Executive Summary

Introduction: In order to understand its members and their attitudes towards the organization, the Osher Lifelong Learning Institute (OLLI) at Auburn asked students from Auburn University’s psychology department to survey all members to enhance program quality and gain information about interest in fundraising opportunities.

Research Questions: Overall, there were three primary research questions that guided survey development and data analysis:

- What does the typical OLLI at Auburn member look like?
- How often do OLLI members utilize the benefits afforded to them by the OLLI program?
- How satisfied are OLLI members with the benefits they utilize?
- Are OLLI members interested in assisting with upcoming fundraising opportunities?

Method: In order to address these research questions, OLLI at Auburn Board Members and Auburn University researchers jointly developed a 45-item survey that focused on issues related to members’ backgrounds, experiences with OLLI, and attitudes towards OLLI fundraising. Surveys were sent out to all OLLI at Auburn members, and 267 were completed and returned to Auburn University. Responses were analyzed to reveal general trends (overall satisfaction, benefit use) and specific patterns (satisfaction with OLLI courses, the relationship between membership type and social activity engagement).

General Summary of Results: Across all members, there were a few general results regarding satisfaction with OLLI at Auburn benefits and member intentions:

- Overall, respondents tended to be satisfied with the benefits provided by OLLI at Auburn and the program as whole (e.g., curriculum, services, social events).
- Overall, respondents tended to be in support of OLLI at Auburn hosting a conference.
- Overall, members are not considering withdrawing from OLLI at Auburn.
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Introduction

Organizations often utilize membership surveys to obtain feedback on member satisfaction, involvement, and identify areas for improvement. Osher Lifelong Learning Institute at Auburn University contacted the Auburn University psychology department in order to design a membership survey to gauge current member attitudes and involvement.

Project objectives include the following:

- Surveying OLLI at Auburn members using both internet-based and paper-and-pencil mediums in order to provide equal opportunities for all members to respond.

- Determining general trends in member responses, as well as specific areas where OLLI at Auburn could enhance their program and member experiences.

- Providing OLLI at Auburn Board Members with a general presentation and comprehensive executive report summarizing major findings regarding member backgrounds, member involvement, member satisfaction, and fundraising opportunities.

This report details the method used to collect data, a description of member responses, and graphic depiction of the data. Specifically, the presentation of the detailed survey results is presented in the following order: Demographics of members, OLLI curriculum and services, OLLI fundraising, and OLLI experience.

Each section includes a brief overview of the results, followed by detailed survey results corresponding to the item number within the actual survey.

As a result, we believe that OLLI at Auburn Board Members will have a valuable reference tool to gain a better understanding of member backgrounds and beliefs in order to enhance the OLLI at Auburn experience.
Method

In order to collect the most comprehensive data set possible, OLLI at Auburn provided Auburn University researchers with a list of member contact information from the Spring 2013 Term. The survey was created in both an online and paper-and-pencil format to accommodate members who do not frequently use the internet.

OLLI at Auburn Board Members and Auburn University researchers jointly developed a 45-item survey that focused on issues related to members’ backgrounds, experiences with OLLI, and attitudes towards OLLI fundraising. Questions were pilot tested with a small sample of current members to ensure clarity and time requirements for the survey. Feedback from this pilot test was incorporated into the final versions of the survey.

After pilot testing, members who had provided OLLI at Auburn with e-mail addresses were sent an e-mail with a link to the online version of the study created with Qualtrics software. Members who did not provide an e-mail address were mailed a paper version of the survey. Paper copies of the survey were also available during the first day of classes at the Clarion hotel for members to fill out.

Members had two weeks to fill out and return the survey. Members who received the survey on the internet were sent a single reminder e-mail after the first week if they had not yet completed the survey. Response rates after the two weeks were as follows:

- All 615 OLLI at Auburn members were sent the survey.
- 226 completed an online survey.
- 32 returned mailed copies of the survey.
- 9 completed the survey at the Clarion hotel.
- 267 responses were collected in total, resulting in a 43% response rate.

All survey responses were compiled and analyzed by Auburn University researchers. General results were examined from each section of the survey, followed by a number of analyses integrating multiple sections.
Demographics

Highlights

1. Most members (41%) stated that they moved to the Auburn area for family.
2. A majority of members (50.2%) learned about OLLI from friends and family.
3. A majority of members (75.5%) stated that they are either comfortable or very comfortable with technology.

General Results

1. Gender of members:

   ![Gender Chart]
   - Male: 39%
   - Female: 61%

2. Age of members:

   ![Age Distribution]
   - 55 or Younger: 1.5%
   - 56 to 75: 51.2%
   - 76 to 85: 22.5%
   - 86 or Older: 19.3%

3. Member type:

   ![Member Type Chart]
   - Academic: 86.8%
   - Social: 13.2%

   ➢ Several members stated their confusion regarding member type and did not know the difference between academic and social members. As a result, several members selected “social member” when they meant to select “academic member”.
4. Reasons for choosing to be a social member only:
   - Time restrictions
   - Travel frequently

5. Education level of members:

   - Doctorate or Professional Degree: 26.9%
   - Master's Degree: 35.5%
   - Bachelor's Degree: 24.8%
   - Associate's Degree: 2.1%
   - Some College: 8.7%
   - High School Graduate/GED: 2.1%

   - Gender:
     - Males tend to have a higher level of education than females.
   - There were no significant differences in education level of members based on age or member type (academic or social).

6. Members’ annual income range:

   - $70,000 or Above: 42.4%
   - $40,000-$69,999: 22.6%
   - $20,000-$39,999: 10.7%
   - $20,000 or Below: 4.9%
   - Prefer Not to Respond: 19.3%

7. Members’ comfort with technology:

   - Very Comfortable: 22.8%
   - Comfortable: 52.7%
   - Neutral: 11.6%
   - Uncomfortable: 7.5%
   - Very Uncomfortable: 5.4%

   - Age:
     - Overall older members tend to be less comfortable with technology than younger members.
There were no significant differences in members’ comfort with technology based on gender, education level, or member type (academic or social).

8. Marital status of members:

- Married: 65.4%
- Widowed: 11.9%
- Divorced: 3.7%
- Never Married: 18.1%

9. Current occupation status of members

- Retired: 5.8%
- Employed Full Time: 2.5%
- Employed Part Time: 2.1%
- Not Currently Employed: 89.7%

10. Members’ previous occupations

- Members’ occupations were categorized into different categories to present trends among the previous occupations.

<table>
<thead>
<tr>
<th>Type</th>
<th>Subtype</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>University faculty, administration, and teaching</td>
</tr>
<tr>
<td>Finance</td>
<td>Accountant and bank employee</td>
</tr>
<tr>
<td>Office/Administrative</td>
<td>Assistant, clerk, secretary, etc.</td>
</tr>
<tr>
<td>Specialist</td>
<td>Engineer, technologist, veterinarian, and pilot</td>
</tr>
<tr>
<td>Business</td>
<td>Manager, consultant, accountant, and executive</td>
</tr>
<tr>
<td>Health and Welfare</td>
<td>Physician, nurse, social worker, and clergy</td>
</tr>
<tr>
<td>Government</td>
<td>Military, attorney, postal worker, etc.</td>
</tr>
<tr>
<td>Sales</td>
<td>Real estate, marketing, and sales</td>
</tr>
<tr>
<td>Life, Physical, and Social Sciences</td>
<td>Bacteriologist and psychologist</td>
</tr>
<tr>
<td>Other</td>
<td>Homemaker, truck driver, and construction</td>
</tr>
</tbody>
</table>
10. Number of members’ children:

- 0: 17.4%
- 1: 16.1%
- 2: 7.5%
- 3: 38.5%
- 4: 12.4%
- 5: 6.8%
- 6: 0.6%
- 7: 0.6%

11. Years members have lived in the Auburn area:

- More than 10 Years: 63.4%
- 5-10 Years: 7.4%
- 3-5 Years: 8.6%
- 1-2 Years: 7.4%
- Less than 1 Year: 5.3%
- Don't Live in the Auburn Area: 7.8%

- Other areas members live in:
  - Cusseta
  - Dadeville
  - Lake Martin
  - Montgomery
  - Newnan, GA
  - Salem
  - Tallassee
  - Tuskegee

- Age:
  - Overall younger members have lived fewer years in the Auburn area than older members.

- There were no significant differences in the number of years respondents lived in the Auburn area based on gender, education level, member type, or marital status.
12. Time members spend in Auburn during a typical year:

- **All Year Round**: 80.8%
- **6-9 Months**: 7.9%
- **3-6 Months**: 0.4%
- **Don't Live in Auburn**: 10.8%

- **Age**:
  - Overall younger members tend to spend less time in Auburn than older members.
- There were no significant differences in the amount of time members spent in Auburn based on gender, member type, or marital status.

13. Months in which members tend to travel or leave Auburn:

- **December**: 10.80%
- **November**: 5.10%
- **October**: 7.60%
- **September**: 8%
- **August**: 11.30%
- **July**: 12.60%
- **June**: 13.80%
- **May**: 10%
- **April**: 7.40%
- **March**: 5.70%
- **February**: 3.60%
- **January**: 4%

14. Reasons members moved to the Auburn area:

- **Other**: 16.4%
- **OLLI**: 14.8%
- **Retirement Community**: 14.8%
- **Family**: 13.1%
- **Weather**: 41%
15. Members’ awareness of OLLI at Auburn prior to moving to the Auburn area:

➢ Overall satisfaction with OLLI:
  o Members who tend to be neutral or dissatisfied with OLLI overall also tended to be aware of OLLI at Auburn prior to moving to the Auburn area.
  ➢ There were no significant differences in respondent’s awareness of OLLI at Auburn prior to moving to the Auburn area based on their age, gender, education level, or member type (academic or social).

16. Ways members learned about OLLI:
17. Members’ engagement in social activities outside of OLLI activities:

- **Member Type:**
  - Academic members engage more frequently in activities outside of OLLI activities more than social members.

- **Age:**
  - Members 76-85 years old tend to attend less social activities outside of OLLI activities than members of younger and older ages.

- There were no significant differences in respondent engagement in social activities (outside of OLLI activities) based on gender or education level.

18. Members’ attendance at OLLI social activities in the past year:

- There were no significant differences in attendance at OLLI at Auburn social activities based on age, education level, or member type (academic or social).

19. Members considering withdrawing from OLLI:

- Considering withdrawing: 3.9%
- Not considering withdrawing: 96.1%
There were no significant differences in respondents’ intentions to withdraw from OLLI at Auburn based on age, gender, education level, or member type (academic or social).

20. Members’ reasons for considering withdrawal from OLLI:

- Declining Health: 7.1%
- Family Commitments: 14.3%
- Travel Commitments: 14.3%
- Financial Considerations: 7.1%
- Burnout: 14.3%
- Disappointment with Curriculum Choices: 21.4%
- Lack of Transportation: 7.1%
- Decreased Mobility: 3.5%
- Diminished Energy: 3.5%
Curriculum and Services

Highlights

1. 89.1% were satisfied or very satisfied with typical courses offered by OLLI
2. 92% were satisfied or very satisfied with the current course length
3. The most utilized academic membership benefit are the OLLI Academic Courses, and the least utilized is auditing of Auburn University courses.

General Results

1. Members’ satisfaction with typical courses offered by OLLI:

   ➢ Overall satisfaction with OLLI:
     ○ Members who are more satisfied with OLLI overall tend to be more satisfied with the typical courses offered by OLLI.
     ➢ There were no significant differences in satisfaction with typical courses offered by OLLI based on age, gender, or education level.

2. Members’ satisfaction with the typical selection of topics offered in OLLI courses:

   ➢ Overall satisfaction with OLLI:
     ○ Members who are more satisfied with OLLI overall tend to be more satisfied with the selection of OLLI topics.
     ➢ No significant differences in gender, education level, or member type for satisfaction with selection of OLLI topics.
3. Additional course subjects members would like to be offered:

<table>
<thead>
<tr>
<th>Course</th>
<th>Subtypes</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Sign Language</td>
<td></td>
</tr>
<tr>
<td>Art</td>
<td>Appreciation, history, and fine arts</td>
</tr>
<tr>
<td>Basic Bridge</td>
<td></td>
</tr>
<tr>
<td>Cooking</td>
<td></td>
</tr>
<tr>
<td>Crafting</td>
<td>Quilting</td>
</tr>
<tr>
<td>Cultures</td>
<td>Islam</td>
</tr>
<tr>
<td>Genealogy</td>
<td></td>
</tr>
<tr>
<td>Gardening</td>
<td>Vegetable and container</td>
</tr>
<tr>
<td>Ethics and Morality</td>
<td></td>
</tr>
<tr>
<td>Finance</td>
<td></td>
</tr>
<tr>
<td>Foreign Films</td>
<td></td>
</tr>
<tr>
<td>History</td>
<td>Alabama, American, British, military, and middle ages</td>
</tr>
<tr>
<td>Languages</td>
<td>Latin, German, Spanish, Italian, Portuguese</td>
</tr>
<tr>
<td>Literature and Poetry</td>
<td></td>
</tr>
<tr>
<td>Nutrition and Natural Healing</td>
<td></td>
</tr>
<tr>
<td>Paleontology</td>
<td></td>
</tr>
<tr>
<td>Photography</td>
<td>Digital</td>
</tr>
<tr>
<td>Psychology</td>
<td></td>
</tr>
<tr>
<td>Real Estate</td>
<td></td>
</tr>
<tr>
<td>Technology and Software</td>
<td>PowerPoint, photo software, office software</td>
</tr>
<tr>
<td>Yoga</td>
<td></td>
</tr>
</tbody>
</table>

4. Members’ satisfaction with the current OLLI course length of 90 minutes once a week:

- There were no significant differences in respondents’ satisfaction with OLLI at Auburn course length based on age, gender, or education level.
5. Members’ preference for course length:

- **45 Minute Session**: 86.2%
- **60 Minute Session**: 12.2%
- **90 Minute Session**: 0.5%
- **Other**: 1%

➢ There were no significant differences in respondents’ preferred OLLI course length based on age, gender, or education level.

6. Members’ participation in OLLI activities and use of OLLI services:

- **Academic Courses**: 84%
- **OLLI Social Events**: 46.8%
- **General Meetings**: 60.6%
- **Brownbag Lunch Sessions**: 49%
- **Special Lectures/Workshops**: 43.1%
- **Tiger Transit**: 12.6%
- **AU Library**: 33.4%
- **Audit AU courses**: 5.2%

7. Members’ participation and satisfaction with academic courses:

- **Very Frequently**: 52%
- **Fairly Often**: 21.6%
- **Sometimes**: 7.8%
- **Rarely**: 2.6%

➢ Overall satisfaction with OLLI:
  - Members who tend to be more satisfied with OLLI overall tend to participate in more academic courses.

➢ There were no significant differences in respondents’ participation in academic courses based on age, gender, or education level.
Overall satisfaction with OLLI:
  - Members who tend to be more satisfied with OLLI overall tend to be more satisfied with academic courses.
  - There were no significant differences in respondents’ satisfaction with academic courses based on age or education level.

8. Members’ participation and satisfaction with OLLI social events:

There were no significant differences in respondent’s participation in OLLI social events based on age, gender, education level, or member type (academic or social).

Overall satisfaction with OLLI:
  - Members who are more satisfied with OLLI overall tend to be more satisfied with OLLI social events.
  - There were no significant differences in respondents’ overall satisfaction with OLLI social events based on age, gender, education level, or member type (academic or social).
9. Members’ participation and satisfaction with OLLI general meetings:

- There were no significant differences in respondents’ participation in OLLI general meetings based on age, gender, education level, or member type (academic or social).

- Overall satisfaction with OLLI:
  - Members who tend to be more satisfied with OLLI overall tend to be more satisfied with OLLI general meetings.

- There were no significant differences in respondents’ satisfaction with OLLI general meetings based on age, gender, education level, or member type (academic or social).

10. Members’ participation and satisfaction with OLLI brownbag lunch sessions:

- There were no significant differences in respondents’ participation in OLLI brownbag lunches based on their age, gender, education level, or member type (academic or social).
Overall satisfaction with OLLI:
- Members who tend to be more satisfied with OLLI overall tend to be more satisfied with OLLI brownbag lunch sessions.
- There were no significant differences in respondents’ satisfaction with OLLI brownbag lunches based on age, gender, education level, or member type (academic or social).

11. Members’ participation and satisfaction with special lectures/workshops:

There were no significant differences in respondents’ participation in special lectures/workshops based on age, gender, education level, or member type (academic or social).

Overall satisfaction with OLLI:
- Members who tend to be more satisfied with OLLI overall tend to be more satisfied with special lectures/workshops.
- There were no significant differences in respondents’ satisfaction with special lectures/workshops based on age, gender, education level, or member type (academic or social).
12. Members’ ownership of an Auburn University ID card:

- **Education level:**
  - Members with a doctoral or professional are more likely to have an Auburn University ID card than members of other education levels.
  - There were no significant differences in respondents’ ownership of an Auburn University ID card based on their age, gender, or member type (academic or social).

13. Members’ participation and satisfaction with the Tiger Transit:

- **Fairly Often:** 2.6%
- **Sometimes:** 4.1%
- **Rarely:** 5.9%

- **Very Satisfied:** 2.6%
- **Satisfied:** 6.3%
- **Neutral:** 1.9%

- There were no significant differences in respondents’ use of the Tiger Transit based on age, gender, education level, or member type (academic or social).
- There were no significant differences in respondents’ satisfaction with the Tiger Transit based on age, gender, education level, or member type (academic or social).
14. Members’ participation and satisfaction with the Auburn University library:

- **Overall satisfaction with OLLI:**
  - Members who tend to be more satisfied with OLLI overall are more likely to use the Auburn University library.

- There were no significant differences in respondents’ use of the Auburn University library based on age, gender, education level, or member type (academic or social).

![Bar chart showing satisfaction levels](chart1.png)

15. Members’ participation and satisfaction with auditing an Auburn University course:

- **Overall satisfaction with OLLI:**
  - Members who tend to be more satisfied with OLLI overall are more likely to be satisfied with the Auburn University library.

- There were no significant differences in respondents’ satisfaction with the Auburn University library based on age, gender, education level, or member type (academic or social).

![Bar chart showing satisfaction levels](chart2.png)

There were no significant differences in respondents’ auditing of an Auburn University course based on age, gender, education level, or member type (academic or social).
There were no significant differences in respondents’ satisfaction with the auditing of an Auburn University course based on age, gender, education level, or member type (academic or social).

16. Members’ value of OLLI activities and benefits:

- Overall satisfaction with OLLI:
  - Members who tend to be more satisfied with OLLI overall tend to perceive OLLI activities and benefits as more valuable.
- Gender:
  - Females tend to perceive OLLI activities and benefits as more valuable than males.
- There were no significant differences in respondents’ perceived value of OLLI activities and benefits based on age, education level, or member type (academic or social).
17. Members’ interest in additional benefits for OLLI to offer:

- Age:
  - Members 86 or older tend to be more interested in additional benefits for OLLI to offer than members of other ages.
- Member type:
  - Social members tend to be more interested in additional benefits for OLLI to offer than academic members.
- There were no significant differences regarding interest in additional benefits for OLLI to offer based on gender, education level, or member type (academic or social).

18. Additional activities and benefits members would like to be offered:

| Discounted athletic events tickets | On-campus parking permits | Discounts on theatre performances and concerts |

19. Members’ interest in more special lectures by invited speakers:

- There were no significant differences regarding interest in offering more special lectures based on age, gender, education level, or member type (academic or social).
20. Additional featured speakers members would like OLLI to invite:

<table>
<thead>
<tr>
<th>Types</th>
<th>Subtypes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auburn University Faculty</td>
<td>Department heads, Wayne Flynt</td>
</tr>
<tr>
<td>Activists</td>
<td></td>
</tr>
<tr>
<td>Athletic Coaches</td>
<td>Football</td>
</tr>
<tr>
<td>Authors</td>
<td></td>
</tr>
<tr>
<td>Chefs</td>
<td></td>
</tr>
<tr>
<td>Comedians</td>
<td></td>
</tr>
<tr>
<td>Community Leaders</td>
<td>Kimble Forrister</td>
</tr>
<tr>
<td>Environmental Speakers</td>
<td>Climate change</td>
</tr>
<tr>
<td>Financial Experts</td>
<td></td>
</tr>
<tr>
<td>Government Officials</td>
<td>Robert Gibbs</td>
</tr>
<tr>
<td>Historians</td>
<td></td>
</tr>
<tr>
<td>Medical Professionals</td>
<td></td>
</tr>
<tr>
<td>Military Officers</td>
<td></td>
</tr>
<tr>
<td>National Head of OLLI</td>
<td></td>
</tr>
<tr>
<td>Poets</td>
<td>Richard Blanco, Natasha Trethewey</td>
</tr>
<tr>
<td>Politicians</td>
<td>Jimmy Carter, Senator Shelby</td>
</tr>
<tr>
<td>Scientists</td>
<td></td>
</tr>
<tr>
<td>Writers</td>
<td></td>
</tr>
</tbody>
</table>

21. Members’ interest in OLLI offering organized field trips, at an additional cost:

- Not At All Interested: 6.10%
- Not Very Interested: 17.3%
- Neutral: 19%
- Somewhat Interested: 38.5%
- Very Interested: 19%

➢ There were no significant differences regarding interest in OLLI offering more organized field trips based on age, gender, education level, or member type.

22. Additional field trips members would like OLLI to offer:

<table>
<thead>
<tr>
<th>Types</th>
<th>Subtypes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art</td>
<td>Museums, Alabama Shakespeare Theatre</td>
</tr>
<tr>
<td>Aquarium</td>
<td>Atlanta aquarium</td>
</tr>
<tr>
<td>Athletic Events</td>
<td>Braves game</td>
</tr>
<tr>
<td>Cities</td>
<td>Birmingham, Charleston, Columbus, Nashville, New Orleans, New York, Savannah, Washington D.C.</td>
</tr>
<tr>
<td>Gardens</td>
<td>Atlanta Botanical Gardens, Bellingrath Gardens, Callaway Gardens</td>
</tr>
<tr>
<td>History</td>
<td>Alabama history tour, Civil Rights Sites in Selma, Civil War battlefields, Gettysburg, PA, Native American history</td>
</tr>
<tr>
<td>------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Industry</td>
<td>Kia plant, Hyundai plant</td>
</tr>
<tr>
<td>Museums</td>
<td>Confederate Naval Museum, Carver Museum, High Museum in Atlanta,</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>Alabama Shakespeare Theatre, Atlanta Opera, Birmingham Opera, Fox Theatre, Springer Theatre in Columbus, River Center in Columbus</td>
</tr>
<tr>
<td>Zoo</td>
<td>Atlanta zoo, Memphis zoo</td>
</tr>
</tbody>
</table>

23. Members’ attendance at OLLI social events this year:

- **Spring Social**: 28.4%
- **Fall Social**: 27.4%
- **Winter Holiday Party**: 24.2%
- **Valentine's Day Social**: 20%

24. Members’ interest in other OLLI social events:

- **Other**: 18.8%
- **Halloween Party**: 22.8%
- **St. Patrick's Day Party**: 29.7%
- **Fat Tuesday Celebration**: 28.7%

- Other OLLI social events provided by members:
  - Christmas Party
  - Confederate’s Day
  - Derby Day
Fundraising

Highlights

1. A majority of OLLI at Auburn members (73.6%) are interested in hosting a topical conference as a means of increasing revenue.
2. Approximately half of respondents were interested in volunteering at a conference hosted by OLLI at Auburn (53.4%)
3. Approximately 25% of respondents are willing to assist with other fundraising initiatives.

General Results

1. Members’ interest in OLLI hosting a topical conference, as one means of increasing revenue:

   ![Interest Chart]

   - Members’ previous occupations
     - Members who worked in the fields of education, finance, office/administrative, business, and sciences tend to be more interested in OLLI hosting a conference than members in other fields.
   - There were no significant differences regarding interest in OLLI hosting a conference based on age, gender, education level, or member type (academic or social).

2. Members’ suggestions for conference topics:

<table>
<thead>
<tr>
<th>Type</th>
<th>Subtype</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aging</td>
<td>Social relationships, maximizing quality of life in seniors, traveling as you age</td>
</tr>
<tr>
<td>Future Planning</td>
<td>Finances, retirement, health care, social security</td>
</tr>
<tr>
<td>Health</td>
<td>Maintaining mental health in older age</td>
</tr>
<tr>
<td>Technology</td>
<td>Learning how to use social media</td>
</tr>
</tbody>
</table>
3. Members’ willingness to volunteer to help with the conference:

There were no significant differences in respondents’ interest in volunteering to help with the conference based on age, gender, education level, or member type (academic or social).

4. Members’ interest in different types of volunteering for the conference:

5. Members’ willingness to assist in fundraising for OLLI:

There were no significant differences in respondents’ willingness to assist in fundraising based on age, gender, education level, or member type (academic or social).
6. Members’ interest in participating in fundraising activities for OLLI:

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monetary Contribution</td>
<td>9.7%</td>
</tr>
<tr>
<td>Selling OLLI Merchandise</td>
<td>6.3%</td>
</tr>
<tr>
<td>Silent Auctions</td>
<td>6.3%</td>
</tr>
<tr>
<td>Raffles</td>
<td>5.2%</td>
</tr>
<tr>
<td>Other</td>
<td>2.6%</td>
</tr>
<tr>
<td>Donations from Family/Friends</td>
<td>2.6%</td>
</tr>
<tr>
<td>Bake Sales</td>
<td>2.2%</td>
</tr>
<tr>
<td>Sport Tournaments</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

7. Additional fundraising initiatives for OLLI at Auburn to organize provided by members:

<table>
<thead>
<tr>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antique Appraisal</td>
</tr>
<tr>
<td>Bake Sale</td>
</tr>
<tr>
<td>Book Sale</td>
</tr>
<tr>
<td>Dinner with a Featured Speaker</td>
</tr>
<tr>
<td>Game Night</td>
</tr>
<tr>
<td>Lottery-type Fundraiser</td>
</tr>
<tr>
<td>Musical Events</td>
</tr>
<tr>
<td>Raffle</td>
</tr>
<tr>
<td>Sell OLLI Merchandise</td>
</tr>
<tr>
<td>Sell OLLI Yearbooks</td>
</tr>
<tr>
<td>Silent Auction</td>
</tr>
</tbody>
</table>

8. Members’ suggestions for bringing additional money into the OLLI at Auburn program:

<table>
<thead>
<tr>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask OLLI members to include OLLI in their wills</td>
</tr>
<tr>
<td>Auctions</td>
</tr>
<tr>
<td>Donations</td>
</tr>
<tr>
<td>Increase Dues</td>
</tr>
<tr>
<td>Seek Additional Funding from Auburn University</td>
</tr>
<tr>
<td>Small surcharge on course books and materials</td>
</tr>
</tbody>
</table>
9. Members’ interest in being contacted about volunteering to help with fundraising initiatives:

- 89.5% Interested
- 10.5% Not Interested

- This could also be due to respondents not wanting to provide contact information in the current survey.
OLLI Experience

Highlights

1. Most respondents (97.8%) either agreed or strongly agreed that OLLI is a good value for the money.
2. A majority of respondents (96.6%) were satisfied with OLLI at Auburn overall.
3. Respondents varied greatly in their opinions of the greatest benefit of OLLI at Auburn.

General Results

1. Members’ agreement with OLLI being a good value for the money:

   ![Bar chart showing distribution of agreement levels]
   - Strongly Agree: 66.9%
   - Agree: 30.9%
   - Neutral: 0.2%
   - Disagree: 0.8%
   - Strongly Disagree: 0.4%

   ➢ There were no significant differences in respondents’ beliefs regarding OLLI’s value for the money based on age, gender, education level, or member type (academic or social).

2. Members’ overall satisfaction with OLLI:

   ![Bar chart showing distribution of satisfaction levels]
   - Very Satisfied: 64.4%
   - Satisfied: 32.2%
   - Neutral: 3%
   - Very Dissatisfied: 0.4%

   ➢ There were no significant differences in respondents’ overall satisfaction with OLLI based on age, gender, education level, or member type (academic or social).
3. Members’ perceptions of the greatest benefit of being a member of OLLI:

<table>
<thead>
<tr>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auditing an AU course</td>
</tr>
<tr>
<td>Continued learning from the academic classes</td>
</tr>
<tr>
<td>Continued teaching of academic courses</td>
</tr>
<tr>
<td>Staying physically and mentally active</td>
</tr>
<tr>
<td>Meeting new people and creating relationships</td>
</tr>
<tr>
<td>Access to academic courses and social events</td>
</tr>
<tr>
<td>Exposure to diverse academic courses</td>
</tr>
</tbody>
</table>
Appendix A: Paper-and-Pencil Survey

OLLI at Auburn Membership Survey

As a member-led member-driven organization, OLLI@Auburn needs constant input from our members regarding who and what we are, as well as how well we are serving their interests and needs. Some of these questions will provide information about the demographic characteristics of OLLI members. Others will provide information on our members’ satisfaction with current programs and suggestions for future programming, etc. It is important for each OLLI member to take the time to provide answers to the following questions so that the OLLI Board, Committees and staff can do a better job in making an already vital and exciting organization even better. Please take the time to respond to this questionnaire by no later than April 23rd.

Your responses to this survey will remain entirely anonymous.

Demographic Information

1. Gender: Male _____ Female _____

2. Are you an academic member or a social member only?
   a. Academic member
   b. Social only

   If “Social only,” please indicate the reason(s) you have chosen to be a social member only:
   ______________________________________________________

3. Please select the appropriate age range:
   a. 55 or younger
   b. 56-65
   c. 66-75
   d. 76-85
   e. 86 or older
4. Please select your annual income range:
   a. 20,000 or below
   b. 20,000-39,999
   c. 40,000-69,999
   d. 70,000 or above
   e. Prefer not to respond

5. How comfortable are you with technology (e.g., Computer use, Internet use, Email)? Please circle below.

   1     2     3     4     5
   Very Uncomfortable Neutral Comfortable Very Comfortable
   Uncomfortable

6. Please check all of the forms technology that you use on a regular basis:

   _____ Email          _____ Twitter
   _____ Google search  _____ Facebook

7. Please select your highest level of education.
   a. Less than a high school diploma
   b. High school graduate/GED
   c. Some college
   d. Associate’s degree
   e. Bachelor’s degree
   f. Master’s degree
   g. Doctorate or professional degree
8. Please select your marital status.
   a. Married
   b. Widowed
   c. Divorced
   d. Never married
   e. Prefer not to respond

9. Please select your current occupation status:
   a. Retired
   b. Employed
   c. Employed-part time
   d. Not currently employed

10. If retired, what was your previous occupation? ________________________________

11. How many children do you have? ______

12. How many years have you lived in the Auburn area?
   a. Less than a year
   b. 1-2 years
   c. 3-5 years
   d. 5-10 years
   e. 10 or more years
   f. I do not live in Auburn (I commute from ___________________ for classes, events, etc.)

12. How much time do you spend in Auburn during a typical year?
   a. 1-3 months
   b. 3-6 months
   c. 6-9 months
   d. All year round
   e. I do not live in Auburn (I commute for classes, events, etc.)
13. When do you typically travel or leave the Auburn area for extended periods during the year? Check all that apply.

____ January
____ February
____ March
____ April
____ May
____ June
____ July
____ August
____ September
____ October
____ November
____ December

14. What was the reason you moved to Auburn? Check all that apply.

____ Weather
____ Family
____ Retirement community
____ OLLI
____ Auburn alumni
____ Other, please specify____________________

15. If you recently moved to the area, where did you live before moving to Auburn?

________________________________________
16. If you recently moved to the Auburn area, were you aware of OLLI@Auburn prior to moving?
   Yes______ No______ Does not apply (I did not recently move to Auburn) ______

17. How did you learn about OLLI? Check all apply.
   _____ Family and friends
   _____ Newspaper advertisement
   _____ Sign
   _____ Car decal
   _____ Community advertisement
   _____ Internet
   _____ Public radio advertisement
   _____ Other, please specify____________________

18. How often do you engage in social activities outside of OLLI activities? (For example, going to lunch with friends or family, attending church, serving the community, engaging in fitness programs....)
   a. Once a week
   b. Several times a week
   c. Once every several weeks
   d. Once every several months

19. How many of the OLLI social activities (parties, OLLI lunch gatherings such as OTTERS or new member lunches) do you typically attend?
   a. None
   b. 1-3
   c. 3-5
   d. More than 5
20. If you are considering withdrawing from OLLI activities, check all reasons that apply. If you are not considering withdrawing, select “does not apply”:

_____ Does not apply
_____ Diminished energy
_____ Decreased mobility
_____ Lack of transportation
_____ Disappointment with curriculum choices
_____ Burnout
_____ Financial considerations
_____ Travel Commitments
_____ Family commitments
_____ Declining health
Curriculum and Services

NOTE: IF YOU ARE A SOCIAL MEMBER ONLY, YOU MAY SKIP TO THE NEXT PAGE.

21. How satisfied are you with the typical courses offered by OLLI (i.e., Tai Chi for Beginners, American Theater, Excel with EXCEL: Computer Course)?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Dissatisfied</td>
<td>Neutral</td>
<td>Satisfied</td>
<td>Very Satisfied</td>
<td></td>
</tr>
</tbody>
</table>

22. How satisfied are you with the typical selection of topics offered in OLLI courses (i.e., Arts, Technology, History)?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Dissatisfied</td>
<td>Neutral</td>
<td>Satisfied</td>
<td>Very Satisfied</td>
<td></td>
</tr>
</tbody>
</table>

23. Are there any other subjects you would like OLLI to offer:

_______________________________________________________

24. How satisfied are you with the current OLLI course length of 90 minutes once a week?

<table>
<thead>
<tr>
<th>1</th>
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<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Dissatisfied</td>
<td>Neutral</td>
<td>Satisfied</td>
<td>Very Satisfied</td>
<td></td>
</tr>
</tbody>
</table>

25. Please check the course length option you most prefer (select only one):

____ 90 minute session
____ 60 minute session
____ 45 minute session
____ Other, please specify ____________________________

26. In which of the following OLLI activities have you participated? If you participate in an activity, please check the box to the left of the activity and answer questions “a” and “b” below it. If you do not participate in an activity, ignore questions “a” and “b” and move on to the next item.

_____ Academic courses
   a) If yes, how often do you participate in academic courses?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rarely</td>
<td>Sometimes</td>
<td>Fairly</td>
<td>Very</td>
</tr>
<tr>
<td>Often</td>
<td>Frequently</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

   b) If yes, how satisfied are you with the academic courses?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Dissatisfied</td>
<td>Neutral</td>
<td>Satisfied</td>
<td>Very Satisfied</td>
<td></td>
</tr>
</tbody>
</table>
### Social events

a) If yes, how often do you participate in social events?

1. Rarely
2. Sometimes
3. Fairly
4. Very Often
5. Frequently

b) If yes, how satisfied are you with the social events?

1. Very Dissatisfied
2. Dissatisfied
3. Neutral
4. Satisfied
5. Very Satisfied

### General meetings

a) If yes, how often do you participate in general meetings?

1. Rarely
2. Sometimes
3. Fairly
4. Very Often
5. Frequently

b) If yes, how satisfied are you with the general meetings?

1. Very Dissatisfied
2. Dissatisfied
3. Neutral
4. Satisfied
5. Very Satisfied

### Brownbag lunch sessions

a) If yes, how often do you participate in Brownbag lunch sessions?

1. Rarely
2. Sometimes
3. Fairly
4. Very Often
5. Frequently

b) If yes, how satisfied are you with the Brownbag lunch sessions?

1. Very Dissatisfied
2. Dissatisfied
3. Neutral
4. Satisfied
5. Very Satisfied

### Special lectures/workshops

a) If yes, how often do you participate in special lectures/workshops?

1. Rarely
2. Sometimes
3. Fairly
4. Very Often
5. Frequently

b) If yes, how satisfied are you with the special lectures/workshops?

1. Very Dissatisfied
2. Dissatisfied
3. Neutral
4. Satisfied
5. Very Satisfied
27. Do you have an AU ID card?
   a. Yes
   b. No

28. Which of the OLLI benefits have you used? If you participate in an activity, please check the box to the left of the activity and answer questions “a” and “b” below it. If you do not participate in an activity, ignore questions “a” and “b” and move on to the next item.

_____ Tiger Transit
   a) If yes, how often do you use the Tiger Transit?
      
      | 1 | 2 | 3 | 4 |
      |---|---|---|---|
      | Rarely | Sometimes | Fairly | Very |
      |       |       | Often | Frequently |

   b) If yes, how satisfied are you with the Tiger Transit?
      
      | 1 | 2 | 3 | 4 | 5 |
      |---|---|---|---|---|
      | Very | Dissatisfied | Neutral | Satisfied | Very |
      | Dissatisfied |       |       | Satisfied |       |

_____ Auburn University Library
   a) If yes, how often do you use the Auburn University Library?
      
      | 1 | 2 | 3 | 4 |
      |---|---|---|---|
      | Rarely | Sometimes | Fairly | Very |
      |       |       | Often | Frequently |

   b) If yes, how satisfied are you with the Auburn University Library?
      
      | 1 | 2 | 3 | 4 | 5 |
      |---|---|---|---|---|
      | Very | Dissatisfied | Neutral | Satisfied | Very |
      | Dissatisfied |       |       | Satisfied |       |

_____ Audited an Auburn University course
   a) If yes, how often do you audit an Auburn University course?
      
      | 1 | 2 | 3 | 4 |
      |---|---|---|---|
      | Rarely | Sometimes | Fairly | Very |
      |       |       | Often | Frequently |

   b) If yes, how satisfied are you with auditing the Auburn University course?
      
      | 1 | 2 | 3 | 4 | 5 |
      |---|---|---|---|---|
      | Very | Dissatisfied | Neutral | Satisfied | Very |
      | Dissatisfied |       |       | Satisfied |       |
29. How valuable would you say the previous activities and benefits are to you?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Value</td>
<td>Little Value</td>
<td>Neutral</td>
<td>Some Value</td>
<td>Extremely Valuable</td>
</tr>
</tbody>
</table>

30. Are there any additional benefits you would like OLLI to offer? If yes, please specify:

________________________________________________________________________

________________________________________________________________________

31. Would you like OLLI to offer more special lectures by invited speakers?
   a. Yes
   b. No

32. Were OLLI to offer more featured speakers, who would you like to see OLLI invite?

________________________________________________________________________

33. How interested would you be in OLLI offering organized field trips, at an additional cost?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all Interested</td>
<td>Not very Interested</td>
<td>Neutral</td>
<td>Somewhat Interested</td>
<td>Very Interested</td>
</tr>
</tbody>
</table>

34. Please list any field trips you would like OLLI to offer:

________________________________________________________________________

________________________________________________________________________

35. Which of the social events held this year have you attended or plan to attend? Check all that apply.

____ Valentine’s Day Social
____ Winter Holiday Party
____ Fall Social
____ Spring Social
36. Are there any other social events you would like to see? Check all that apply.

- Fat Tuesday Celebration
- St. Patrick’s Day Party
- Halloween
- Other, please specify____________________

**OLLI Fundraising**

Although OLLI@Auburn was the recipient of a million dollar OSHER Foundation Endowment in 2010 only the interest from that endowment is available to finance the organization each year. Staff salaries and benefits must be paid, computers purchased, classes advertised, etc. OLLI’s operating funds are meager and our dedicated staff and members do much with little. We need to find some additional sources of revenue.

36. Would you favor OLLI hosting a topical conference of interest to older residents of the southeast region, as one means of increasing revenue?

   a. Yes
   b. No

37. Would you be willing to volunteer to assist with the conference?

   ___Yes ___No

   If “yes,” please indicate what you are willing to assist with. Check all that apply

   - Help with planning
   - Volunteer at the conference
   - Donate money
   - Provide contacts to assist with the conference
   - Assist with mailings
   - Publicity
   - Other, please specify____________________________________________

38. If you have suggestions for conference topics, please list them below:

   _________________________________________________________________
   _________________________________________________________________

39. Would you be willing to assist in fundraising for OLLI?

   ______Yes ______No
If “yes,” please indicate the type of fundraisers in which you would be willing to participate. You may select more than one answer. Check all that apply.

- _____ Selling merchandise (e.g., t-shirts, cups, buttons) with the OLLI logo
- _____ Seek donations from family/friends
- _____ Bake Sales
- _____ Raffles
- _____ Sport Tournaments (e.g., golf tournament)
- _____ Silent auctions
- _____ Make a monetary contribution
- _____ Other (Please specify.)

40. Please list two fundraising initiatives you would be interested in having OLLI at Auburn organize.

_______________________________________________________
_______________________________________________________

41. If you have any suggestions for bringing additional money into the OLLI at Auburn program, please list them below:

_______________________________________________________

Your OLLI Experience

Please indicate your agreement or disagreement with the following statement:

42. The OLLI program is a good value for the money.

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly</td>
<td>Disagree</td>
<td>Neutral</td>
<td>Agree</td>
<td>Strongly</td>
</tr>
</tbody>
</table>

43. Overall, how satisfied are you with the OLLI program?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Dissatisfied</td>
<td>Dissatisfied</td>
<td>Neutral</td>
<td>Satisfied</td>
<td>Very Satisfied</td>
</tr>
</tbody>
</table>

44. What do you see as the greatest benefit of being a member of OLLI?

_______________________________________________________
_______________________________________________________
Thank you for participating in this survey. The OLLI Board is committed to providing the best possible programs for our members, and your input is critical in order to do so.