The OLLI Advisory Council is composed of the chairs of the OLLI committees and other appointed member representatives who meet to focus on OLLI's "big picture." It is not a governing body, but it plays an important advisory and informational role. It meets five times a year. Council members share information and discuss key issues such as fee changes, program changes, membership recruitment, program goals, and marketing strategies. The council provides the OLLI staff with feedback and the member perspective on matters of concern to the program. New ideas emerge from the discussions, which allow OLLI to evolve to meet member needs. All Council members are appointed, based on their active participation in OLLI.