

OLLI Membership Focus Group – October 18, 2019

24 members participated in the Membership Focus Group. The seven questions were identical to the Leadership and Facilitator Focus Group questions. After the input from all membership questions was obtained, each participant voted for 1 priority from each of the first six questions. Those votes were compiled and an electronic survey was distributed to all participants the following week to ascertain each participant's top 3 overall priorities. 18 members completed the JotForm survey in which they were allowed to vote for the same category multiple times if they wished yielding a total number of 54 votes. The participants were also asked to evaluate the entire process.

MEMBERSHIP PRIORITIES

1. Expand offerings – scope & diversity (13/54 votes = 24%)
2. Class content and enhancements (8/54 votes = 15%)
3. A 2-way tie for 3rd place (5/54 votes = 9% each)
 - a) Content delivery & facilitators
 - b) Technology
4. A 3-way tie for 4th place (4/54 votes = 7% each)
 - a) Capacity issues
 - b) Community awareness and marketing
 - c) Social activities
 - d) Human factors
5. Facilities and access (3/54 votes = 6%)
6. A 2-way tie for 6th place (2/54 votes = 4% each)
 - a) Improved registration process
 - b) Transportation
7. Equity and opportunity (1/54 votes = 2%)

MEMBERSHIP COMMENTS

All of the input obtained from the membership is documented below. Responders were grouped by their number of membership years. Group 1 had up to 5 years of membership, while **Group 2 had 6 or more years** of OLLI membership. Responses from each question were categorized (outliers were themselves a category). Responses from Group 1 (those with up to 5 years of membership) are listed on the left-hand side, while responses from **Group 2** (those with 6 or more years of membership) are listed on the right-hand side for easy comparisons.

Question 1. What drew you to OLLI?

- Incentives
- Positive review, word of mouth
- \$10 Try Me membership
- Love the value
- Opportunity to teach
- Educational opportunities
- Special Interest Groups
- Munch and Learns

Socialization

- Meeting people (our age)

Marketing

- Catalog

Question 1. What drew you to OLLI?

- Friend high recommendation
- A place to meet people

No Stress

- No tests, No homework
- No grading
- Optional reading etc.

Concrete Skills

- Interest in specific topics
- Addressing skills (phones, computers)
- Particular topic (social media)

Lifelong Learning

- Classes outside comfort zone
- Subjects missed in college
- Diversity learning
- Love learning – No test

Personal Growth

- Intellectual “hike”
- Keep mind sharp
- Substantive classes
- Wants to keep current
- OLLI makes me more interesting
- Adventure/discovery both people & learning ideas
- Wanted opportunity to do research
- Wanted to facilitate

Question 2. What keeps you here?

Perks

- Opportunity to participate
- Variety of classes
- Paper catalog
- Easy access parking
- Convenience of class offerings, time/locations
- Ryder Diner
- Staff
- See question #1
- Social activities & community

Human Factor

- Variety of backgrounds
- New friends
- Welcoming inclusive environment
- Respectability & modesty
- Excellent facilitators
- Intelligence level of participants

Question 2. What keeps you here?

- Chance to facilitate & share
- DVD Library

Healthy

- Meeting people
- Physically & emotionally healthy
- OLLI “high”
- Learning is addictive
- Feeling connected to something larger
- Friendliness of staff & participants

Diversity of Offerings

- Facilitator’s management of class
- Continues to pique interest
- Learning from class participation
- Variety
- Continuing classes
- Concern will miss something
- Essential current information

Campus

- The campus environment
- Exposure to youth
- Good for youth to see OLLI members

Question 3A. What would enhance or increase the value of your OLLI experience?

Equity and Opportunity

- Better way to deal with oversubscribed field trips and classes
- Greater variety

Facilities

- Open campus in Prescott Valley
- Larger classroom to help with over flow

Registration

- Timing & publicize enrollment
- Easier registration
- Facilitator profile
- Calendar to organize class choices
- Don't give online registrations a jump on catalog

Question 3B. What changes would you make?

Notifications

- Notification of schedule changes without computer access
- Text reminders of events

Marketing

- Business cards
- More free classes to non-members
- Incentive for referrals
- Discount for multi-year registration

Technology

- Better technology equipment & training for facilitators
- Microphones for facilitators
- Onsite technology assistant
- More computer technology training in OLLI

Stand-alone Comment

- More input on class offerings & variety

Questions 3A and 3B combined. What would enhance or increase the value of your OLLI experience? What changes would you make?

- Socialization at lunch
- "Full" classes with low attendance

Classroom Media Issues

- Simplify technology in classroom
- Better prior planning (media)
- Smooth technical delivery (flow)

_Class_Content

- Less reliance on canned video
- Guest speakers
- More discussion
- Take advantage of class experience & knowledge
- Better class descriptions

Access

- Transportation (local)
- Easier parking

Using Technology Better for Communication

- Improve Registration process (clunky)
- OLLI app – schedule & room changes
- Drop class online
- Communication via texting?
- Registration was predictable (Drawings)
- Ability to ask facilitators questions ahead of time

Question 4. Which is a higher priority for you – Educational or Social Activities?

- Educational higher priority – 8
- Social Activities higher priority – 1

Question 5A. What benefits would occur if OLLI membership grows?

Financial

- Prices go down
- Stipend for facilitators

Class Enhancements

- Greater variety of classes
- Bigger body of facilitators
- More Saturday or alternate times (nights)
- More men

Question 5B. What could be some drawbacks?

Facilities

- Lack of classroom space
- More difficult parking

Over Enrollment

- More over enrollment

Question 4. Which is a higher priority for you – Educational or Social Activities?

- Educational higher priority - 10
- Social Activities higher priority - 2
- Abstained - 1

Question 5A. What benefits would occur if OLLI membership grows?

- Get serious about transportation

Mission

- Serve Community

Broader Diversity

- More diversity
- Larger catalog
- Larger pool of facilitators
- New perspective & people
- More inclusive

Question 5B. What could be some drawbacks?

Capacity Issues

- Capacity – rooms, facilitators & staff
- More drawings
- Classrooms crowded
- Space limitation
- Consider limiting number of members

Question 6A. How do we attract more members?

Community Marketing

- OLLI booth at events
- Catalogs to dental/medical offices/hospitals/YMCA
- Advertise on all bulletin boards
- Access channel
- Catalogs to retired villages
- Catalogs in retail
- Rent a kiosk at mall & farmers markets
- Work with senior/adult centers
- OLLI day at the library
- Participate in Senior Connections
- Work with area realtors – Chamber of Commerce

YC Marketing

- Advertise on YC light board
- Partner with YC for marketing

\$10 Try Me Membership

- More Try Me memberships
- Holiday marketing of \$10 Try Me Memberships

Member Recruitment

- Word of mouth
- Bring a guest

Question 6B. How can we be more inclusive?

Transportation

- Offer transportation

Community Awareness

- Send guest speakers to different clubs/groups
- Advertise in religious bulletins
- Work with city/county governments
- Offer OLLI in other communities
- Publicize - Don't have to be old to go to OLLI
- More OLLI Special Interest Groups

Question 6A. How do we attract more members? 6B. How can we be more inclusive?

- Advertising
- Transportation
- One-on-one
- Broader times (evening/weekends)

Question 7. As a member, how would you describe OLLI in 5 years? What might it look like? What might be different?

Technology

- Attempt to forecast & keep up with technology

Housing

- OLLI co-housing
- Developers devote housing toward OLLI members

Relationship with YC

- More interaction between OLLI and YC students
- Build & offer YC dorms & apartments like students have
- Give financial support to YC
- Summer use of dorms to pull in people from outside area and for OLLI members
- 5 years stay at YC
- Credit students take classes with OLLI

Expand Scope & Offerings

- Offer more field trips
- Bigger and better catalog in 5 years
- Expand the scope of facilitators. (Embry Riddle)
- OLLI one book read – Mega Focus
- Exchange program with other OLLI facilitators
- Offer online classes
- More OLLI campuses
- Communicate more with other OLLIs
- More active classes

OLLI Community

- Woke – different cultural/new generation
- More diverse OLLI community
- Planned/targeted to make it more diverse – Ex: Spanish community
- Amending political differences comprise between political ideologies

Financial

- Members will be donating to OLLI so it's financially stable

Question 7. As a member, how would you describe OLLI in 5 years? What might it look like? What might be different?

- Open archive of all class materials
- Pay professors
- Have OLLI smartphone app
- Car sharing
- Parking lot
- Prescott Valley
- Do we want to grow?
- Do we want more diversity? Why?
- Outside speakers for a fee
- Sponsor political debates
- Need more feedback from students

Content Delivery

- Online classes
- Live streaming from other sources (Smithsonian)
- More physical activity classes

Intergenerational

- More integration with High School
- Intergenerational
- Community wide intergeneration cultural events (informal)

Integration with Community

- Draw on local associations/resources (art, entertainment, technical)
- More integration with YC, PC & Embry Riddle, NAU
- More integration with community

Wider Locations & Times

- Additional campuses
- Offering nights & weekends
- Have classes in other facilities
- Offer classes at local libraries

MEMBERSHIP FEEDBACK

18 evaluation forms were completed at the end of the session with the following comments.

Is there anything we failed to address?

- Avoid political viewpoints by facilitators causing division with classes!
- No (5 responses)
- No!
- No, excellent and comprehensive questions
- No, Questions were great
- No, very comprehensive
- Getting the best facilitators!
- Politics
- Integration of OLLI with community activities
- Between the two groups, so much came to the forefront
- Well organized, interesting to hear opinions of others
- I would love/liked etc. opportunity to say what kind of classes I would like offered
- Civil discourse is so important
- Can't think of anything

Did you feel that your voice mattered?

- Yes (12 responses)
- Yes – absolutely
- Yes, good job
- Yes! Afterwards Becky G. thanked me for my input! Felt Good!
- Yes, OLLI is very inclusive
- Facilitators of the session did well to be sure all voices heard

Are there any issues that need to be clarified?

- Selection of subject matter by survey of OLLI members
- List “perks” (See question #2 responses)
- No (6 responses)
- Not from me
- I think we ought to limit the number of OLLI members unless you have an unlimited amount of class rooms!
- Technology (2 responses)
- Relationship of OLLI with YC
- Process – more info on what happens next
- Notification of community or members?
- Paper catalog must be a keeper!
- Facilitating OLLI classes may take more understanding about how to facilitate adult learning. How to get each participant’s knowledge.

How can we improve the process?

- Not sure. Better registration process online
- Ask how many people do 6 week classes & how many do workshop/Munch & Learn
- More cookies!
- No. well done
- Continue the same Thanks!
- It’s great to see OLLI open to change and desire growth in many areas. Very creative meeting, exciting.
- Done very well. Full participation
- Advance circulation of questions to prepare better. A flyer mailed out, to prepare participants
- Perhaps a focus group once a year

How can we improve the process? (Continued)

- The process was done correctly! Facilitators kept folks on point. Thank you for doing this.
- It's good – do more of it
- Wonderful hard working people
- Next student forum: Enlist a new set of enrollees for fresh ideas!
- Again – well done!
- More time
- There was one group member who was very negative a real “Downer”
- Add additional program evaluation methods
- Seemed good – a bit confusing at the final part

MEMBERS WHO ATTENDED

Those with up to five years membership:

Fred Beck
Judie Beck
DeeDee Freeman
Dava Hoffman
Barbara Leonard
Joann Mitchell
JoAnn Moon
Suzann Parisi
Sue Rogers
Lois Stringham
Phil Grove

Those with six or more years of membership:

Don Severe
Janis Wright
Alicia Dougherty
Jerlynn Gjede
Tim Matthews
Bob Parsons
Ed Gaucher
Susan Gerhart
Lucy Hanson
Alice Long
Andy Reti
Marge Rubin
June Ruth