will allow us to be accessible to all and enjoyed by many. Specific strategies will be implemented around increasing age, gender, racial, and geographic diversity.
Our third goal, that goes hand in hand with the second goal, is to increase the awareness of OLLI through outreach efforts. The marketing committee will be leading has been created and a few of the members of that committee are here with us today.

The major strategy is to develop and implement a marketing strategy and implementation plan, including developing and revising marketing tools like a one page brochure and revamping the catalog. Another aspect is to reinstitute the OLLI Ambassador program. For those of you unfamiliar with that program, we train and support OLLI members to go into the community to speak about and share their experiences with OLLI. Utilizing these and other strategies will allow us to expand our membership.
The final goal is to evolve the program to meet the needs and interests of our members. There are a number of strategies. Some of the strategies the Curriculum committee has already been working on are to increase the new content we offer and to develop a system to offer repeat courses. Another item that came up very frequently in our discussions over the last few months is offering an overnight trip. We plan on offering a pilot trip sometime in late April or early May. This goal more than any of the other four came directly from members feedback and ideas.
Now that we have reviewed the four goals, I would like to share the documents that you will see a lot over the next three years. The first document is a graphic of the strategic plan and it illustrates our major goals and strategies over the next three years. Copies of these are available on your table and on the posters around the room. This gives a quick glimpse of where we are going to be in three years.
The second document on your tables is the strategic plan snapshot. This sheet provides some additional detail so we can track and report where we are, but it also shows where we need to go.

From left to right, the columns are:
- **Goals** – the four goals of the strategic plan
- **Objectives/strategies** – these are the major strategies OLLI will implement to achieve each goal. They are broken down by year.
- **Accountability** column is the person that is ultimately responsible for making that strategy happen. There will be many people that contribute to each strategy, but the accountability piece ensures that someone is responsible for it.
- **The deadline** is when the task must be completed by. For our purposes, it is the end of the month listed.
- **The final column** are the way we will measure the success of each goal. Each year will have its own measures, but they may be similar from year to year.

Each term, this document will be updated to show the progress of the plan and any holdups or setbacks we may encounter. This will allow OLLI to be transparent and allow the membership and the other various stakeholders to know how the plan is progressing.

Because this is a plan, things can change. We will work to update the plan as needed, while ensuring that we are still working towards the vision of OLLI and its members will learn, grow, and thrive.

These two documents will combine to be the public versions of our plan. There are and will be more detailed versions for each goal and those will be reviewed by the committee responsible for each goal. As an example though, the fundraising committee, charged with supporting the goal of developing a culture of philanthropy and sustainability, has an 18 page document that serves as their work plan for this year.

I know this is a lot of information in a very short time and you may have some questions now or later. Throughout the year, we will continue to share information about the plan, its components, why its important, and our progress/success to date. Please understand that today’s meeting is not the end of this process, but truly the beginning and launch of OLLI’s future.

On that note, I would like to now invite Kate Bayer, the OLLI Fundraising Committee Chair, to talk about one specific component on the Strategic Plan that has the potential to significantly impact OLLI’s future.
Kate: As many of you have heard, OLLI at Pitt has the unique opportunity to possibly receive a 2nd million dollar endowment. This would be a huge asset to OLLI, but there is a catch.

We only have one chance to be eligible to apply for this grant. Just one. The Osher Foundation is closing its funding doors in the fall of 2015. This does not mean that they are no longer supporting us or the other OLLIs across the country, they have just decided to no longer provide financial support in the form of endowments or operating grants. The last endowments they will award will be in the fall or 2015.

In order to be eligible, we have until June 2015 to successfully accomplish 3 milestones. If we do not reach these milestones, we will not be invited to apply for the endowment.
The three milestones that the Osher Foundation has stated we need to achieve to be eligible for the endowment grant are listed on the screen.

The first milestone is that we must have at least 1000 members in our program. I am pleased to report, that as of this week, we have 1032, which is close to 100 more than we had at the end of the fall term in 2013.

The second and third milestones that the Osher Foundation want us to achieve have to do with donations from individuals. The Osher Foundation wants OLLI to receive a minimum of $20,000 from individual donations and they want at least 15% of our membership to donate to OLLI. 15% is approximately 170 members based on last year’s figures.
As a result of these milestones, Jen and the other University leadership got together and began to develop an Osher fundraising plan for Osher. In June, a fundraising committee for Osher was formed that was charged with implementing the plan and leading the fundraising efforts for the campaign. Other members of the committee that are here today are Rich Haverlack (who opened the meeting) and John Yokim.

We began educating and conducting asks beginning on July 1st. Since then, we have done some individual and group asks. At this point, I am very happy to say that we have raised over $10,000 with close to 50 people donating. Some of the people who have already donated to Osher are here today. Would those people who have already donated please stand and be recognized? Thank you to all of you who have supported OLLI this year.

Now while these numbers are very exciting and impressive, please remember your gift is still very important to this campaign. Regardless of what you can afford, it will still be a significant contribution to meeting these milestones.
While we have had a great deal of success so far, we still have work to do to achieve our milestones and accomplish our goal of being eligible for the 2nd million dollar endowment.

One of my roles today is to ask each of you to consider donating to OLLI. I don’t have to tell you the impact the OLLI has on each and every one of us. I’ve been a member for a few years. (Fill in your story). I have heard numerous members talk about the impact OLLI has had on them. I’m asking you to support this organization that has supported all of us through its incredible courses, cultural opportunities, and experiences that many of us didn’t know existed before we became a part of this community. I hope that all OLLI members, but especially those in this room, choose to join me and dozens of others of OLLI members in donating to OLLI. I will talk about various ways to give in a few minutes.

In addition to donating, you can help this campaign in a few other ways. There are more than 100 of you here today, but a lot of other members couldn’t join us today. Please talk about the 2nd million dollar opportunity and the importance of donating to OLLI.

Another way to help is to share this campaign with people outside of OLLI, like family and friends. If you are like me, I don’t need any more gifts or stuff from my children and friends. What I would really like is to make sure OLLI is here for a very long time and that I am able to benefit from the program and all it offers.

Finally, as many of you do now, keep talking about OLLI to people you meet and know. Many of us found out about OLLI from a member. In addition to all of these plans, we can still recruit members using word of mouth and truly make OLLI accessible to all!
Our next steps in this campaign start with today. Following the event, members of the fundraising committee and the University and OLLI staff will be available to answer any questions.

Sometime by early November, you will receive a letter from me requesting you to donate.

In addition, we will host two Question and answer sessions. One will take place with the coffee with Jennifer’s on Monday, November 10th from 9-10 am (Coffee with Jen). The other will take place on Monday, November 17th from 11:45 am – 1:15 pm. Both will take place in the McCarl Center and Conference Center. We would like to invite anyone who has a question about the campaign, endowment, or the overall fundraising plan that is a part of the strategic plan.
There are various ways to give. Pledge forms are available today. They will also be mailed to you in the letter and will be available in the lounge.

You can give online at the Osher specific url listed – you can get to this link from the osher website.

Finally, you can include your donation with your spring or summer registration.

I look forward to speaking with any of you that might have a question. Thank you for your attention and support of OLLI. To wrap up today’s meeting, I’d like to bring Jennifer back up to the podium.
Thanks Kate! We only have a few minutes left, but I want to cover two quick things before we go.

First, someone in this room has won a term membership to OLLI. The person who has won is __________. Congratulations!! Please see Pat after the event to learn more.

The next thing is the surprise. You heard today about the work that has been done on the developing a culture of philanthropy goal. We have been working towards other goals as well, such as marketing and course content.

Another area we have been working on is member retention, specifically working towards providing additional benefits for members. I am very pleased to announce that effective by the Spring 2015 term, OLLI members will have access to Wi-Fi at Pitt. This is another way the University has supported our program and our members and while this will be a process, we are excited at this opportunity.

Those members who already have courseweb (including a username and password) can log in to Wireless-Pitt effective immediately.

Those who do not have a courseweb account will have to request an account. There is an information and instruction sheet located on the back table with instructions. There are 1100 members and we will have members who are interested in Wi-Fi connected by February 2015. Please be patient and flexible during this process.
That’s it for surprises today 😊

As Kate said before, fundraising committee members and University and OLLI staff will be available after the meeting to answer questions you might have. Please take the copies of the plan. We will post on our website and send out an email/letter to all OLLI members.

Thank you in advance for supporting OLLI!
With your help, we can obtain the 2nd Million Dollar Endowment!!

Before we close, I would be remiss if I did not thank the OLLI fundraising committee. They have been instrumental and working a lot to make this campaign and the event happen. Would you join me in giving them a round of applause for all of their hard work?!!

Thank you in advance for your support. In my short time with OLLI, I have seen the generosity and sense of community throughout the membership. I know we can achieve these goals together and I look forward to next year when we can celebrate receiving the second million dollar endowment with all of you!

Thank you for attending and have a wonderful weekend!!