NATIONAL RESOURCE CENTER FOR OSHER INSTITUTES 2026-2029 STRATEGIC PLAN

Introduction

The National Resource Center for Osher Institutes (Osher NRC) enters this next chapter with deep respect for the enduring vision of The Bernard Osher Foundation and a strong commitment to advancing that legacy for years to come. This strategic plan honors the foundational elements that have made the Osher Network successful, while positioning the Osher NRC to respond thoughtfully to emerging opportunities and challenges.

Strategic Goals

Goal 1: Articulate and strengthen the OLLI Value Proposition

A clear, compelling value proposition is essential to ensure that OLLIs are understood, supported, and sustained within their institutions and communities. The key audiences for these messages include university leaders; current and prospective members; volunteers; and donors.

Goal 2: Invest in All OLLI Staff

OLLI staff members at all levels are central to the success and sustainability of the Osher Network. The Osher NRC will invest in tools, systems, and professional development opportunities that strengthen staff capacity, confidence, and skills.

Goal 3: Reimagine OLLI Volunteerism

Volunteerism is a defining feature of the Osher model and a core expression of member engagement and leadership. The Osher NRC will lead a Network-wide effort to both reaffirm the importance of volunteerism and reimagine its future.

Goal 4: Conduct and Share Research to Inform OLLIs' Future

To ensure that OLLIs remain responsive and forward-looking, the Osher NRC will invest in research which will deepen the understanding of current and future member profiles, volunteer norms, and evolving program models.

Goal 5: Evolve Osher Online ™

Osher Online ™ plays a critical role in expanding lifelong learning access and supports the sustainability of OLLI programs. The Osher NRC will take a strategic approach to evolving and growing this program.

This Osher NRC Strategic Plan represents a shared commitment to the future of the Osher Network. Through these strategic goals the Osher NRC will remain well positioned to support OLLIs in navigating change, embracing opportunity, and thriving in the years ahead.