

FOCUS GROUP PRIORITIES November 2019 OLLI STRATEGIC PLANNING DATA

Facilitator Focus Group			Leadership Focus Group		Membership Focus Group	
Priority		Votes	Priority	Votes	Priority	Votes
1	Better communication	10/18	Branding - External communication	7/11	Expanded Offerings scope/Diversity	13/17
2	Classroom technology	6/18	Improve classroom experience	4/11	Class content & enhancements	8/17
			Volunteer opportunities & member connection (current efforts, future plans)	4/11		
3	Outreach	5/18	Improve technology use	2/11	Content delivery & facilitators	5/17
			Better use of data	2/11	Technology	5/17
4	Educational environment	4/18	Increase social connections	1/11	Capacity issues	4/17
	Increased mentoring/co-facilitating opportunities	4/18	Expand offering times, locations & topics	1/11	Community awareness & marketing	4/17
			Address capacity concerns (rooms, parking, oversubscribed)	1/11	Social activities & human factors	4/17
5	Attract new members	4/18			Facilities & access	3/17
6	Encourage new facilitators	3/18			Improved registration process	2/17
	Classroom attendance	3/18			Transportation	2/17
7	Class evaluations	2/18	Grow membership	0/11	Equity & opportunity	1/17
			Expand demographics	0/11		

Priority Color Coding:

Priority #1	
Priority #2	
Priority #3	
Priority #4	
Priority #5	
Priority #6	
Priority #7	