

2018 OSHER MEMBERSHIP SURVEY OVERVIEW

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Purpose of Survey

- A commitment made in our 2014 Strategic Plan to survey our membership every two years:
 - To update information about membership characteristics
 - To provide new information about member interests and preferences
 - To get a sense from our members on how they think that we're doing
 - To help inform planning and decision-making by Osher office on things such as online registration

Methodolgy

- Total of 36 questions, a increase of 11 from the 47 in 2016
- Questions fall into three categories: membership demographics, other membership characteristics and membership satisfaction/preferences.
- 316 responses were received—28% larger than the 247 responses of 2016
- 2018 survey response rate was 31% In the same range as 2016 (32%) and 2014 (30%).

Methodology (con't)

- Three messages about the survey were sent to Osher members. Our thanks to Phil Melita of SPCS for his help in translating our questionnaire into a Survey Monkey-compatible instrument.
- The survey was closed on November 1
- Analysis focused on responses to the new Q's as well as reviewing 2018 responses in light of 2016 and 2014 data.

Membership Demographics

- Demographic characteristics of members are largely, but not entirely, the same as in 2016.
 - Relative age cohort structure showed significant change: 65-69 age group declined by 9% while the 70-74 age group increased by 11%
 - Membership remains overwhelmingly Caucasian (93%)
 - Respondents were about 60% female (down from 2016) and 35% male (up slightly from 2016)
 - About 62% of respondents are married, 25% single/divorced/separated, and 7% widowed
 - Respondents are highly educated: nearly 60% have Advanced degrees, 33% have bachelor's degrees and about 7% have other education/training beyond High School

Membership Demographics (con't)

- About 17% are UR alums, most (82%) are not
- Over 80% of members have been residents of the Richmond Metro area for more than 5 years
- Biggest change in technology use: members' use of smart phones is up from 60% in 2014 to 77% in 2016 to 90% in 2018
- The percent of respondents who are fully retired increased from 68% in 2016 to 76% in 2018 and those who are working (both full and part-time) declined from 27% to 21% over the same period

Other Membership Characteristics

- Significant change in less-than-one-year members, down from 28% in 2016 to 16% in 2018. However, those who were members for more than 5 years increased by 5%
- Respondents were evenly split between Silver and Gold memberships (47 and 46%, respectively). And 7% were UR members
- In 2018, 91% of respondents in 2018 intend to renew; 9% not sure; up from 85% and down from 12% in 2016
- Variety/quality of class offerings and instructors largest identified factors in renewal decision
- 64% of respondents attended one or more UR events in the past year, up from 60% in 2016

Member Satisfaction/Preferences

- Member satisfaction with their Osher experience is up from 2016: those who were very satisfied increased from 70 to 73%, somewhat satisfied down from 23 to 21%
- Most important factors in satisfaction: Osher courses, Osher staff and access to UR facilities/services
- Most important aspects of Osher classes were value for the money, quality of classrooms, value, and variety of class offerings---very similar to 2016 findings
- Most popular types of classes in 2018—History, Health and Wellness. Literature, Political Science and Art

Member Satisfaction/Preferences (con't)

- Satisfaction with Online Registration System (NEW): 40% very satisfied, 37% somewhat satisfied, 9% neutral, 6% somewhat dissatisfied and 3% very dissatisfied.
- Wide range of comments about ways to improve system: 15% were positive or had no issues; 31% didn't know how to improve it or had no opinion and 54% identified various problems/solutions
- Most common problem was system crashes/slowdowns during first hour(s) of registration, followed by process issues (not user-friendly, convoluted)

Member Satisfaction/Preferences (con't)

- Interest in having more UR faculty involved in teaching Osher classes was the same as 2016, 47%.
- On the amount and type of communications from Osher office, 82% of respondents were very satisfied and 12% somewhat satisfied. Very similar to findings in 2016

Member Satisfaction/Preferences (con't)

- Interest in online course offerings remained low: 33% Yes, 52% No.
- Support for Osher fund raising activities increased compared with 2016 with 48% supporting them, 14% not, and 26% preferring not to answer
- In the Open Forum, nearly 200 persons had no recommendations, but many of those offered compliments to the Osher staff, such as this one
 - **“The Osher program has added immeasurable value to my life. Thank you.”**

Some areas for attention

- Lack of diversity in our membership remains a concern
- Improving the online registration experience will resonate with our members
- A large number of members indicated willingness to volunteer in various activities. We need to figure out how to engage the increased numbers who are interested.
- Continue to enhance communication with our members---
January All-members meeting, for example.

Summary

- Based on our survey, we have a healthy Osher program at the University of Richmond that is meeting or exceeding member expectations
- Our membership has grown from 767 in 2016 to 1006 in 2018, a nearly 31% increase
- Class offerings over the same period have expanded significantly, both in number and variety
- Membership fees have remained level over that period
- Non-course activities such as travel and interest groups are strong and growing
- But, as a member-driven program, we need your support as volunteers to keep the program strong