

THE 5CLIR 20/21 PLAN

by Nancy Denig

"We're lost, but we're making good time."

-Yogi Berra

Our LIR leadership team has, indeed, been making good time by addressing the myriad of details and issues that have cropped up in Covid's wake. And we still have a long way to go on that front.

We'd be suckered into Yogi's predicament, though, if we didn't also have a roadmap. Now we have one. The LIR 20/21 Plan lays out the directions we'd like to take in the coming year. Many of you have contributed to it by letting us know about the goals, objectives, priorities and possibilities you'd like to see materialize as we move forward – even beyond our current Era of Zoom.

The idea for developing such a plan in the first place came from a desire for greater racial diversity among our membership. That desire has been expanded upon, and remains a high priority goal, as you will see. We've placed tending to our members' experience first, though, because recruiting new members won't succeed without current members' broad and deep satisfaction with what we are about. I see the two basic goals as two sides of a coin: enhancing members' experience while growing LIR's membership. Working toward both is essential for a robust and sustainable future for Five College Learning in Retirement.

See our roadmap for yourself here. Council endorsed it at our September meeting, but that doesn't mean it's cast in stone. It's not complete, either, without identifying nitty-gritty tactical details as we strive to implement the Plan. Your feedback is most welcome; it's the way, in fact, to keep it as a living document worthy of following.

THE LIR 20/21 PLAN

A. ENHANCE MEMBERS' EXPERIENCE

1. Promote social engagement among members
 - a. More/more frequent on-going programs
 - b. Re-imagined Member Events
 - c. Possibilities
 - 1) List Serve access
 - 2) Social interest groups
 - 3) Stand-alone ("a la carte") get-togethers
2. Promote learning engagement
 - a. Develop alternative seminar models
 - 1) Re. participant roles, number of participants
 - 2) Re. length, frequency, scheduling
 - b. Improve media usage
 - 1) Update website, manuals *et al*
 - 2) Newsletter additional features, frequency
 - c. Possibilities
 - 1) Publications (*eg.* Writing to Remember stories, "Best of Encores" *et al*)
 - 2) Interactive educational media
3. Promote community engagement
 - a. Reinstate Legislators Forum
 - b. Possibilities
 - 1) Volunteer non-profit opportunity postings in newsletter
 - 2) "Village" child-raising programs (*eg.* homework helping, story-reading)

B. GROW LIR'S MEMBERSHIP

1. Promote racial diversity
 - a. Networking and recruiting
 - d. Race-related learning
2. Extend demographic profile:
 - a. 50 plus year-old recent retirees (via targeted recruiting)
 - b. Socio-economic and educational diversity (ditto, with PC awareness)
3. Expand LIR's geographic profile (*ie* using "the Zoom advantage")
 - a. Neighboring communities (*ie* beyond Amherst, Noho)
 - b. Re-located past members