

INSTITUTE FOR CONTINUED LEARNING (ICL) STRATEGIC PLAN

(May 2008)

MISSION STATEMENT

To promote invigorating intellectual discourse, lively conversation and camaraderie among senior learners within a framework of diverse learning opportunities.

VISION STATEMENT

To enrich our members' experiences, while making the ICL an essential organization for Roosevelt University and our larger community.

CRITICAL ISSUES

Four critical issues have been identified as vital to the success of the ICL. They are in alignment with the mission statement and our vision of our future.

1. Governance Structure

The governance structure needs to be revised to ensure consistent, timely, accessible and innovative solutions to meet the ICL's needs.

2. Resource Development and Management

Funds will be generated and managed in such a way as to meet the organization's goals.

3. Member Programs

Through a variety of educational and social activities, the ICL will promote a stimulating and interesting environment for our members.

4. Membership

The ICL is committed to the maintenance and growth of its membership.

STRATEGIES TO ADDRESS CRITICAL ISSUES

Governance Structure

- Encourage ICL members to volunteer for key positions; train volunteers for key positions.
- Develop and publish an ICL Operating Procedures Manual
- Establish and maintain a Financial Plan
- Establish and maintain guidance for the use of “ICL Fund” monies
- Monitor and evaluate ICL’s Administrative activities

Resource Development and Management

- Prepare timely reports for the ICL Governing Board, by Committee, comparing actual spending against approved budgets

Member Programs

- Recruit, train and maintain Study Group Coordinators
- Maintain quality control for all ICL activities
- Determine whether and how ICL activities should be enhanced

Membership

- Establish guidelines and policies for membership size and growth

IMPLEMENTATION OF STRATEGIC PLAN

Responsible

Governance Structure

Encourage ICL members to volunteer for key positions; train volunteers for key positions

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| - Periodically review and update the Strategic Plan, By-Laws and Descriptions of ICL Leadership Roles and communicate this to members | President
Secretary
ICL Governing Board |
| - Encourage all ICL members to be actively involved in ICL operations | President
ICL Governing Board
All ICL members |

Develop and publish an ICL Operating Procedures Manual

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| - Determine the scope of the Operating Procedures | Secretary
Ad Hoc Committee |
| - Continue to develop and refine the membership and financial databases | Treasurer |
| - Select and train people to enter and retrieve data from the databases | Treasurer |

Establish and maintain a Financial Plan

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| - Prepare an annual administrative plan, including budget needs | President
Vice-President
Treasurer |
| - Each committee will prepare an annual operations plan, including budget needs | Treasurer |
| - Apply for the Osher Grant and other grant opportunities | ICL Fund Committee
Treasurer |

Establish and maintain guidance for use of “ICL Fund” monies

- Identify ways to spend fund ICL Fund Committee
- Complete pamphlet explaining tax and matching-fund aspects of gifts to the Fund ICL Fund Committee
- Develop alternative sources of funding ICL Fund Committee

Monitor and evaluate ICL’s Administrative Activities

- Assist Roosevelt University activities, as requested and appropriate President
ICL Governing Board
- Advise ICL members of member benefits, including those available from Roosevelt University Member Services Comm
Members at Large
- As requested, serve on Roosevelt University’s Community Advisory Board President
Vice-President
- Study ICL administrative activities and determine where processes can be streamlined and efficiencies can be gained President
Vice-President
Secretary
Treasurer

Resource Development and Growth

Prepare timely reports for the ICL Governing Board, by Committee, comparing actual spending against approved budgets

- Timely and accurately enter all appropriate financial and membership data into ICL database program Treasurer
Administrative Support
- Issue notices as soon as possible regarding component over or under spending Finance Committee

Member Programs

Recruit, train and maintain Study Group Coordinators

- Increase the number of Coordinators Program Dev Comm
- Continually update Coordinator Handbook Program Dev Comm
- Establish and implement mentoring system for new Coordinators Program Dev Comm
- Offer Coordinator-Training Workshop prior to each Study Group session Program Dev Comm
- Utilize ICL database to identify and recruit Coordinators Program Development Committee

Maintain quality control for all ICL activities

- Plan for what we do when/if the Penthouse and other locations no longer available ICL Governing Board Ad Hoc Committee
- Introduce new social activities Social Activities Committee
- Schedule Study Group offerings to minimize internal competition for registrants, vary scheduling and Study Group topics Program Development Committee
- Schedule informal discussion and feedback sessions at the conclusion of each Study Group session Program Development Committee
- Evaluate noon-time activities and consider expansion to other days Vice-President Program Development Committee

Determine whether and how ICL activities should be enhanced

- Survey programming of other successful Institutes for Continued Learning and make results available to appropriate ICL Committee L-L-L Ad Hoc Comm
- Offer Trips beyond the normal one-day events (e.g., multi-day trips such as the June, 2008, London Trip Trips Committee
- Offer special “off-season” seminars Seminar Committee
- Evaluate concept of jointly sponsored Lectures with other ICLs or other organization L-L-L Ad Hoc Comm
Mktg/Partnership Comm

Membership

Establish guidelines and policies for membership size and growth

- Increase community awareness of ICL by promoting ICL to targeted markets Mktg/Partnership Comm
- Ensure that ICL recruiting materials are current and in good supply Mktg/Partnership Comm
- Recruit new members by offering speakers to retiree organizations in the area, and by contacting civic and professional organizations Mktg/Partnership Comm
- Continue developing relationships with Friendship Village, the Garlands and other entities President
Vice-President
Mktg/Partnership Comm
- Participate in regional Life-Long Learning Conferences to both develop relationships with other similar groups and learn ways of improving services to ICL members L-L-L Ad Hoc Comm
ICL Governing Board
- Emphasize membership benefits Member Services Comm
Mktg/Partnership Comm
Members at Large
- Review interests/views of ICL members and take appropriate action Member Services Comm
ICL Governing Board
Members at Large
- Enhance communication with members by utilizing all available means. President
Secretary

- As a minimum, retain present membership levels ICL Governing Board
- Use Focus Groups and Surveys to receive feedback for discussion and approved action by ICL Governing Board ICL Governing Board