



*Learning is  
For Ever*

# LIFE Institute Strategic Plan 2017-2019

# STRATEGIC OBJECTIVES

## RYERSON PARTNERSHIP

To strengthen the mutually beneficial relationship that exists between LIFE and 50+ /Chang / Ryerson University

## QUALITY OF PROGRAMMING

Ensure the delivery of high quality innovative learning experiences to meet our members interests and expectations, to include using technology to improve our courses. Ensure appropriate quality assurance techniques are enabled.

## MEMBER ENGAGEMENT

Create a Culture of Engagement at LIFE, which is reflected in all aspects of our operation so that multiple and varied opportunities are developed for members to “choose” to engage. Members feel a connection to LIFE, each other and with Ryerson

## FINANCIAL MANAGEMENT

LIFE is financially sustainable

## RYERSON PARTNERSHIP

***Strategic Objective:** To strengthen the mutually beneficial relationship that exists between LIFE and 50+ / Chang / Ryerson University*

### Goals

1. WITH RYERSON: Partner with 50+ to enhance the 50+ brand within Ryerson while manifesting strengths LIFE offers as an independent volunteer organization.
2. IN THE BROADER COMMUNITY: Develop LIFE's brand so it is seen in the GTA as the premier third age learning provider, and is seen by Ryerson as a preferred partner in achieving its objective of community involvement
3. WITHIN LIFE: Maintain member and course leader identification with Ryerson

## QUALITY OF PROGRAMMING

***Strategic Objective:*** *Ensure the delivery of high quality innovative learning experiences to meet our members interests and expectations, to include using technology to improve our courses. Ensure appropriate quality assurance techniques are enabled.*

### Goals

1. Implement the Learning and Teaching Model (Board Minutes – October 2016)
2. Develop and deploy sustainable recruitment strategies for course leaders to satisfy member course expectations and meet enrollment targets
3. Improve or create new support materials for class leaders to include handbooks, classroom management techniques, mentors and evaluation forms and feedback methods
4. Revise our course planning based on member preferences

## MEMBER ENGAGEMENT

***Strategic Objective:** Create a Culture of Engagement at LIFE, which is reflected in all aspects of our operation so that multiple and varied opportunities are developed for members to “choose” to engage. Members feel a connection to LIFE, each other and with Ryerson*

### Goals

1. Create a small community feeling within the larger LIFE community and provide opportunities for members to meet, socialize with one another and engage with LIFE using class design/format, drop in centers, moderators and class hosts as avenues to facilitate outcomes
2. Leverage the social value, and potentially expand LIFE clubs and LIFE walks to engage more members while better connecting members and integrating clubs and walks more closely with LIFE’s broader mission
3. Develop an ongoing volunteer recruitment process, volunteer support mechanisms and volunteer recognition practices. Increase the focus on Class Hosts to act as engagement champions to bridge to Volunteer Recruitment Committee
4. Develop a Communication Plan for the LIFE Institute, including its role in Member Engagement

## FINANCIAL MANAGEMENT

*Strategic Objective: LIFE is financially sustainable*

### Goals

1. LIFE operates within an annual budget that includes key assumptions
2. A three year strategic plan is created
3. LIFE is in compliance with all legal requirements
4. Evaluate the feasibility and approach to enable Legacy Giving