

OLLI Member Survey

Dear OLLI Members,

We conducted our biennial survey of OLLI members for the fifth time since 2012 and 729 members responded to it. For those who participated, **thank you!** Your voices have been heard.

The following highlights some of the findings and concerns from the 2020 Member Survey. The Board's plans to respond to areas of concern and lower satisfaction ratings can be found in the attached report. Keep in mind that these results and comments apply to "in-person OLLI" and not to OLLI's current online experience.

Key Findings

- **89%** indicate that they are Somewhat Satisfied or Very Satisfied with OLLI
- **85%** feel that their OLLI experience was the Same or Better than the previous year
- **97%** rated courses Somewhat Important or Very Important to the OLLI experience
- About **64%** of participants rated **classroom facilities** as Good to Excellent
- About **60%** rated the **opportunity to socialize** as Good to Excellent
- **33%** of those surveyed participated in special activities

Board's Report to OLLI Members on 2020 Member Survey

Earlier this year, we conducted our biennial survey of OLLI members. This marks the fifth time that we have conducted this survey since 2012, and we were pleased that 729 members shared their input and ideas with us. For all those who participated, **thank you!** Your voices have been heard.

During the past few weeks, the Board of Advisors and the OLLI Director have been analyzing the survey data and considering how to incorporate it as we move forward. As we are sure you can appreciate, the COVID-19 pandemic and the suspension of in-person courses and activities has made this especially challenging.

Despite the current uncertainties, we wanted to share the key findings from the 2020 Member Survey and a few thoughts about our future. Please keep in mind that these results and most of your comments, primarily apply to "in-person OLLI classes" which we all miss.

Here are the key findings from the survey:

- Overall, our members are **satisfied** with their OLLI experience – nearly 89% indicate that they are Somewhat Satisfied or Very Satisfied with OLLI, and about 85% feel that their OLLI experience was the Same or Better than the previous year. These results are very encouraging and are a real tribute to everyone who makes OLLI at Duke special, from our instructors, to our volunteers, to our dedicated OLLI staff.
- Not surprisingly, **OLLI courses** continue to be the most important factor in the OLLI experience. About 97% rated courses Somewhat Important or Very Important, and our members are pleased with most aspects of our courses:
 - Over 90% rate our course **variety, content, schedule, and quality of instruction** as Good to Excellent.
 - About 84% rate the **value for the money** as Good to Excellent.

Our members are somewhat less enthusiastic about two aspects of our courses:

- About 64% rate our **classroom facilities** as Good to Excellent, and
- About 60% rate the **opportunity to socialize** as Good to Excellent.
- These latter results are not surprising and are a major reason we are actively looking for a “new home” for OLLI that will include great classroom and socializing space...and ample parking!

While OLLI courses are the most important, **activities** and **volunteer opportunities** are also important to many members. During the past year, about a third of us (33%) participated in activities like the OLLI day luncheon, the OLLI Film and Speaker Series, or a Special Interest Group. In addition, over 27% of us volunteered in some capacity. In fact, many of our members played multiple volunteer roles as instructors, class assistants, committee or board members, or by helping with or leading an activity. To all our volunteers, we say a sincere **thank you!** We couldn't do it without you.

We find these results to be quite positive, and we hope you agree.

As the Board reviewed these results and over 370 of your comments and suggestions, several member concerns emerged:

- Some of our **popular courses** fill up very quickly – some in just a few minutes – preventing many interested members from participating.
 - Our online **registration system** is a source of frustration for some.
 - Some of our **facilities** are not up to our expectations.
 - And finally, a few **courses and instructors** are not meeting OLLI's high standards.

Despite our members' overall satisfaction with OLLI, we are aware we still have room for improvement.

After much thought and discussion, we decided to focus on the following priorities

moving forward:

1. Full Classes – We are fortunate that many of our courses are so popular, but it is disappointing for many members when 40% of our courses are routinely “sold out.” We are doing several things on this front:

- We are striving to place anticipated high demand courses in our larger classrooms and moving sold-out courses to larger rooms when possible.
- We are asking instructors to accept a few more students or even add additional sections to sold-out courses.
- We are increasing the number of courses offered to give you more choices. As a result of these efforts, we were able to significantly reduce the number of waitlisted students in the recent Winter Term. We will continue with these efforts and others when in-person classes resume.
- On a related front, we have been offering a number of online courses during this lockdown period. We are considering continuing to offer a limited number of these online courses after in-person classes resume. This will allow us to accommodate many more members in large, lecture-type courses without concern for limited seats in a classroom or parking spots in a parking lot.

2. Registration – Our online registration system has been in place for over seven years, and nearly 90% of our registrations are now done online. Despite this progress, too many members (~16%) still report that it is Difficult or Very Difficult to register. This is a significant improvement from prior years, but more needs to be done. To address this issue, we will continue to work toward achieving a registration process that allows members to log in, register for courses, and pay for them, quickly and efficiently.

3. Facilities – We have made progress on this issue in recent years by adding high-quality classroom space at Carolina Arbors, Westminster Presbyterian, and St. Thomas More. Short term, we will continue to make similar incremental improvements. Longer term, we need to secure a first-class facility with adequate classrooms and socializing spaces and ample parking. Please be aware that this is a high priority for our Director and our Space Committee.

4. Course & Instructor Quality – Overall, our members give our courses and instructors high marks, but even one poor course can be disappointing. Our Curriculum Committee is working to ensure that we recruit high-quality instructors, and our Instructor Relations Committee is working to provide instructors with the tools and skills they need to be “great in every class.”

We hope that you support these efforts and will continue to share your ideas on how we can improve.

Finally, we hope that you have enjoyed OLLI’s online learning offerings and hope that you

will be taking online courses in the Fall Term. Thank you for your continuing support during this difficult time. Your Board of Advisors remains optimistic about our future and is actively working together to make it the most positive experience possible for you, our members.

Marion Jervay
for the OLLI Board of Advisors