

2016 OSHER MEMBERSHIP SURVEY OVERVIEW

George Pangburn

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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

Methodology

- Total of 47 questions, an increase of 14 from the 33 in 2014; developed by Executive Committee and Osher office.
- Questions fall into three categories: membership demographics, other membership characteristics and membership satisfaction/preferences.
- 247 responses---larger than the 221 responses of 2014
- 2016 survey response rate was 32% (247/ 770). Slightly higher than the 30% response rate in 2014

Methodology (con't)

- Two messages about the survey were sent to Osher members, one on October 4 and another one on October 24. Thanks to Phil Melita for his help in transferring the questions into Survey Monkey.
- Both resulted in spikes of responses in the next day or so after the message went out. (also reminders in classes and in emails from the Osher office)
- The survey was closed on November 1
- Analysis focused on responses to the new Q's as well as previous Q's where the data indicate a substantial change from 2014.

Membership Demographics

- Demographic characteristics of members are largely the same as in 2014.
 - Relative age cohort structure essentially unchanged: largest group is 65-69 and 75% of respondents are in age range of 60-74
 - Overwhelmingly white (92%)
 - Females are about 2/3 and males 1/3 of membership
 - About 60% of respondents are married, 25% single/divorced/separated, and 12% widowed
 - Highly educated: more than half have Advanced degrees, 38% have bachelor's degrees and about 8% have other education/training beyond High School
 - About 19% are UR alums, most (81%) are not

Membership Demographics (con't)

- About 68% are fully retired, while 27% are working full or part time
- Over 80% of members have been residents of the Richmond Metro area for more than 5 years (NEW)
- Biggest change in technology use: members' use of smart phones is up from 60% in 2014 to 77% in 2016

Other Membership Characteristics

- Significant increase in those who have been members for less than one year, up from 19% in 2014 to 28% in 2016
- Silver and gold memberships both dropped slightly as % of respondents, while UR memberships increased
- 85% of respondents intend to renew; 12% not sure (NEW)
- Interesting/quality courses largest identified factor in renewal decision (NEW)
- Substantially higher number of those taking 10 or more classes/year, up from 15% in 2014 to 26% in 2016.
- 60% of respondents attended one or more UR events in the past year, up from 54% in 2014

Member Satisfaction/Preferences

- Member satisfaction with their Osher experience is up from 2014: those who were very satisfied increased from 64 to 70%, somewhat satisfied up from 21 to 23%
- Most important factors in satisfaction: Osher courses, Osher staff and access to UR facilities/services
- Most important aspects of Osher classes were quality of classrooms, value, quality of instruction and course content---very similar to 2014 findings
- Most popular classes in 2016—History, Literature, Geography/Environment, Political Science and Religion---also very similar to 2014

Member Satisfaction/Preferences (con't)

- Members are very interested in day travel opportunities and also interested, but to a lesser degree, in longer trips (NEW)
- 83% of respondents would register online when a system is available (NEW)
- 81% of respondents exhibited satisfaction with their ability to get into classes that they wanted (NEW)
- Greatest interest in new classes appeared to be in areas of health and wellness, history, political science, geography and environment, and science. Other topics of interest were economics, business and finance, landscaping, and sociology/psychology.

Member Satisfaction/Preferences (con't)

- Interest in having more UR faculty involved in teaching Osher classes was down significantly from 66% in 2014 to 47% in 2016.
- On the amount and type of communications from Osher office, 81% of respondents were very satisfied and 13% somewhat satisfied (NEW)
- About 47% of respondents were interested in participating in classes about race, about 24% were not and 27% were not sure (NEW)
- Regarding topics to be discussed in such classes, nearly 30% had no recommendations. Among those who identified a topic, there was no clear trend for topics (NEW)

Member Satisfaction/Preferences (con't)

- Interest in online course offerings was 37% Yes, 58% No. Major “No” reason was lack of social interaction (NEW)
- Support for Osher fund raising activities was mixed, with 41% supporting them, 22% not, and 29% preferring not to answer (the largest no answer response of the survey) (NEW)
- Nearly 60% of respondents to the question about what we could do differently to enhance the membership experience, either didn't know of anything, weren't sure, or said that Osher is fine as is.

Member Satisfaction/Preferences (con't)

- Among those who had thoughts on the matter, most common was: 1) online registration or 2) provide a gathering place for Osher members to socialize while on campus
- 80% of respondents had no recommendations for what questions we are not asking. Many thought that the program is doing a great job; some opined that the survey was too long. Among those who identified some things we could ask, there was no common thread.

Some areas for attention

- Lack of diversity in our membership remains a concern
- Having an efficient and user friendly online registration experience will resonate with most of our members
- If we wish to pursue additional fund raising activities, outreach with our members will be necessary
- A large number of members indicated willingness to volunteer in various activities. We need to figure out how to engage those who are interested.
- Enhanced communication with our members---January 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 663 at the time of the 2014 Strategic Plan to 767 in 2016, a nearly 16% increase
- Class offerings over the same period have expanded from 119 in 2014 to 239 in 2016, a 100% increase
- 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



Osher Strategic Plan

- Osher Organization
- Background
- Our Plan

Osher Organization

- 120 Osher Life Long Learning Institutes across the country funded in part by the Bernard Osher Foundation
- National Resource Center (NRC) is center for excellence and dissemination of best practice models – not a governing body
- Each Osher institute is unique - no requirement for how to operate
- National conference held every 18 months to facilitate exchange of ideas and collaboration

Background for Our Strategic Plan

- George and Peggy attended National Conference in 2014 and heard other institutes talking about their strategic plans
- Dean Jim Narduzzi supported the plan and asked to have it by year end
- Task force created - George, Bill Bailey, Bill Bateman, Dave Frimpter, Jamie Lou Hawthorne
- Four-pronged approach:
 - Analyzed existing data on membership and budget
 - Conducted first membership survey
 - Synthesized results into strategic issues and themes
 - Held workshop with key Osher members to review results and enhance buy-in for plan
- Presented completed plan to Dean Narduzzi in December, 2014

UR Osher Strategic Plan

- Keep Our Core Membership Participating
- Attract and Keep New Members
- Continue to Build and Enhance Existing UR Relationships
- Increase Inclusion
- Expand Osher Outreach in the Greater Richmond Area