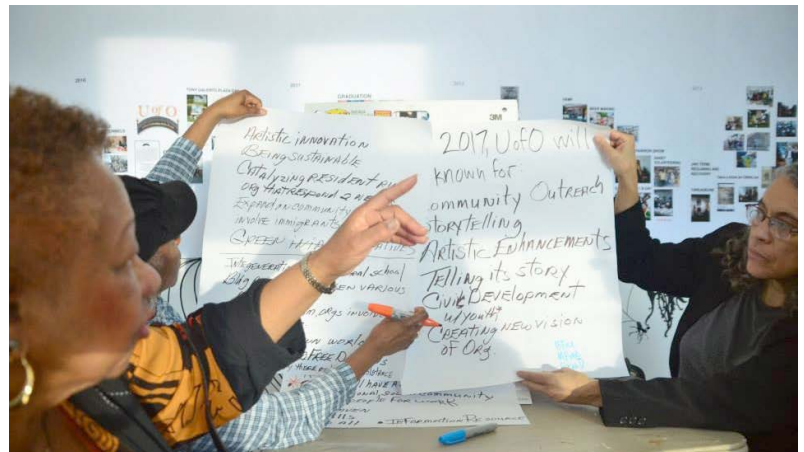


University of orange

Strategic Planning 2015

The University of Orange was founded in 2008. After five years of offering free courses in many subjects, planning urbanism education programs and discovering the many treasures and lessons of our city, we launched a strategic planning process. Our planning was led by Julia Erickson, who has a wealth of experience in organizational development. We formed a planning committee composed of University of Orange staff and board members, members of our volunteer faculty and other interested community members. We researched our organizational history, and design ecologist Josh Barndt made a timeline showing photos of our events and projects. We analyzed our current situation and hosted a visioning session with over 30 stakeholders. The resulting strategic plan sets our direction as a premiere educational institution for the 21st century, based in the practice that the city is the university.



MISSION STATEMENT

The **University of Orange** is a free people's university that builds collective capacity for people to create more equitable cities. We solve the problems of our world by learning to see the richness of our cities, becoming lifelong learners, participating in civic life, and having fun with our neighbors.

VISION STATEMENT

By 2017, the University of Orange is known as a fun, free university that facilitates Orange residents and their neighbors teaching and learning from each other. We promote involvement in and influence on city governance through our graduation requirements and course offerings. We communicate our brand of urbanism, based on neighborhood stability, equity, collective well-being and joy. We regularly convene celebratory and educational events, such as placemaking, neighborhood tours, and urbanism summits. We involve Orange's youth intrinsically in our programs.

UofO's many and varied courses are offered and advertised quarterly, the majority held in-person and some via the web. Some classes are given by our partner organizations. Classes are available to people of all ages, physical ability and educational background. People clamor to teach courses using their expertise to enrich others; 50 people teach classes at least once a year. We graduate 200 students a year, with our BFree, MFree and FreeD degrees.

UofO is known for recording and publishing the history of Orange and celebrating its residents. We are visible in and to Orange, with street-level storefronts, face-to-face classes and events, participation in Orange activities, and a strong internet presence. We have a small paid staff and a dedicated corps of volunteers. Our Board is active and representative of all of UofO's stakeholders. University of Orange operates primarily with gifts, grants and goodwill, and provides opportunities for graduates to financially support its operations. We raise money and have fun doing it.

All involved are proud to be associated with UofO and talk about it wherever we go. We who live in and near this community intend to improve its social, political, physical and cultural assets. The University of Orange is a fun and joyful means toward these serious goals.

STRATEGIES

1. Develop an educational platform, including courses, teachers, partnerships, & catalog.
2. Communicate our brand of urbanism.
3. Record and share the history of Orange.
4. Develop funds and other resources to support programs, courses, staff & infrastructure.
5. Build infrastructure to support programs, courses and other activities, including staff, volunteers, storefronts, web presence, visibility.
6. Celebrate all our accomplishments, however small!

PUTTING THE PLAN INTO ACTION (*click links to learn more...*)

Develop an educational platform, including courses, teachers, partnerships, & catalog:

In 2014 our academic team developed a course catalogue for the 2014 fall term, a 2015 Jan Term program with courses and field trips and developed a model for teacher training.

Communicate our brand of urbanism:

The UofO partnered to host the inaugural Youth Urbanism Summit at Columbia University. The October 2014 Summit featured projects from across the country and leaders from our very own Orange, NJ. Mindy Fullilove, our cofounder and board president, is on a speaking tour that has taken her to 14 cities so far.

Record and share the history of Orange:

We are continuing to collect stories and share people's stories about Orange and develop our interactive, geocoded living archive through our Hidden Treasures Project.

Develop funds and other resources to support programs, courses, staff & infrastructure:

In 2014 UofO developed a fundraising committee, completed a crowd sourced online fundraiser, submitted several grant proposals and are developing a dynamic plan for long-term sustainability.

Build infrastructure to support programs, courses and other activities, including staff, volunteers, storefronts, web presence, visibility:

This year we expanded our administrative leadership to include an academic dean and an assistant academic dean, we are redesigning our website and working with our volunteer faculty to provide teacher training.

Celebrate all our accomplishments, however small:

On September 27th the UofO community got together to celebrate our accomplishments with a pirate party!

Graduation Requirements:

TAKE 2
UoFO COURSES

VOLUNTEER

*attend a
city meeting*

VOTE

have FUN
With YOUR
neighbors!!!

See you at
graduation
June 20th



having fun with our neighbors at the indiegogo pirate party
& UoFO Graduation



FOR MORE INFORMATION, DATES, LOCATIONS, AND UPCOMING EVENTS
check our website www.universityoforange.org

contact us

universityoforange@gmail.com

University of Orange is a registered non-profit
headquartered at:
15 South Essex Avenue, Rear . Orange, NJ 07050

Our classes are held in community spaces around the
city and at Ironworks . 406 Tompkins Street