



## Strategic Plan Themes

### **I: Deepen the sense of an active learning community where members feel welcomed, supported, and engaged**

*LIFE@Elon is a home for members; a place to learn in a community of older adults. We will build on more than a decade of purposeful relationships to provide a place for authentic learning and growth, while creating a more diverse membership by bringing additional viewpoints and life experiences.*

Areas of focus:

- Cultivate an atmosphere of curiosity, where learners can freely explore and be supported by a community which respects and embraces different viewpoints and life experiences
- Encourage members to actively create a more diverse and inclusive community
- Provide resources and spaces to facilitate an optimal learning environment

### **II: Empower members to take active and committed roles as volunteers and leaders**

*As a member-led organization, LIFE@Elon volunteers are essential for a sustainable and healthy program. Taking an active part in LIFE@Elon is mutually beneficial; the program is strengthened, and members feel an increased sense of ownership in our shared success.*

Areas of focus:

- Clearly define a framework of volunteer opportunities and utilize experienced volunteers and staff leadership to help new volunteers be successful in their roles
- Communicate opportunities for members to give back to the program through service and philanthropy
- Acknowledge contributions of volunteer leaders and donors for their individual impact and added value to the organization

### **III: Expand learning opportunities to provide a wide range of programming for our members**

*Building on more than a decade of offering weekly lifelong learning for members, LIFE@Elon will provide additional opportunities to deepen educational engagement through a variety of topics, both in-person and online.*

Areas of focus:

- Enhance diversity, equity, and inclusion programming to foster fresh perspectives and mutual understanding

- Develop in-depth, multiweek courses delving into a specific educational topic from multiple perspectives
- Provide domestic and international travel opportunities with an emphasis on intercultural learning in communities
- Support volunteer-led special interest groups (SIGs) to engage in learning with others around a common interest

#### **IV: Strengthen mutually beneficial relationship between LIFE@Elon and the Elon University community**

*LIFE@Elon values its relationship with the Elon University community and is the primary connection to the university for over 500 older adult learners. Many members participate in university cultural events, research, philanthropy, and athletics. We will continue to deepen engagement opportunities across campus.*

Areas of focus:

- Strengthen partnerships across Elon University to develop new enrichment programming, including expanding opportunities for intergenerational learning
- Promote and highlight opportunities for members to engage in programs and activities held across campus
- Articulate the impact and value that LIFE@Elon brings to Elon University's mission

#### **V: Nurture operational excellence to allow for continuous improvement in the LIFE@Elon program**

*LIFE@Elon began in 2011 to satisfy the intellectual interests of older adults, evolving to a vibrant membership of 500+ learners. We will effectively utilize resources, provide innovative educational programming, and stay current with lifelong learning trends and evolving external factors.*

Areas of focus:

- Expand marketing strategies to grow and diversify LIFE@Elon's reach, engagement, and membership
- Leverage existing partnerships and resources (e.g.: volunteer leaders, student workers, campus partners) to effectively support the program
- Gather and utilize data to make decisions that ensure operational sustainability
- Explore funding opportunities and sponsorships beyond the existing membership model
- Support professional development for staff and volunteer leaders to identify trends and best practices in lifelong learning