

OSHER LIFELONG LEARNING INSTITUTE

Strategic Communications Plan

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MISSION STATEMENT

Current: “To promote lifelong learning by providing stimulating, congenial, and varied opportunities designed specifically for lifelong learners, primarily those 50 years and older.”

Proposed: “To promote lifelong learning by providing stimulating and engaging educational experiences specifically for adults over the age of 50.”

GOALS:

Goal 1: Improve communicative transparency between OLLI and its internal, current participants.

Goal 2: Increase donor support for organizational goals.

Goal 3: Encourage greater participation from marginalized adults within the Athens area.

SIGNIFICANT PUBLICS:

Current Members

Current OLLI members have expressed their dissatisfaction towards internal communication between OLLI administrators and current program participants; our campaign seeks to remedy these communicative issues.

Prospective Members

One of OLLI's largest weaknesses is their lack of diversity among minority populations and people of lower socioeconomic statuses. These publics are potential OLLI members, and our campaign focuses on them to make OLLI programs seem more appealing.

Donors

OLLI's donors remain an important part of organizational operation financially, with communication between OLLI administration and financial backers remaining important throughout all communication efforts. This campaign looks towards maintaining and improving relations with OLLI donors to incentivize them to continue to support the work OLLI does.

GOAL ONE

May 2017

To improve communicative
transparency between OLLI and its
internal, current participants

Objective I:

Increase post engagement (likes, comments, shares) on all OLLI@UGA social media platforms by 30% by February 2017.

Strategy 1:

Adapt current social media calendar to reflect more relevant posts.

Tactics:

Tactic 1: Include “Friday Feature” social media post, focusing on a specific OLLI member to be posted each Friday.

Tactic 2: Use better photo techniques (don’t sacrifice quality for the schedule).

Tactic 3: Increase video content on social media platforms (videos more appealing to older demographics - easier to understand).

Strategy 2:

Shift the focus of OLLI’s social media presence from Facebook and Twitter to Facebook and blog/newsletter.

Tactics:

Tactic 1: Delete OLLI Twitter account.

Tactic 2: Establish an OLLI blog.

Tactic 3: Partner with a UGA Department social media account to promote OLLI’s social media.

Tactic 4: Create a step-by-step infographic on how to follow OLLI and disperse to members of OLLI in person.

Objective II:

Increase the amount of subscribers to the OLLI@UGA newsletter by 15% by February 2017.

Strategy 1: Adapt current inbound marketing strategies to increase newsletter visibility.

Tactics:

Tactic 1: Add a “Subscription” button to the home page of the OLLI website.

Tactic 2: Add a Subscription link to the “About” section of the Facebook.

Strategy 2: Redesign the current newsletter to make it more informative and dynamic.

Tactics:

Tactic 1: Work with an Intro to Graphics class at UGA to redesign the existing newsletter as an extra credit opportunity for students (talk with Kristen Smith or Kim Landrum).

Objective III:

Improve awareness of class registration/participation in all OLLI@UGA programs by 20% by August 2017.

Strategy 1:

Improve ease of class registration as well as participation in all OLLI programs.

Tactics:

Tactic 1: Create instructional videos to be emailed to members on how to better register for courses and sign up for OLLI programs.

Tactic 2: Create a printable version of the instructional video to be sent to members in the mail.

GOAL TWO

August 2017

Increase donor support for
organizational goals

Objective I:

Increase communication between the organization and its sponsors by 20% by August 2017.

Strategy 1:

Create structured comprehensive communication strategy.

Tactics:

Tactic 1: Check in interpersonally with sponsors quarterly.

Tactic 2: Create newsroom on the website for quick access for information by media and clients. Offer promotional space here as well.

Objective II:

Increase current donor gifts by 50% by August 2017.

Strategy 1:

Create a tiered giving program.

Tactics:

Tactic 1: Plan gala event for platinum donors.

Tactic 2: Establish a partnership with various Athens centers/organizations for tier based perks.

Tactic 3: Create newsletter placement spots for donors.



Objective III:

Increase number of new donors by 25% by August 2017.

Strategy 1:

Create greater external presence of OLLI in the Athens-Clarke community.

Tactics:

Tactic 1: Strategic newspaper and Facebook ad buys.

Tactic 2: Be present at a greater number of community and university events such organizational fair and Athfest.

Strategy 2:

Increase awareness of tiered giving program.

Tactics:

Tactic 1: Create a three tiered giving program, in which the lower tier of donors, who give \$25, get their name mentioned across all OLLI web platforms, the middle tier, who give \$100 or more, are awarded tickets to a UGA sporting event as donated by the Athletic Association, and the final tier, who gave \$250 or more, receive an invitation to the Holly Jolly OLLI Gala.

Tactic 2: Create social media campaign highlighting gift options based on donor support.

Tactic 3: Send out mailers on different giving benefits.

Tactic 4: Create a crowd-sourcing donation account on a site like GoFundMe.com for individual donations.

GOAL THREE

December 2017

Encourage greater participation from marginalized adults within the Athens area.

Objective I:

Increase racial diversity rate within the organization's participants from 3.4% to 15% by May 2017 (Equivalent to racial ratios in Athens: White=56%, Black=28%, Hispanic/Latino=11%).

Strategy 1:

Create tailored individual messaging strategies aimed at appealing to Black and Hispanic/Latino audiences (aiming messages at ethnic identity: *place* of birth, not just *date* of birth).

Tactics:

Tactic 1: Enhance the supportive environment within OLLI in the form of scholarly, dialogue-based breakout sessions specific to OLLI participants.

Tactic 2: Customize and disseminate handbills in traditionally Black/Hispanic churches of worship (Hill First Baptist Church, Ebenezer Baptist Church, Athens Georgia Hispanic, etc.) as well as public libraries.

Strategy 2:

Incorporate larger diversity within the administration assigned to lead/advise participants of OLLI.

Tactics:

Tactic 1: Strategically reach out to racially diverse faculty on campus and ask if they would be willing to sit on the OLLI board.

Objective II:

Increase availability of scholarship positions created through donor funding in lower socioeconomic neighborhoods by 20% by May 2017.

Strategy 1:

Offer a greater number of scholarship opportunities for future enrolled participants.

Tactics:

Tactic 1: Establish a “fellowship” or “Zell-Miller” scholarship program equivalent to UGA’s program, offering free participation.

Tactic 2: Include a donor tab on the website for individual donors.

Objective III:

Increase managerial awareness of the possible diversification benefits of expanding class times/offerings by 100% by August 2017.

Strategy 1:

Conduct research on nightly/weekend classes and possible attendance focusing on the theoretical discrepancy between racial/ethnic attendance.

Tactics:

Tactic 1: Conduct a focus group of randomly selected elderly minority members of the community and current OLLI members in order to gauge their sentiments on the issue.

Strategy 2:

Increase mobile/satellite access to daytime classes for those unable to attend due to work or transportation issues.

Tactics:

Tactic 1: Film existing classes and publish the videos on the OLLI website for members unable to attend a class session.

Tactic 2: Offer weekend “breakout” sessions to enable members to experience and apply in-class lessons in the real world.

EVALUATION

Goal 1: Improvement of internal communication

Objective I: Increase post engagement (likes, comments, shares) on all OLLI@UGA social media platforms by 30% by May 2017.

Evaluation: Before implementation of “Feature Friday” and video content techniques, measure current amount of post likes, comments and shares on all social media platforms, and compare to engagement statistic after campaign implementation.

Objective II: Increase the amount of followers/subscribers of the OLLI@UGA Facebook page and newsletter by 15% by May 2017

Evaluation: Compare number of followers and subscribers before campaign implementation to number of followers and subscribers after campaign implementation.

Objective 3: Improve awareness of class registration/participation in all OLLI programs by 20% by August 2017.

Evaluation: Create and distribute a before-and-after survey to current OLLI program participants that asks them about their awareness of OLLI programs and the levels ease/difficulty they’ve had registering in and participating in all programs.

Goal 2: Increase donor support for organizational goals

Objective I: Increase communication between the organization and its sponsors by 20% by August 2017.

Evaluation: Create and distribute a before-and-after survey to current OLLI donors that asks them to rate their current satisfaction with their communication with OLLI.

Objective II: Increase number of new donors by 25% by August 2017.

Evaluation: Monitor the number of additional new donors throughout the course of the campaign, with a final measurement to be conducted at the conclusion of the campaign.

Objective III: Increase current donor gifts by 50% by May 2017.

Evaluation: Measure number of donor gifts before implementation of campaign, and measure again after campaign is complete. Compare.

Goal 3: Encourage greater participation from marginalized adults within the Athens area

Objective 1: Increase racial diversity rate within the organization's participants from 3.4% to 15% by May 2017

Evaluation: Measure the racial diversity of current OLLI participants before the campaign is implemented. Measure again after the campaign, and compare.

Objective 2: Increase awareness of scholarship positions created through donor funding in lower socioeconomic neighborhoods by 20% by May 2017.

Evaluation: Conduct a before-and-after survey, measuring awareness of scholarship spots in lower socioeconomic neighborhoods. Distribute the survey before the campaign and after the campaign, and compare results.

Objective 3: Increase managerial awareness of the possible diversification benefits of expanding class times/offerings by 100% by August 2017.

Evaluation: Conduct a before-and-after survey measuring people in managerial positions' awareness of the possible diversification benefits. Compare.

BUDGET

Description	Unit Price (\$)	Quantity	Total Price (\$)	Notes
Friday Feature	-	-	\$0	Task delegated to Social Media Coordinator Amy Munnell as part of her job description
Video content (production costs)	-	-	\$0	Task delegated to Social Media Coordinator Amy Munnell as part of her job description
Online blog establishment	free platform (ex: wordpress)	1	\$0	
Strategic Ad buy in local newspaper	\$99/30 days	Every 4 months	\$270	
Instructional video creation (equipment/overtime)	\$90 (\$75 camera, \$15 tripod)	1 of each	\$90	They can do it themselves on a computer program.
Printed version of video instructions	\$0.10/page	300	\$30.00	
Envelopes for video instructions	\$15.99/box of 500	1	\$15.99	
Stamps for video instructions	\$9.40/booklet of 20 stamps	15	\$141	
Online newsroom creation	\$49.00/month on PressKing	8 months	\$392	
Infographic "how to" follow OLLI	-	200 pages (50 x 4/page)	\$40	
Strategic Ad buy	\$50 lifetime budget	3 (every 4 months)	\$150	
Community event presence-Overtime	\$10/event	2 people x 2 events/month x every 2 months	\$240	
Printed, colored, quarter-page handbills (churches & libraries)	\$0.45/page	270 handbills (45 @ each location: 4 churches, 1 library, 1 community center)	\$30.40	

"Giving benefit" Postcard mailers	-	76 (38 x 2/page)	\$60.00	
"Giving benefit" Postcard stamps	-	\$100	\$47.00	
Tier 1 donor gift	\$0.00	200 donors	\$0.00	Name/Organization is publicized at the Holly Jolly Gala and on the OLLI@UGA website
Tier 2 donor gift	\$5-10	105 donors	in kind donation	UGA sporting events tickets (2 per donor)
Tier 3 donor gift-Gala Event		52 donors (and guests)	\$6,910	Invitation to the Holly Jolly donor gala (see gala budget chart)
Focus group costs: food (16 adults)	\$14.50	2 large pizzas	\$29.00	
Focus group room	Reserved-MLC	1 room	\$0	
*Scholarship Program	\$150.00	10 scholarships	\$1,500	This is how much we are suggesting the company gives per scholarship with the \$1,500 leftover with the campaign
Total:			\$9,945	

Holly Jolly OLLI Donor Gala Budget

Total Budget: \$6,908.90

Equipment/Facility Services

Item	Quantity	Unit Price	Total Price
Tate Grand Hall (ABCDE)			
Facility Charge - 8 hr max	8	\$60.00	\$480.00
Plating Kitchen			
Facility Charge	1	\$25.00	\$25.00
Services			
FMD Clean up charge (x hours @ \$20.00/hr)	2	\$20.00	\$40.00
Tate Center Furniture			
Stage Units (6' x 8')	2	\$10.00	\$20.00
Pipe and Drape (8' section)	6	\$7.50	\$45.00
Highboy Table (includes linen)	10	\$15.00	\$150.00
60" Round table (includes linen)	15	\$7.00	\$105.00
Chairs	104	\$0.60	\$62.40
6ft. Rectangular table (includes table cloth)	25	\$7.00	\$175.00
Table skirts	25	\$3.00	\$75.00
Coat Racks	2	\$5.00	\$10.00
Easels	6	\$3.00	\$18.00
Audio-Visual and Technical Equipment			
Up Lighting - 8 pack	1	\$180.00	\$180.00
Lighting Package - 2 Gobos	1	\$150.00	\$150.00
Concert Lighting	1	\$50.00	\$50.00
Projection System (LCD/DVD)	2	\$10.00	\$20.00
Floor Lecturn - Lucite	1	\$100.00	\$100.00
Microphone	2	\$10.00	\$20.00
Personel			
Technician (4 p.m. to 10p p.m. @ \$9.00/hr)	1	\$54	\$54

Subtotal: \$1,779.40

Food/Beverage			
Item	Quantity	Unit Price	Total Price
Buffet (salad, bread, entrée, desert, coffee and tea per person including tax and gratuity)	100	\$31.25	\$3,125.00
Passed orderes	100	\$9.50	\$950.00
Cash Bar	-	-	-

Subtotal: \$4,075.00

Promotion			
Item	Quantity	Unit Price	Total Price
Invitations (coupled)	100	\$2.50	\$250.00
Directional Signage	5	\$11.50	\$57.50

Subtotal: \$307.50

Décor			
Item	Quantity	Unit Price	Total Price
Votives	20	\$2.50	\$50.00
Floral Pieces	14	\$15.00	\$210.00
Lights	4	\$6.00	\$24.00
Candy Canes (18-pack)	5	\$12.60	\$63.00

Subtotal: \$347.00

Silent Auction			
Item	Quantity	Unit Price	Total Price
Auction Items	40 donated	-	-

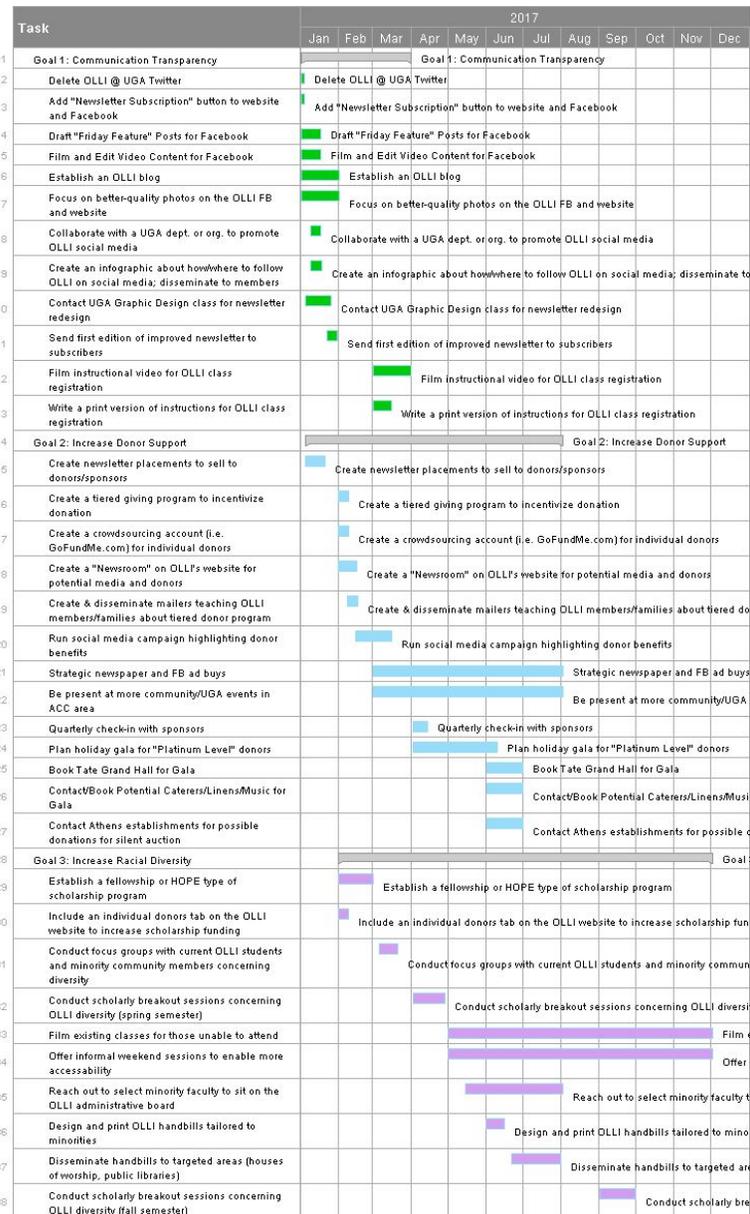
Subtotal: \$0.00

Entertainment			
Item	Quantity	Unit Price	Total Price
Hodgeson Singers	1 donated	-	-
Pianist (x hrs @ \$100/hr)	4	\$100.00	\$400.00

Subtotal: \$400.00

GAANT CHART

See fold-out GAANT Chart on next page.



REFERENCES

OLLI at the University of Georgia Research Appendix (pp. 150-226, Rep.). (2016). Athens, GA: Osher Lifelong Learning Institute.

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