

North Carolina Center for Creative Retirement Vision, Mission, Goals, Objectives & Values 2007-2008

Vision

VISION provides an image of our desired future

A vision is a picture of the future you seek to create, described in the present tense, as if it were happening now. A statement of "our vision" shows where we want to go and what we will be like when we get there.

Because of its tangible and immediate quality, a vision gives shape and direction to the organization's future. And it helps people set goals to take the organization closer.

Brand Vision

Creating Opportunities for Thriving in Life's Second Half.

2012 Vision

- (1) The Reuter Center will be the locus of activity for a community of mature members serving as the home for a balanced and progressive set of high-quality educational, social, and volunteer programs. Members will work with staff to guide the Center and offer programs.
- (2) Lifelong learning, leadership, and service will remain pivotal NCCCR activities. Curriculum will be needs-based with a broad array of programming formats and scheduling options.
- (3) A large and active membership will reflect the racial, ethnic, and socioeconomic diversity of the area population.
- (4) The NCCCR will be integral to UNCA's vision of an intergenerational campus, with a variety of innovative programs and activities for students of all ages and use of the Reuter Center by UNCA faculty, staff, and students.
- (5) NCCCR volunteers will initiate and support community and campus outreach projects.
- (6) The NCCCR will continue to offer creative pre-retirement and retirement transition programming for both local and national audiences.

(7) NCCCR public relations, national and local marketing, and internal communications will reach a broad audience of current and prospective members.

(8) The NCCCR will develop financial sustainability that allows for adequate staffing and funding of appropriate programs, research, and new initiatives.

(9) The NCCCR will continue to play a state, national, and international leadership role promoting innovation in educational programs for mature adults.

Mission

MISSION describes what the organization is here to do

A mission (or purpose) represents the fundamental reason for the organization's existence. What are we here to do together?

NCCCR was established in 1988 as an integral part of UNC Asheville with the threefold purpose of providing today's accomplished adult with opportunities for lifelong learning, leadership and community service, each combined with the fellowship of peers sharing a common quest for continued growth and service to others.

Goals

GOALS express what we would like to have happen

Goals are general and timeless. They are stated in terms of fundamental elements that support achievement of the vision

Goal 1: Operate the Center within the framework of a strategic plan.

Goal 2: Be proactive in establishing and maintaining an appropriately diverse membership; Encourage members to seek engagement with the Center's programs and activities.

Goal 3: Improve the Center's operating processes to ensure greater effectiveness and efficiency.

Objectives

OBJECTIVES set out milestones we expect to reach before too long

Objectives represent what people commit themselves to do in support of achieving a goal, often within a few months. They should be specific and measurable, and have a set time frame for accomplishment.

-

- **Objective 1.1 – Strategic planning:** Create and document a base strategic plan, to be adopted by the CSC (June 30, 2008). Primary: Planning
- **Objective 1.2 – Institute for the Future of Retirement:** Define the purposes and related requirements of an Institute for the Future of Retirement (IFR), to carry out research related to thriving in life's second half (December 31, 2007). Primary: Executive Director and Life Transitions
- **Objective 1.3 – Certification programs:** Study the potential for establishing certification program(s) and CEUs, including benefits, competing programs, market potential, and accreditation issues; report the results to the CSC (March 31, 2008). Primary: Executive Director, Barry Mundt (Vice-Chair), and a consultant

- **Objective 2.1 – Membership diversity:** Define and analyze the Center's current level of membership diversity; involve the UNCA Chancellor in setting diversity goals for the NCCCR and identifying tangible means that will provide opportunities to achieve the goals (April 30, 2008). Primary: Executive Director's Diversity Task Group
- **Objective 2.2 – Membership involvement:** Define and list the various ways that members can participate in the Center's programs and activities; develop and recommend to the CSC specific actions to increase the level of involvement for each type of member participation, especially underutilized areas (January 31, 2008). Primary: Membership

- **Objective 2.3 – Leadership development:** Define the desired characteristics of the Center's voluntary leaders, in the context of NCCCR's Operating Procedures Guidelines; recommend to the CSC a proactive Center leadership development program that will result in a cadre of members willing to take on leadership roles who exhibit the desired leadership characteristics (April 30, 2008). Primary: Nominating

-
- **Objective 2.4 – Membership awareness:** Define and put in place programs and activities that will improve the members’ understanding of how the Center works (March 31, 2008). Primary: CSC
- **Objective 3.1 – Facilities/equipment refresh plan:** Prepare a Center-wide facilities/equipment inventory and financially balanced, multi-year “refresh” plan; recommend to the CSC procedures for maintaining the inventory and updating the refresh plan on a regular basis (April 30, 2008). Primary: Facilities
- **Objective 3.2 – Process Improvements via Technology enhancements:** Identify ways in which technology can enhance/improve Center operations and teaching methods, with priority given to the following areas: volunteer database, registration, membership database, teaching, and website; recommend to the CSC a financially balanced, multi-year improvement program (February 29, 2008). Primary: Bob Davis (Chair) and Task Team

Values

VALUES express how we expect to travel to where we want to go

Values describe how we intend to operate, on a day-by-day basis, as we pursue our vision. They become like a figurehead on a ship: a guiding symbol of the behavior that will help people move toward the vision.

A set of governing values might include: how we want to behave with each other; how we expect to regard our customers, community, and vendors; and the lines that we will

and will not cross. Values are best expressed in terms of behavior: If we act as we should, what would an observer see us doing? How would we be thinking?