

# OLLI Leadership Focus Group Report – October 10, 2019

12 leaders participated in the Leadership Focus group. The first 7 questions were identical to the Membership and Facilitator Focus Group questions, while the last 3 questions were leader-specific. After input for all the leadership questions was obtained, the remaining 8 participants voted for 3 strategic plan priorities from the ideas presented. They could vote for the same category multiple times if they wished with their total number of 22 votes (2 of the available votes were not cast). The participants were also asked to evaluate the process. All of the input obtained from the leadership is documented below.

## LEADERSHIP PRIORITIES

1. Need branding – external communication (7/22 votes = 32%)
2. 2-way tie for 2<sup>nd</sup> place (4/22 votes = 18% each)
  - a. Improve classroom experience
  - b. Volunteer opportunities/connection
3. 2-way tie for 3<sup>rd</sup> place (2/22 votes = 9% each)
  - a. Improve technology use
  - b. Better use of data
4. 3-way tie for 4<sup>th</sup> place (1/22 votes = 5% each)
  - a. Increase social connections
  - b. Expand times/locations/topics
  - c. Address capacity concerns rooms, parking, oversubscription
5. Grow membership (0/22 votes = 0%)
6. Expand demographics (0/22 votes = 0%)

## LEADERSHIP COMMENTS

Below is the actual input obtained from the Leadership Focus Group questions. Questions 1-6 were grouped into categories, while question 7-10 data will be sent directly to the Strategic Planning Team. Staff combined similar categories for priority voting purposes.

### 1a. What drew you to OLLI?

- Opportunity to meet others – Lifelong Learning
- New to area
- Lost spouse needed socialization
- Personal invite
- Word of mouth from OLLI members
- Mac Club community partnership
- Computer society, community partner
- Wanted to Learn

### 1b. What prompted you to assume a leadership role?

#### Personal touch

- Asked to be leader
- Arm twisted
- Flattered into it
- Didn't know about Governing Council when arm was twisted
- Why Not

#### Gratification/Purpose

- Expand opportunities for social
- Opportunity to contribute
- Be useful
- Brought skill set – fun to utilize for OLLI
- Make a difference

## 2. What keeps you here?

### Being part of a learning community

- Feeling included
- Opportunity to facilitate
- Learn more by facilitating
- Meeting new & interesting people
- Classroom junkie
- Gets to be a habit
- They keep asking (felt needed)
- Challenge of achieving goals
- Facilitating versus teaching
- Range of classes
- Members appreciated efforts
- Peer to peer
- Enjoy the spotlight

## 3a. What would enhance or increase the value of your OLLI Experience?

### Enhance auditory accessibility

- Better use of microphones
- Improve hearing environment
- Better sound technology
- Making sure dialog is heard
- Facilitator repeating questions

## 3b. What changes would you make?

### Physical access

- Revival of rideshare
- Receive classes at home
- Geographic access (classes from home)
- Classroom access
- Handicapped & regular parking access

### Enhance classroom experience

- More challenging classes
- Supplement media with discussion

### Expand technology

- PowerPoint template for facilitators to use
- Better/Awareness smoother use of technology

### Expand Offerings

- Expand social activities
- Expand/Broader times for offerings (Saturday, evenings)

### Wider range of demographics

## 4. Which is higher priority for you – educational or social activities?

- Social (2)
- Educational (10)

## 5a. What benefits would occur if OLLI membership grows?

### Growth

- Expanded opportunities
- Diversity
- Expanded demographics
- New members = New facilitators
- Replacement due to turnover
- Growth = larger pool for leadership roles
- Financial stability

## 5b. Drawbacks to growth?

### Capacity Challenges

- Need more facilitators
- More strain on staff & trainers

- Traffic/parking classroom availability
- Class size increase
- Oversubscriptions Increase

**Know fewer people well**

**6a. How to we attract more members**

**Recruiting**

- 1 on 1
- Incentivize recruiting new members
- Enlist current members to share OLLI experience

**Publicity**

- Communicate “OLLI” & “Osher” meaning
- Get OLLI articles in neighborhood group/newsletters etc.
- Taste of OLLI
- Expand events open to public
- Flyers to real estate agents target new arrivals

**Branding Improvement**

- Increase presentations to groups

**Data Driven decision making**

- Collect & use data re: why people join (See Question #1a)
- Figure out what we do really well & replicate (See Question #2)

**6b. How can we be more inclusive?**

**External Communication**

- Publicity – include visual representation of diversity
- Newsletter that includes personal news about members

**Internal Communication**

- Solicit new members at workshops
- Communication with people without computer access

**Scheduling Flexibility**

- Offer classes times, when, working people can come
- Offer more workshops/different times

**Social Connections**

- Continue social activities
- Foster classroom interactions

**7. As a member, how would you describe OLLI in 5 years ... What might it look like...**

**What might be different?**

- Bring in external experts
- Different locations
- Video streaming of certain classes
- Sustainable finance
- OLLI still affordable
- Dramatic increase in classroom technology use
- Broaden classroom topics availability
- Shuttle buses
- OLLI Trolley on campus
- Massive turnover
- Accommodate multiple generations
- Warm feeling everyone is welcome
- Relationship with college could change
- Tricia will be here in five years

## **8. As a leader, how effective is OLLI governance?**

- Very
- Encourage membership attendance governing council curriculum
- Governing Council focus more on what we do well
- Extremely effective hardworking
- Better outreach for committees
- Better communication with members about what has been accomplished
- Doing Well
- Largely invisible to members
- Working well but don't understand why
- Continuing leadership involvement

## **9. What data do you need for effective governance?**

- Web statistics
- What Facilitators & members think of what we're doing? Governing council
- Successful facilitator traits
- Evaluate under & oversubscribed classes. Why classes are small. Facilitators
- Information sheet about opportunities in OLLI to share

## **10. How we can more effectively communicate Olli's social, education, and governance information and activities?**

- Add class topics to evaluations
- Ongoing meeting with YC administration – communicate
- Partner with YC
- Publicize recommendation of classes needed
- Monitor YC OLLI relationship
- Speaker bureau
- Ad in paper once a week
- Website access and hard copy
- Weekly announcements
- More facilitator announcements
- One on one communication on opportunities

## **LEADERSHIP FEEDBACK**

4 evaluations were submitted with the following comments.

### **Is there anything we failed to address?**

- Can't think of any now
- See #2
- How do we monitor misinformation by facilitators?

### **Are there any issues that need to be clarified?**

- Probably but this was really good
- Further consolidate the issues discussed

**Do you feel that your voice mattered?**

- Yes (4 responses)

**How can we improve the process?**

- Doing a pretty good job
- Keep on keeping on
- You did a good job of a difficult task

**Leaders Who Attended**

- Michael Gunn
- Barbara Brown
- Mark Troester
- John Carter
- Bill Miller
- Lydia Garrett
- Gretchen Pausten
- Sandra Bennett
- Kelly Boryca
- Jim Veney
- Becky Gunn
- Jeanne Veiling (partial)
- Jim Veney