

Presentation of Results 2022 Member Survey OLLI at Duke

May 20, 2022

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We've got data.



What interests you?



“Today’s Specials”

Are members happy?

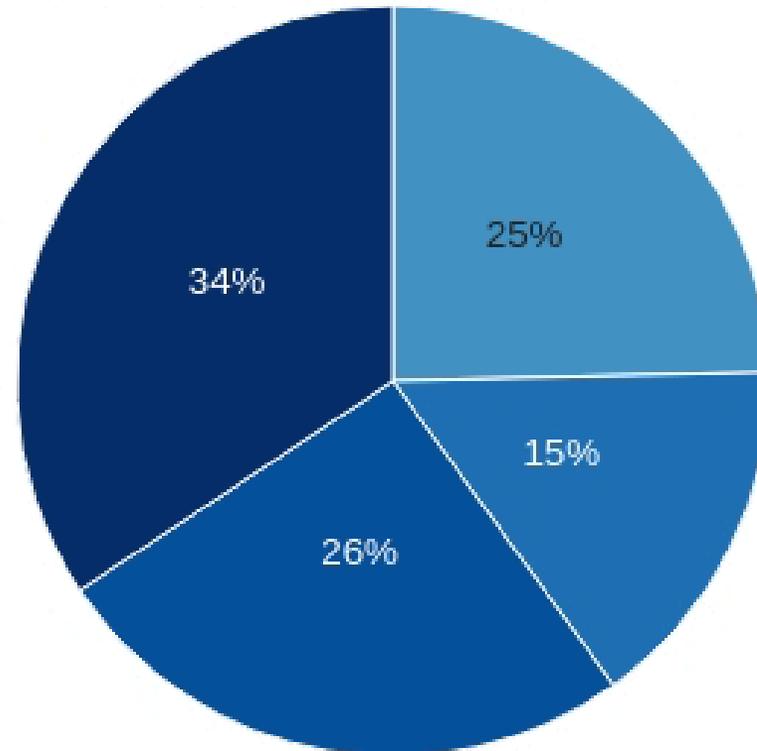
Are they OK with Zooming? More?

What do they want anyhow?

What will challenge us next?

Survey Basics

Q1.2 - How long have you been a member of OLLI at Duke?



● This is my first year ● 2 years ● 3 - 5 years ● More than 5 years

➤ 25% new members.

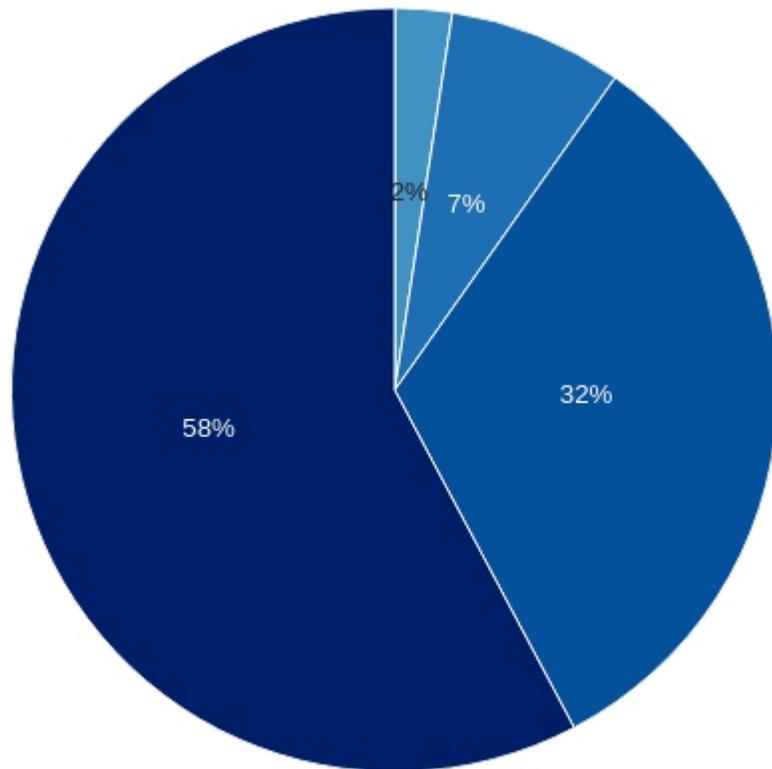
➤ Continuing mix.

➤ 45% response rate (738)

Key Finding #1

Members are satisfied

Q1.7 - Overall, how satisfied are you with your OLLI at Duke experience this year?



➤ High satisfaction score: 90%.

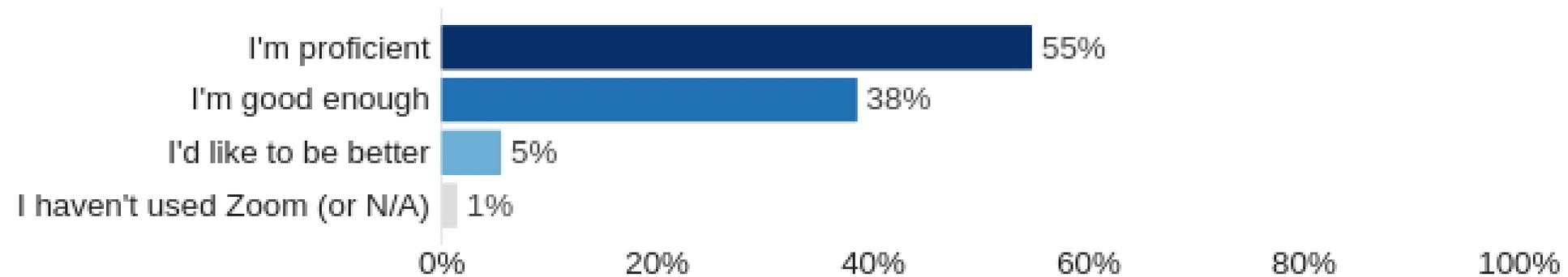
➤ Only 2% dissatisfied.

● Dissatisfied ● Neither Satisfied nor Dissatisfied ● Satisfied ● Very Satisfied

Key Finding #2

Zooming works (for this membership)

Q2.12 - Using Zoom with ease has required some learning! How would you rate your comfort using Zoom today?

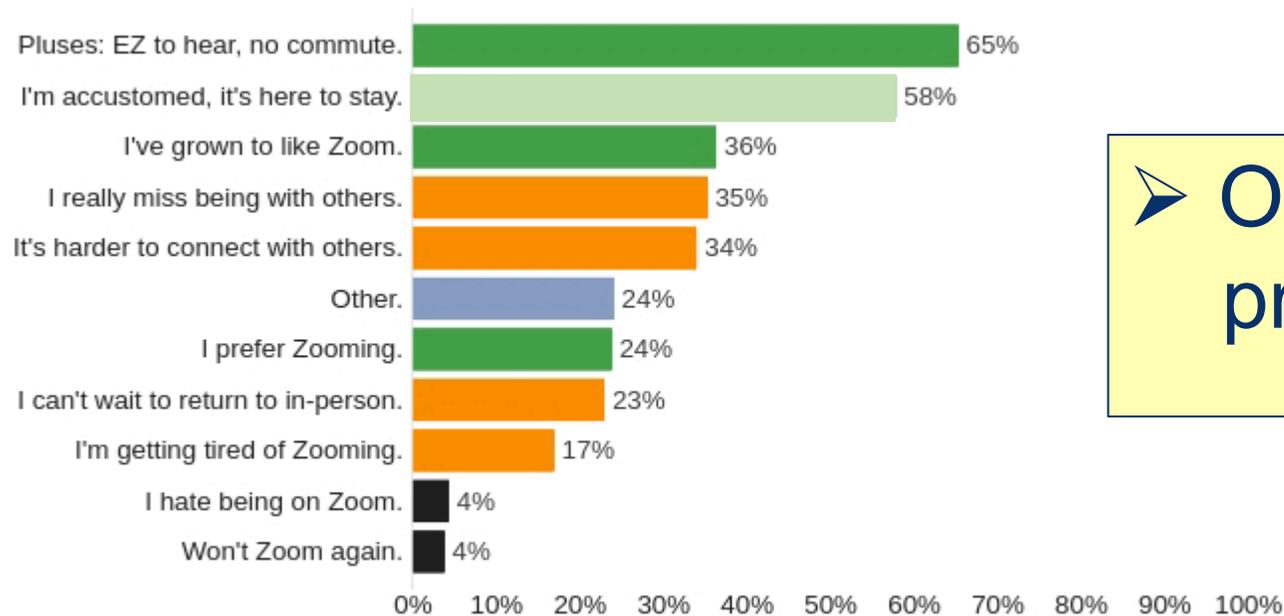


- Over half feel proficient.
- Hats off to OLLI training & support.

(Key Finding #2, Zooming works.)

Most feel good about Zooming OLLI classes

Q2.15 Which statements describe your feelings about attending OLLI classes via Zoom. (Check all that apply.)



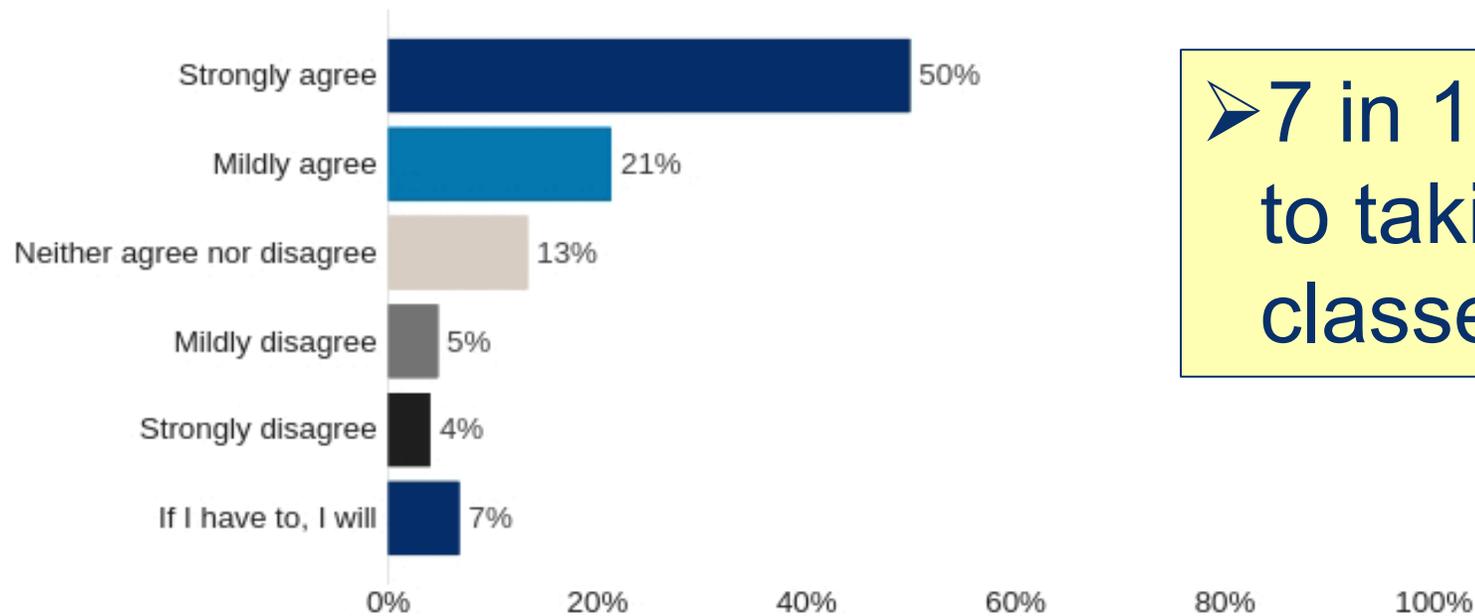
➤ Over two-thirds prefer/like Zooming..



(Key Finding #2, Zooming works.)

Most look forward to Zooming again

Q2.16 - In a nutshell, do you agree or disagree with this statement: "I am looking forward to taking future OLLI classes on Zoom."

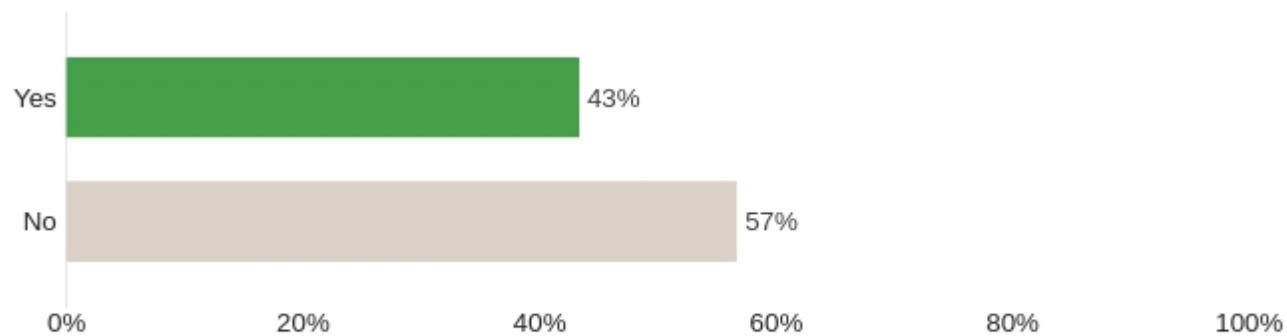


➤ 7 in 10 look forward to taking future classes on Zoom.

(Key Finding #2, Zooming works.)

OLLI is not their only source of online learning

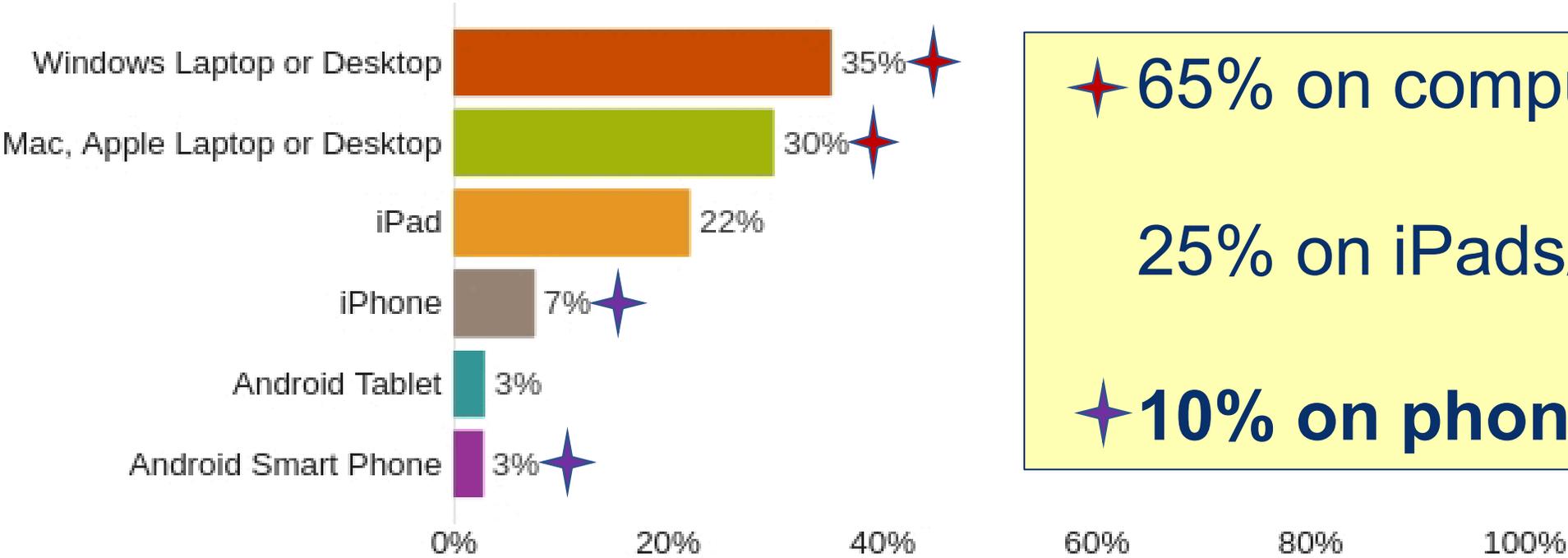
Q3.3 - Have you taken any virtual classes or online courses through other providers in the past year or so?
(E.g., other OLLIs, Coursera, edX, MasterClass, FutureLearn, etc.)



➤ Using online learning is common.

Devices used to Zoom

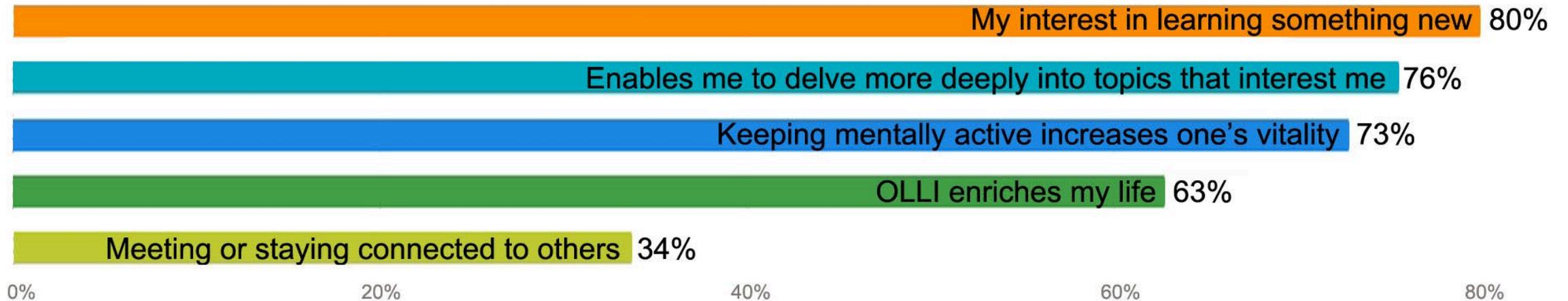
Q2.13 - Which of these devices do you use to access OLLI online courses? (Check all that apply.)



✦ 65% on computers.
25% on iPads/Tablets.
✦ 10% on phones.

Key Finding #3: Learning is key

% rating motivations as **Very Important**.

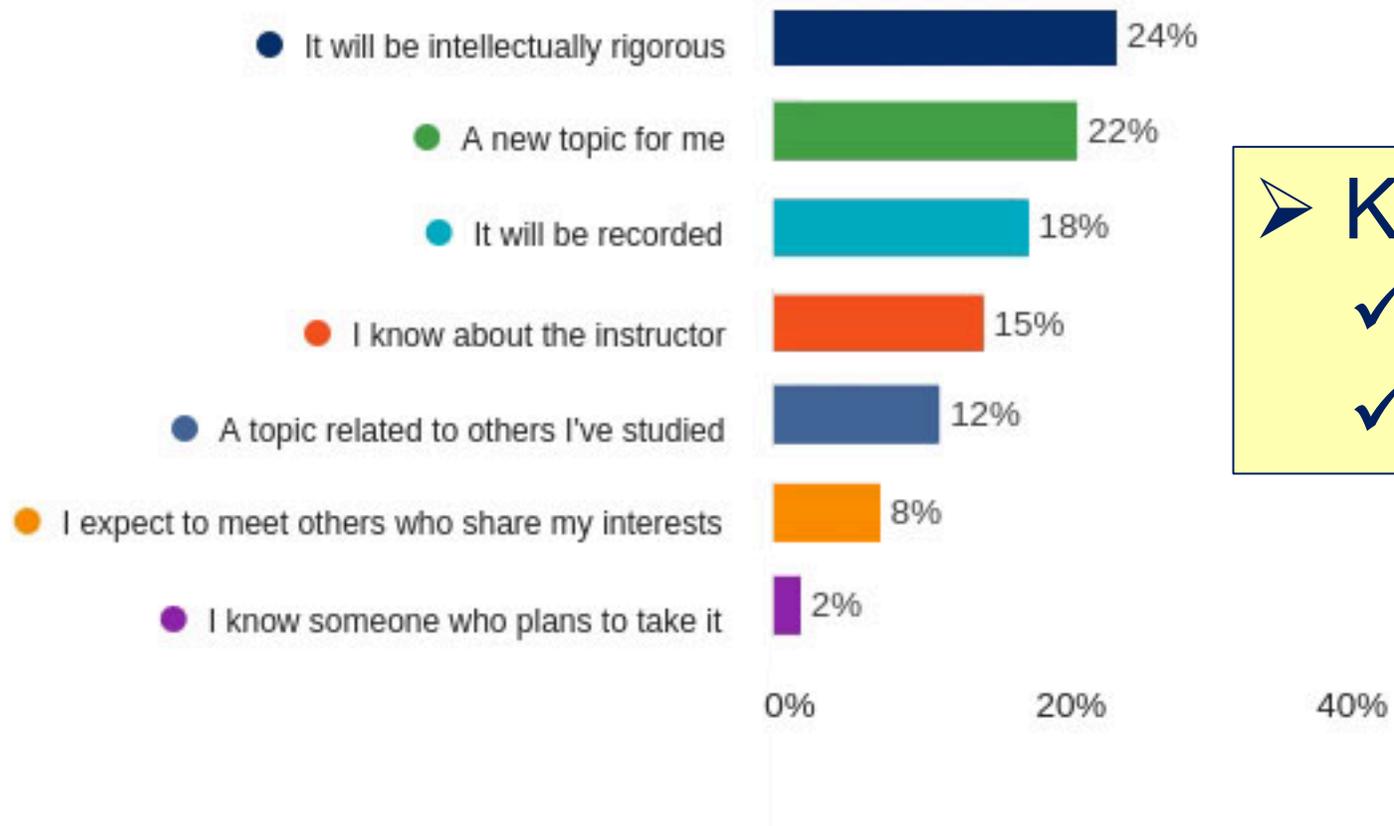


- Major motivation = learning.
- 3 in 4 have a Master's Degree or more.

(Key Finding #3, Learning is key)

Primary factors in course selection

Q2.5 How important are these factors to you when selecting a course? **VERY**



➤ **KEY factors:**
✓ **Intellectually rigorous**
✓ **new**



Recap of Key Findings

#1 Members are satisfied. *Hats off!*

#2 Zooming works (for them).

#3 Learning is key.



Next up:

- ❖ **Why join OLLI?**
- ❖ **Why choose a course?**

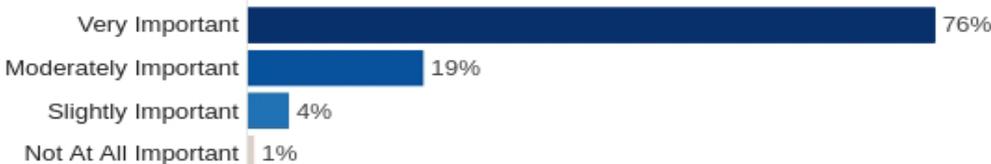
Motivations

Q1.5 - People participate in OLLI for different reasons.
How important are these to you?

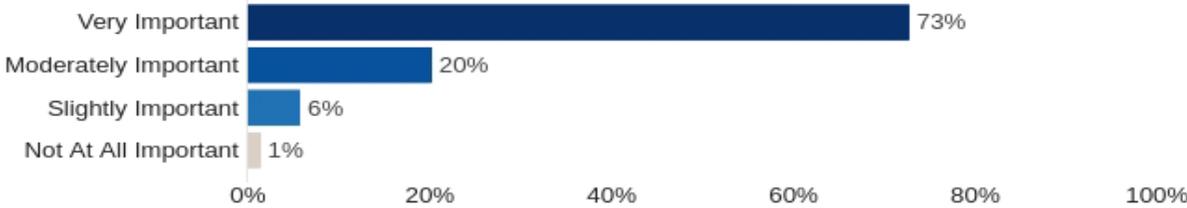
My interest in learning something new



Enables me to delve more deeply into topics that interest me



Keeping mentally active increases one's vitality

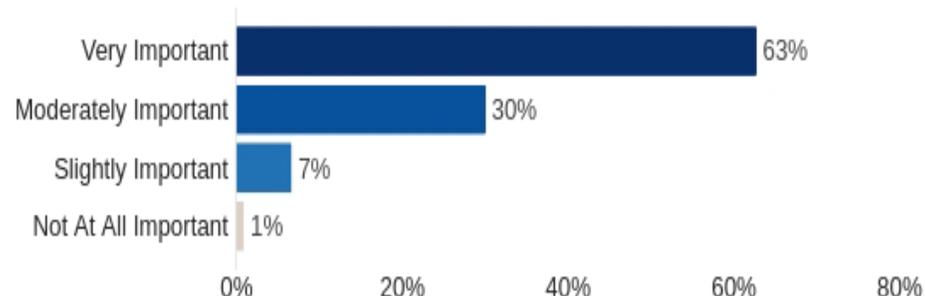


➤ Key motivations are intellectual.

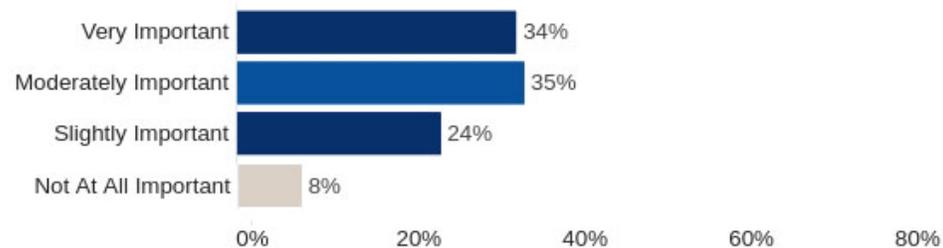
Motivations, cont'd

Q1.5 - People participate in OLLI for different reasons. How important are these to you?

OLLI enriches my life



Meeting or staying connected to others

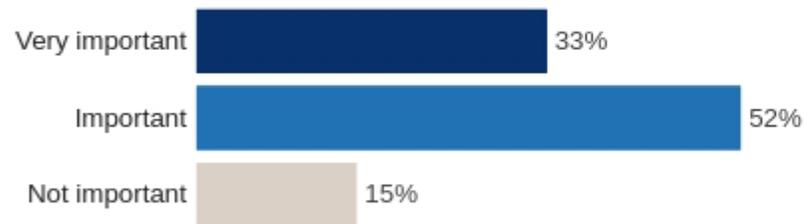


- **93% believe and value that OLLI enriches their life.**
- **For two-thirds, meeting/ staying connected to others is important.**

Factors in course selection

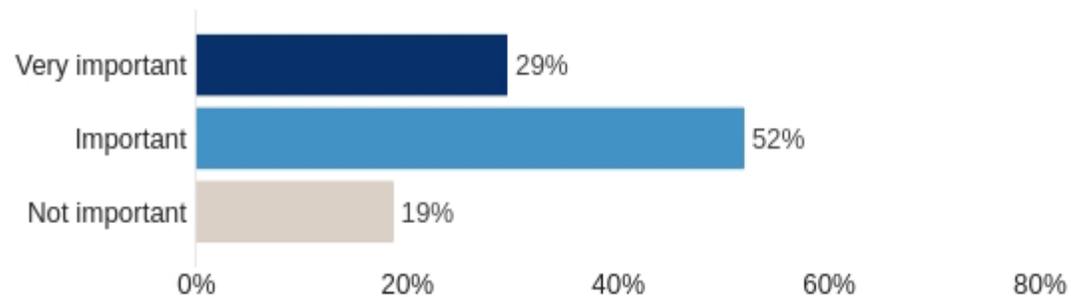
Q2.5 How important are these factors to you when selecting a course?

It will be intellectually rigorous



➤ **Intellectual rigor is one of the top factors.**

A new topic for me

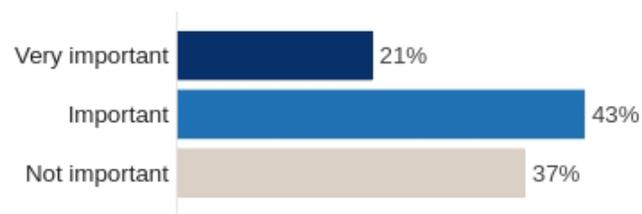


➤ **For 3 in 10, new topics is very important.**

Factors in course selection, cont'd

Q2.5 How important are these factors to you when selecting a course?

I know about the instructor



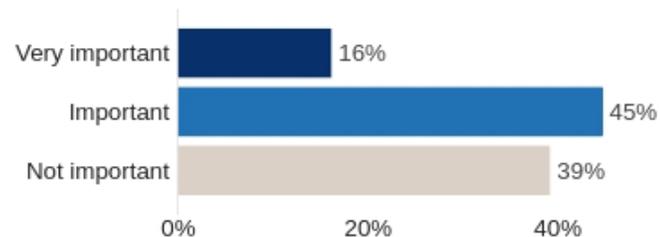
➤ **Knowing about the instructor:** importance grows with length of membership.

It will be recorded



➤ **Recording:** important to both non-local + long-time members.

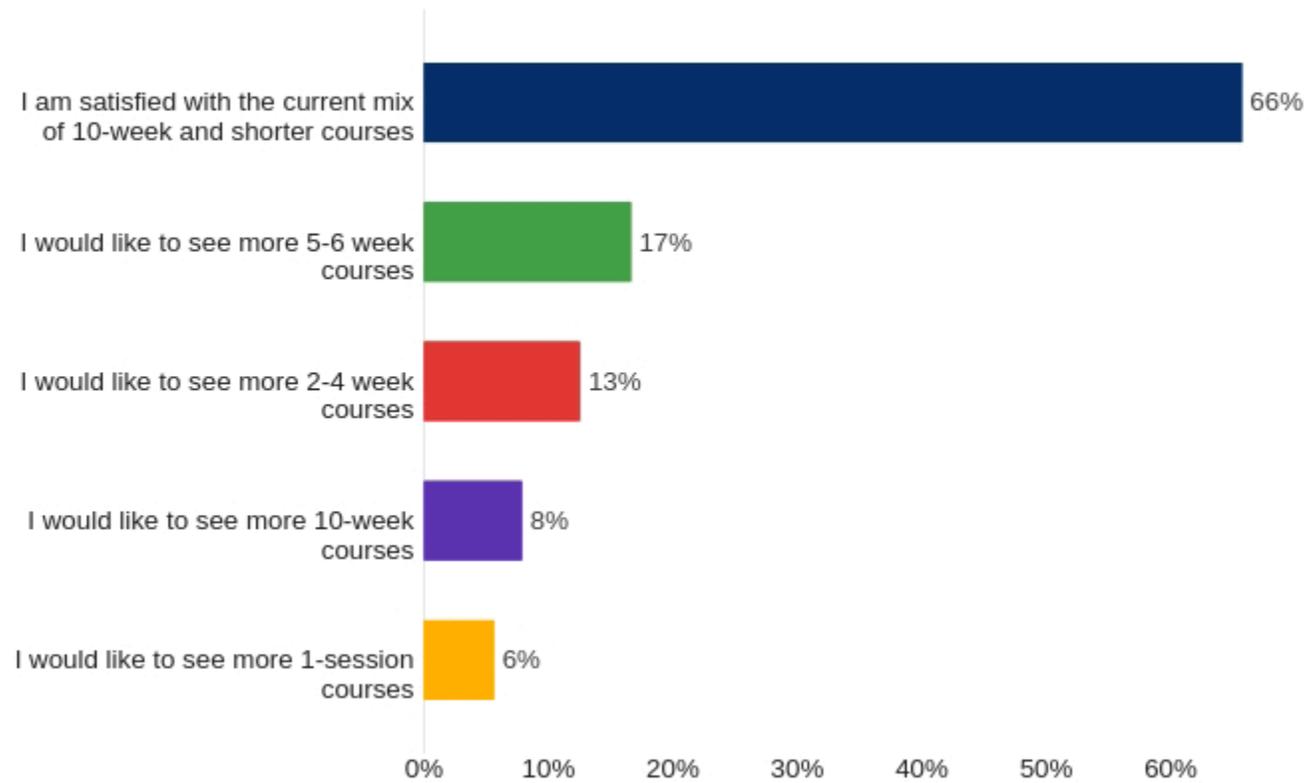
A topic related to others I've studied



➤ **That a topic is related is less important than newness.**

Attitudes about course lengths

Q2.6 - How do you feel about the mix of course lengths that are offered in the 10-week Fall and Winter terms? (Check all that apply.)



➤ 2/3 are satisfied with the mix (~2020).

➤ Desire for shorter courses has declined.



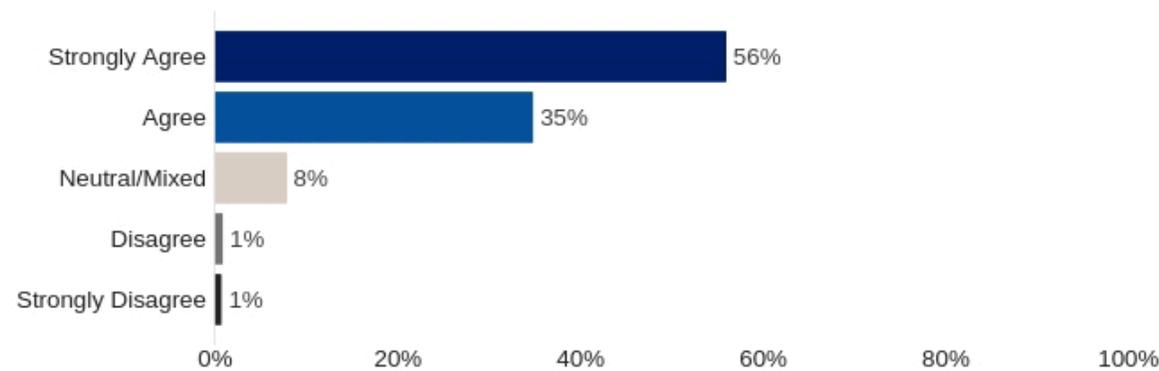
Next up:

*What are they
thinking
about OLLI?*

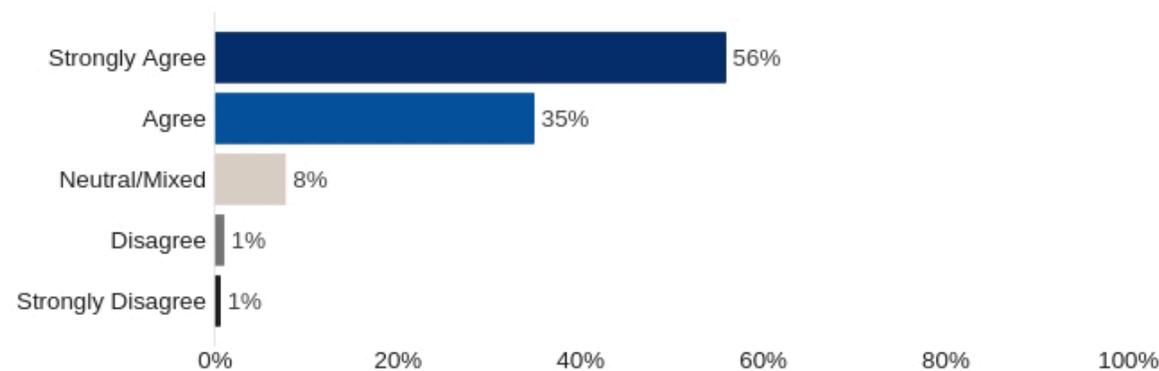
Attitudes about OLLI at Duke

Q1.12 Do you agree or disagree with these statements about OLLI at Duke today?

Exhibits quality and excellence



Provides high quality instruction

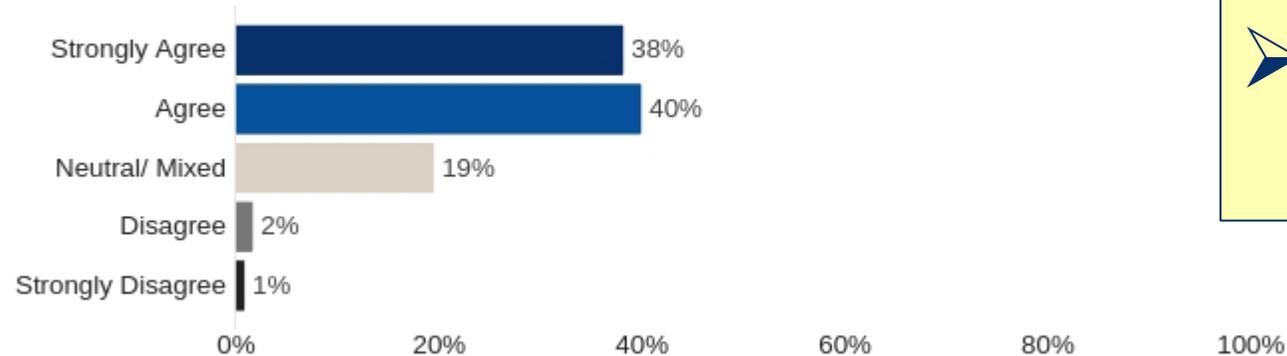


➤ Remarkably high approval after moving to online learning.

Attitudes about OLLI at Duke, cont'd

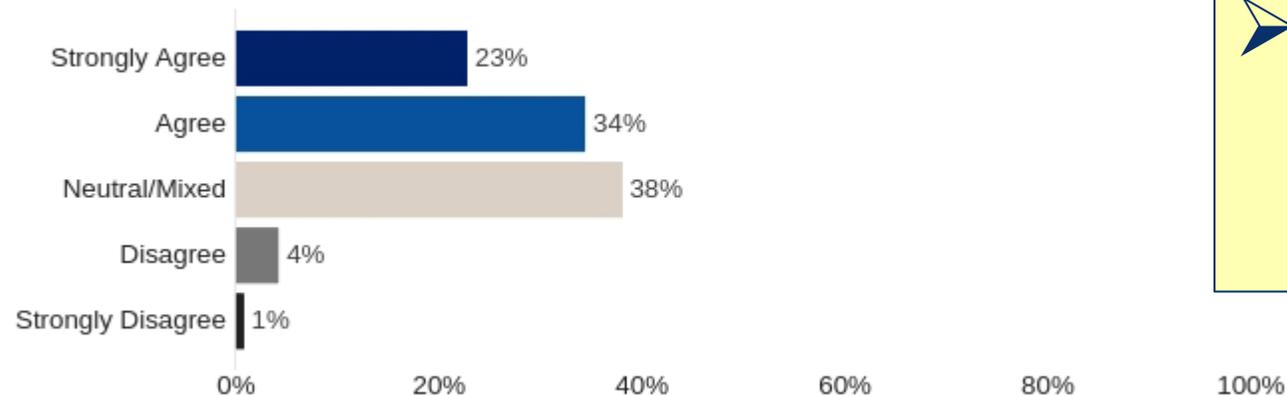
Q1.12 Do you agree or disagree with these statements about OLLI at Duke today?

Is welcoming to new members



➤ **Welcoming: 3/4 agree.**

Advances diversity and inclusion

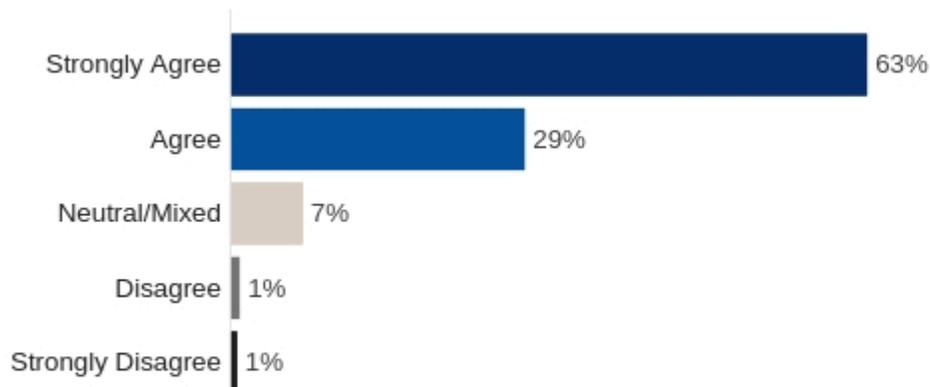


➤ **Advances diversity & inclusion: 3/5 agree.**

Attitudes about OLLI at Duke, cont'd

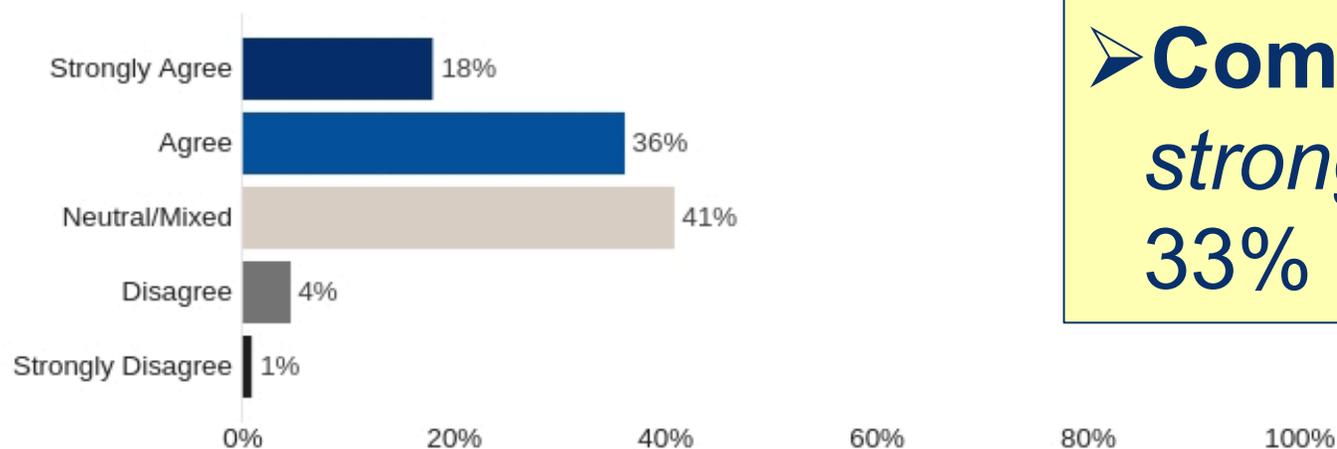
Q1.12 Do you agree or disagree with these statements about OLLI at Duke today?

Members, instructors, and staff treat each other respectfully



➤ **Respect:** Nearly two-thirds *strongly agree* (~ 2020).

There's a strong sense of community among the members



➤ **Community:** Only 18% *strongly agree* – down from 33% (2020).



Next up:

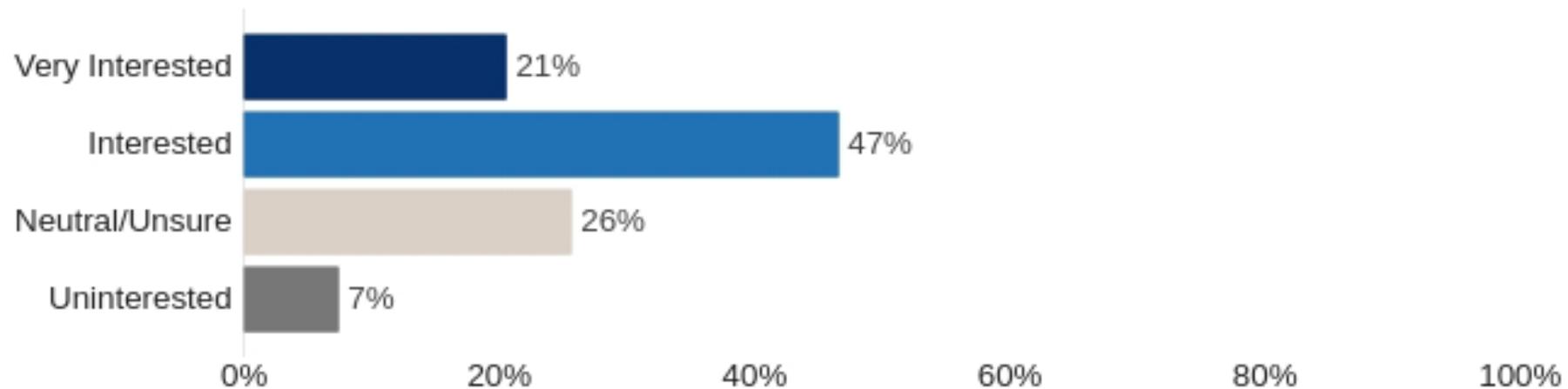
Interest
in
Possibilities



Interest in 5 types of courses

Q2.7 How interested or uninterested are you in OLLI offering more courses like these?

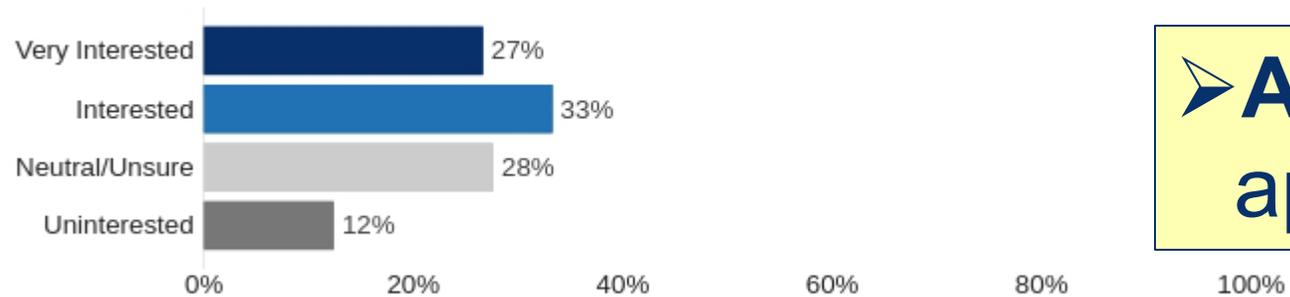
Inspiring, encouraging (e.g., Neurologist Meets Art Historian, Icons of Architecture)



➤ **Inspiring, encouraging:
highest interest.**

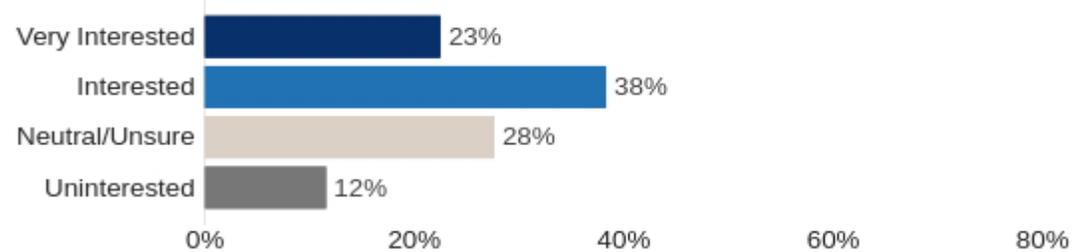
Interest in 5 types of courses, cont'd

Advanced level; post-grad level thinking or background desirable (e.g., Dilemmas in US-China Relations, Home Alone in the Universe)



➤ **Advanced level:
appealing.**

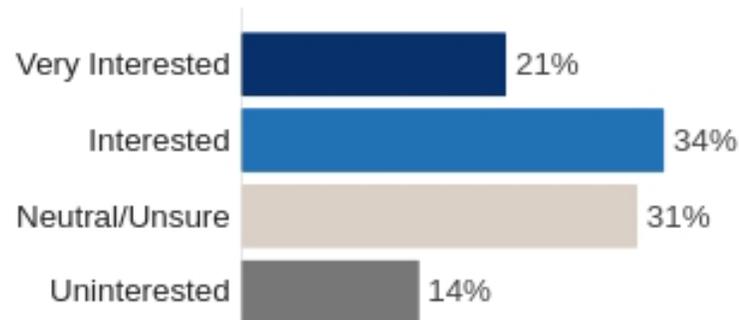
Invites me to rethink my assumptions/ understandings (e.g., Equity in Durham's Public Schools, Sixties at Duke).



➤ **Rethinking assumptions/
understandings:
appealing.**

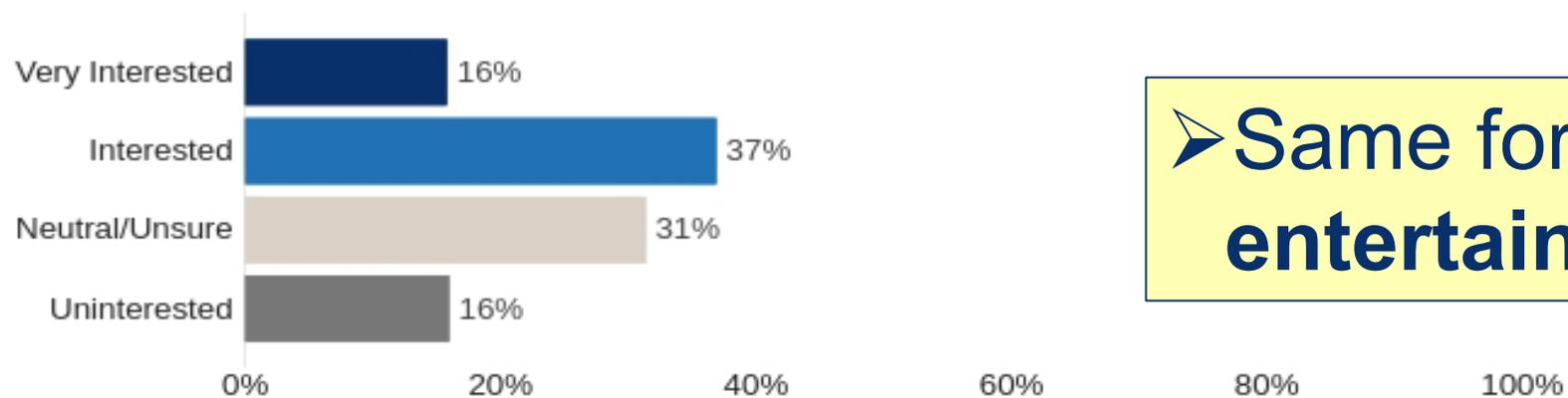
Interest in 5 types of courses, cont'd

Active skill learning (e.g., hands-on art, writing, wellness activities)



➤ **Active skill learning:** appeals much more to women.

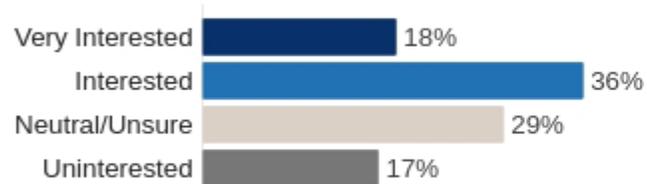
Fun, entertaining (e.g., Ukulele for Beginners, Broadway Musicals)



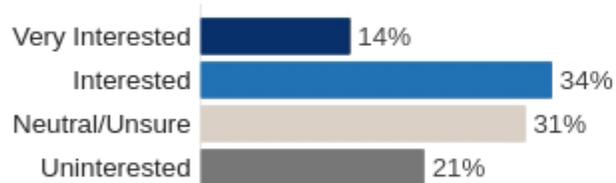
➤ Same for “**fun, entertaining**” courses.

Interest in health & wellness courses

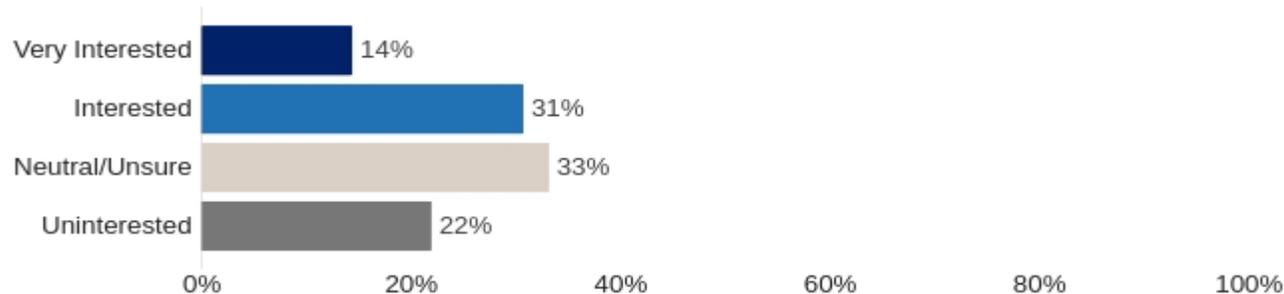
Memory, attention, problem-solving (Cognitive health)



Exercise & nutrition; mobility & balance, sleep (Physical well-being)



Resilience, stress reduction, gratitude, contentment (Mental-emotional health)



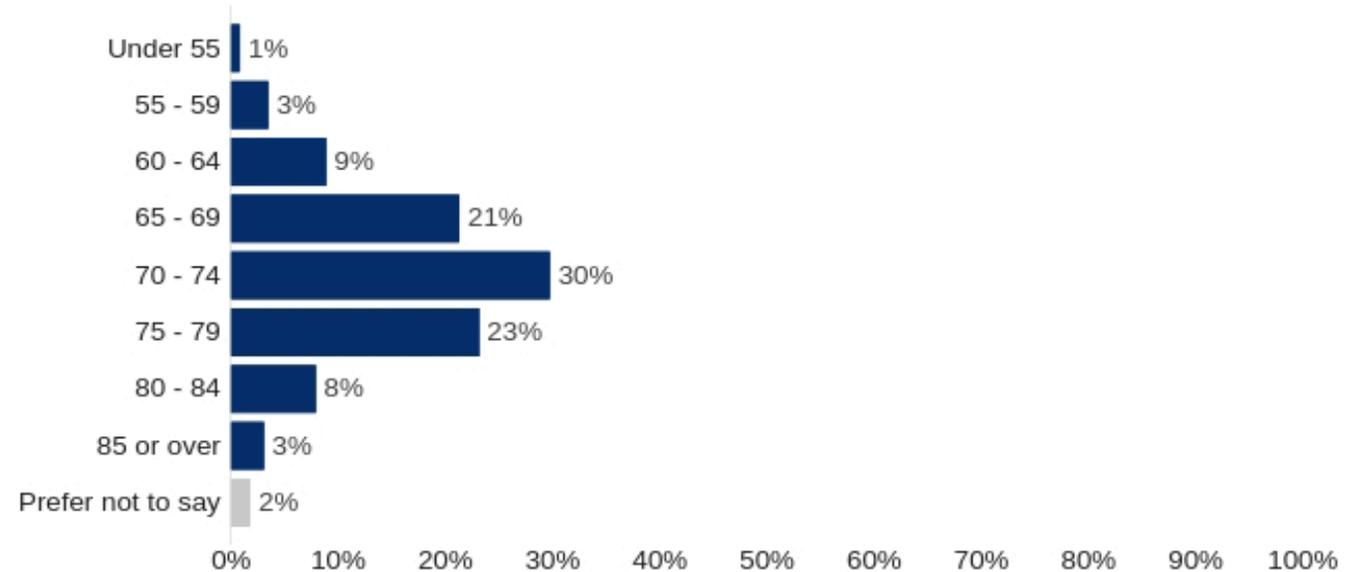
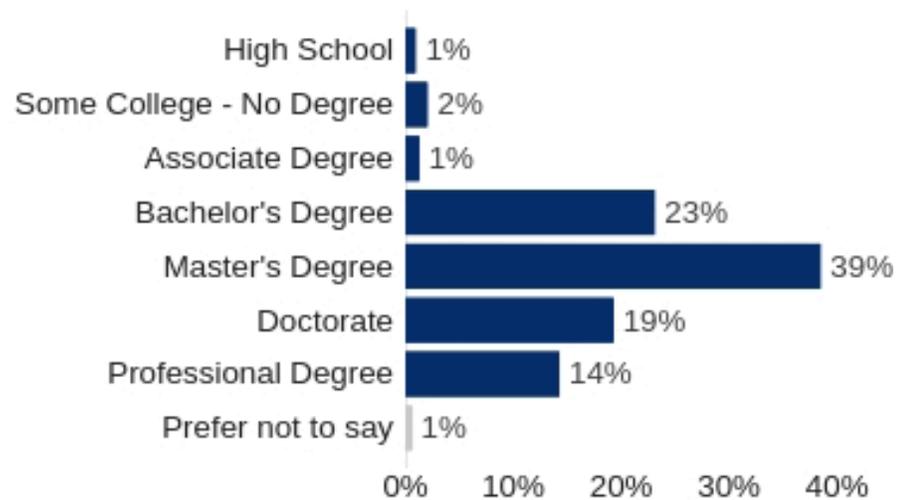
➤ **Health & wellness:**
weaker appeal, especially
among men.

Last bit:

DEMOGRAPHICS



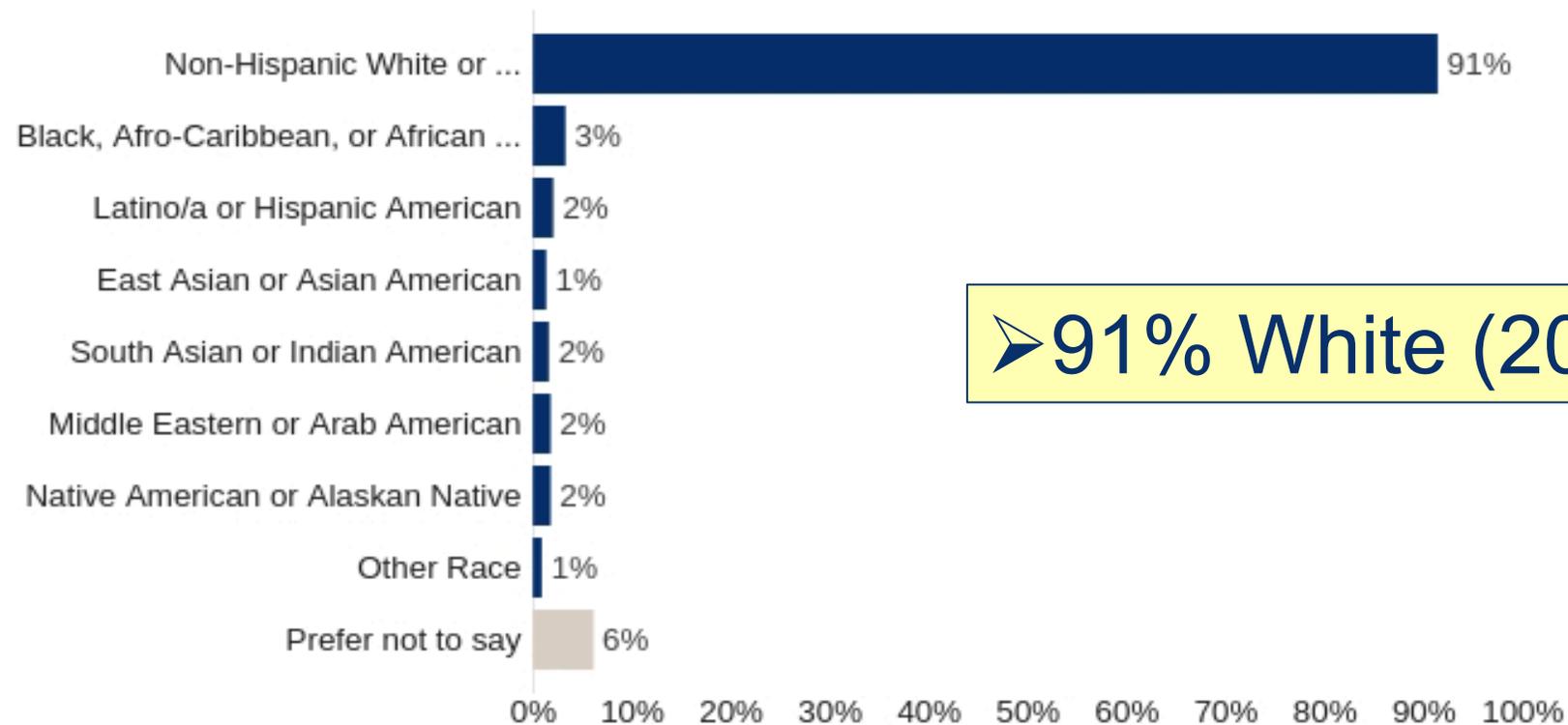
Demographics



- Highly educated.
- Most: fully retired & married. Women:men = 7:3.
- Like 2020.

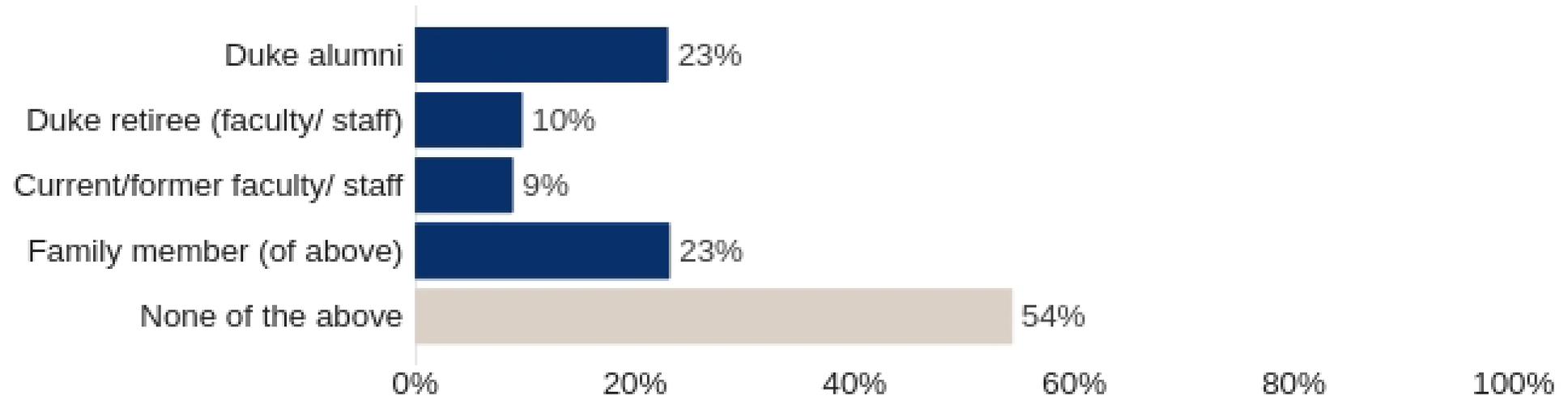
Demographics, cont'd

Q5.5 - How do you describe yourself? (Check all that apply.)



The Duke Connection: Relationship

Q4.2 - What connections do you have with Duke University? (Check all that apply.)



➤ Nearly half have a relationship.



Where
does
this
take
us?



Key Takeaways

- Satisfaction remains high.
- Most are content to Zoom.
- Intellectual stimulation is key.
- Delivering courses successfully will be challenged by:
 - A more diverse membership; dual formats.
 - “Competition” from online learning providers.

We've reached THE END!
Congratulations!

