



## End of Year 2015 Strategic Plan Accomplishments

### 1. Maintain/enhance focus on quality of course content:

In the membership survey, 80% of respondents indicated that Osher courses were very important to their satisfaction with Osher at UR, the highest component of satisfaction recorded in the survey.

To assure continued satisfaction, we should continue to evaluate instructor effectiveness through review of course evaluation forms and consider revising the forms to get more input from members on program wants and needs.

Review membership survey to identify new course opportunities or other enhancements in the near term that reflect member interests and preferences.

***We've re-constituted our Curriculum Team and held an initial meeting with the Team to help ensure that our course offerings are aligned with your interests as reflected in the Membership Survey. We also increased significantly the number of Osher course offerings from just over 40 in Fall of 2014 to 70 in Fall of 2015, an increase of over 80%. We reached out to several academic departments within UR to expand our offerings of university-taught Osher courses. These have included classes in culinary arts, history, and physical sciences from UR faculty who have stepped forward to teach UR classes in their areas of expertise.***

***Increased Osher travel — both extended travel, as well as day trips in the Greater Richmond area — was an area that a number of Osher members commented about in our 2014 membership survey. We've formed an interest group to work with Peggy on both of those areas. This year we had a first in partnering with Coastal Carolina University (CCU) to do a joint tour to Italy that was attended by 26 persons from the two Osher programs. One international trip to China is confirmed for October of 2016. Osher member Donna Callery is providing leadership on this trip, which will accommodate approximately 15 people. In the planning stages is a trip to Ireland in the fall with CCU. Several domestic trips are still under consideration.***

### 2. Increased Communication with New Members

One way to help assure that new Osher members remain Osher members is to assure that they feel valued and "plugged-in." Possible activities to support that might include:

- Welcoming new members to each class
- Creating a buddy system between new members and experienced members
- Following up with new members by post cards/email.

***We are now welcoming new Osher members to each class and offering for staff or Leadership Council members to speak with them about any questions they might have. Our membership team reached out to persons whose membership has lapsed in an effort to better understand why they chose not to renew and address any concerns they may have had that led to that decision. Interest groups are a common reason that people join Osher and we've expanded our number of interest groups to seven, including an Theater Lovers group and a re-energized/reformed Great Conversations group.***

### **3. Osher Member Support to Various UR Functions**

Develop a plan for Osher volunteers to give back to the University by donating their time: in campus tours, at the Boatwright Library, during class registration, throughout Homecoming weekend, or wherever it would be most beneficial to UR.

***We've also been providing greater volunteer support to UR in a number of areas such as the SPCS Golf Tournament, SPCS Night and SPCS Graduation. We made awards of Osher Lifetime Memberships to former President Ed Ayers and his wife, and to former SPCS Dean Jim Narduzzi and his wife. (Of course, these awards were contingent upon their return to teach Osher classes at some time in the future!) We also awarded our second scholarship to SPCS student George Seiko, thanks to donations made by Osher members.***

### **4. Enhance the Makeup of Our Membership Base**

Develop and begin implementation of a plan to enhance the makeup of our membership base through Osher presentations to 55+ communities, professional and social organizations, churches, and community centers. It should focus on areas not currently served by other lifelong learning centers and should include mission-related classes or programs that Osher-UR could start that would increase our inclusion.

***Over the past year we've made presentations to groups such as The New Virginians, West End Lion's Club, Western Henrico Rotary Club, RVA Better Aging Forum, Bon Air Rotary Club, Kiwanis of Richmond, and staff members of 50+ resident facilities throughout Richmond. Additionally, on a quarterly basis, our Osher Institute hosts a group of lifelong learning directors across Virginia. This group averages 6-10 people, and discussions provide great insights and ideas about running and managing a lifelong learning institute***

### **5. Expanded Outreach in the Greater Richmond Area**

Expand our partnerships to include new and diverse outside entities, such as the American Revolution Roundtable, major Richmond area health care providers, New Virginians, and others.

***Our Marketing Team was busy over the summer recruiting new members at 4 Farmer's Markets in the Richmond area where we spoke with approximately 75 people. We also began partnerships with the American Revolution Round Table—Richmond (ARRT-R), SPCS Institute on Culinary Arts, and the Virginia Museum of Fine Arts—all of which led to well-attended class offerings in 2015—and we expect to do more in 2016.***

***Additionally, the SPCS Marketing Department worked with volunteers and staff to develop a new promotional brochure and fact sheet, both of which are now used in recruitment efforts.***