

OSHER Lifelong Learning Institute at RIT

where curious minds gather

■ A Comprehensive Approach to Member Recruitment and Retention Based on Survey Findings

April 3, 2008



What we hoped to learn from our survey results

- In-depth knowledge of current membership
- Understanding of why former members left and how to attract them again
- Information on where target market is and how to attract new members

Plus.....

What we hope to achieve with a long range marketing plan

- “Brand” identity
- Coordinated marketing materials
- Functional, attractive website
- Planned marketing campaign
- Long term membership growth

But first we needed to take a close look at ourselves

New Member Orientation Materials

Tri-fold Publicity Brochure

Fall 2006 Catalog

Osher Lifelong Learning Institute



Education is the key to living better today, exploring tomorrow, and creating a better world.

RIT ATHENAEUM
Women's Academy for Learning and Life

FALL CATALOG 2006



*Join us as we discover
The Osher Lifelong Learning Institute at RIT*

OLLI Announcements

November 2006

Advancement Message: The purpose of this department is to assist the program administrator in maintaining and enhancing the quality of the program. It is the goal of the department to be a resource for program development and to provide the highest quality of service to the members.

Hours at a Glance

MEAL	Event Description	PRICE
1	Registration	Free
2	Continental Breakfast	Free
3	Continental Lunch	Free
4	Continental Dinner	Free
5	Continental Dessert	Free
6	Continental Coffee	Free
7	Continental Tea	Free
8	Continental Juice	Free
9	Continental Water	Free
10	Continental Soft Drink	Free
11	Continental Alcohol	Free
12	Continental Entertainment	Free
13	Continental Transportation	Free
14	Continental Parking	Free
15	Continental Security	Free
16	Continental Insurance	Free
17	Continental Maintenance	Free
18	Continental Cleaning	Free
19	Continental Repairs	Free
20	Continental Supplies	Free
21	Continental Equipment	Free
22	Continental Furniture	Free
23	Continental Lighting	Free
24	Continental Heating	Free
25	Continental Cooling	Free
26	Continental Ventilation	Free
27	Continental Filtration	Free
28	Continental Acoustics	Free
29	Continental Safety	Free
30	Continental Security	Free

2006 Operational Calendar

Month	Event	Date
September	Registration	September 12
October	Continental Breakfast	October 12
November	Continental Lunch	November 12
December	Continental Dinner	December 12
January	Continental Dessert	January 12
February	Continental Coffee	February 12
March	Continental Tea	March 12
April	Continental Juice	April 12
May	Continental Soft Drink	May 12
June	Continental Alcohol	June 12
July	Continental Entertainment	July 12
August	Continental Transportation	August 12
September	Continental Parking	September 12
October	Continental Security	October 12
November	Continental Insurance	November 12
December	Continental Maintenance	December 12
January	Continental Cleaning	January 12
February	Continental Repairs	February 12
March	Continental Supplies	March 12
April	Continental Equipment	April 12
May	Continental Furniture	May 12
June	Continental Lighting	June 12
July	Continental Heating	July 12
August	Continental Cooling	August 12
September	Continental Ventilation	September 12
October	Continental Filtration	October 12
November	Continental Acoustics	November 12
December	Continental Safety	December 12
January	Continental Security	January 12

Monthly member newsletter

John Larri Button



Other business cards for members to pass out



One day guest pass

Sample Naming



Current Web site... still in process

THE ATHENAEUM SPEAKERS BUREAU

TOPIC DIVERSITY



MEET A SPEAKER

- Diverse backgrounds
- Diverse interests
- Diverse expertise
- Diverse styles of speaking
- Diverse topics
- Diverse formats
- Diverse venues
- Diverse audiences
- Diverse locations
- Diverse times
- Diverse days
- Diverse weeks
- Diverse months
- Diverse years
- Diverse decades
- Diverse centuries
- Diverse millennia
- Diverse eons
- Diverse eras
- Diverse epochs
- Diverse ages
- Diverse periods
- Diverse eras
- Diverse epochs
- Diverse ages
- Diverse periods

Speakers Bureau old form

RIT

OLLI Letterhead

One-week guest pass




Welcome to The Osher Lifelong Learning Institute at RIT

Our History

REQUESTS TO THE OSHER LIFELONG LEARNING INSTITUTE AT RIT

Endowment Form prepared by office of Planned giving




Athenaeum Bookmark

RIT

Legacy Fund Young Company Member



Athenaeum Notecards

We surveyed the following:

- Current members—375 surveys mailed
- Former members—300 surveys mailed to members who dropped within the past three years
- Prospective members—300 phone calls made. Criteria: age 60+, 12 targeted zip codes, home value \$75,000 or higher

(Copies of the surveys are included in your Osher booklet)

Survey Responses

Current members—375 mailed/253 returned (67%)

Former members—300 mailed/157 returned (59%)

Prospects—300 responses achieved

Our research firm was pleased with these results, especially from the former members.

Current Member Survey Results

The level of member satisfaction with Osher is high:

94% were satisfied with their Membership

97% would recommend Osher to others

87% have tried to bring in new Osher members

Members reported three major reasons for joining Osher:

- ▶ “Continuing my intellectual growth” (98%)
- ▶ “Meeting new people with common interests” (87%)
- ▶ “Developing a new set of friends” (77%)

Current members view on Courses

Members were generally satisfied with the number of courses and quality of courses offered but less so with the variety.

When asked for suggestions of courses they would like to see offered they wrote in 153 course suggestions. This information was passes on to our Course Offerings Committee for review and follow-up.

Former Member Responses

Overall return rate of 59%

While they were members, 77% reported they were satisfied with their membership

86% would recommend Osher to a friend

Former Member (continued)

Varied reasons for leaving the program:

- ▶ Too few courses of interest/quality (39% mentioned/ 19% major reason for leaving)
- ▶ Personal Health (14% major reason)
- ▶ Location/Distance (7% major reason)
- ▶ Not feeling welcome (27% mentioned/ 7% major reason for leaving)
- ▶ Cost (9% major reason)
- ▶ Got involved with other organizations/ No time for Osher (40%)

Prospective Members

89% of prospects indicated they were involved in some kind of organization in the community ranging from church groups, athletic clubs or special interest organizations.

The most important reason cited for their involvement in outside organizations was to “keep physically and mentally active and healthy.”

Prospects (continued)

When asked to name organizations and/or programs designed to provide learning or education for retired persons 8% mentioned Osher.

When asked if they have heard of Osher, 29% who hadn't previously mentioned Osher said they had heard of it.

Of those who had heard of Osher, 85% were aware of its educational purpose and 57% had at some time thought of joining Osher.

Prospects (conclusion)

Unaided awareness of Osher is low (8%)

Aided awareness is 29% but *should be higher* given that the respondents in the survey represent a prime target audience for Osher.

27% of respondents, having now heard about the program, said it is likely they would consider joining Osher.

This suggests a very large pool of potential members who may respond to a marketing campaign which effectively communicates the benefits of Osher membership.

Summary of Market Research

- Solid data – valid for a number of years
- Could not have achieved results independently
- Lack of time, expertise, analytical tools
- Anonymity of surveys important
- Involving and informing members key

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■ What's Next?

