

## OLLI NEW MEMBER SURVEY

2017

Q1 – *Which of the following describes your OLLI membership?* (N= 218)

**79% of respondents joined for the first time last year, 15% rejoined OLLI this past school year after a break of 2 or more years, and 6% said, “Neither is true.”**

Q2 – *How did you find out about OLLI? Please check all that apply.*

Responses listed in descending order of frequency of mention.

61%	From a family or friend
29%	Received catalog in the mail
20%	Media (newspaper, radio, TV)
17%	Visited OLLI website
17%	Picked up catalog in a public place
8%	Other (Searched the Internet is mentioned by 2, rest are single mentions)
3%	OLLI speaker came to a meeting I attended

Q3 – *On which, if any, of the following TV stations did you see an ad for OLLI? Please check all that apply.*

**88% do not recall seeing any OLLI ads on TV.** None saw an ad on CNBC, ESPN2, Food Network, or Travel Channel. A few recall ads for OLLI on the channels listed below in descending order of frequency of mention:

9%	WCET
2%	Fox News
1%	HGTV
.5%	CNN

Q4 – *If you watch CET (public television), when do you typically watch? Please check all that apply.* (N-203, Skipped 15)

**Most of these respondents (59%) watch WCET after 8 PM. 23% report watching WCET between 5 and 8 PM.** 32% “rarely” or “never” watch this channel. Below is the breakdown of participants’ WCET viewing habits.

8 AM to 1 PM	3%
1 PM to 5 PM	4%
5 PM to 8 PM	23%
After 8 PM	59%
Rarely Watch	25%
Never Watch	7%

Q5 – *If you watch CET (public television), do you watch any of the following programs?*

**Shows with the highest number of regular viewers (watch “always” or “most of the time”) are Antiques Roadshow (49%), Masterpiece Theater (42%); PBS Newshour (24%); Charlie Rose (18%); Washington Week (16%); and, Nova (15%).** Only 11% or fewer of these respondents are regular viewers of the other shows on the list – American Experience, American Masters, Frontline, and Great Performances

Q6 – *On which public radio station, if either, did you hear an OLLI sponsor message last year?*

(Options are WGUC only; WVXU only; both WGUC and WVXU; and, Neither.)

**59% of these respondents did not hear an OLLI sponsor message on either of the two public radio stations. 25% of respondents heard an OLLI message only on WVXU and 7% heard about OLLI only WGUC.** Only 10% heard an OLLI message on both public radio stations.

Q7 – *How often do you listen to WVXU?*

(Options are: Daily; Several times per week; Sometimes during the week; Rarely; and, Never.)

**58% of survey participants listen to WVXU at least “sometimes during the week.” 42% “rarely” or “never” listen to WVXU.**

Q8. *If you listen to WVXU, do you listen to the following programs?*

**Of the options presented, the morning and afternoon news shows have the strongest support among these participants. 34% listen “several times per week” or “sometimes during the week” to Morning Edition, and 32% listen frequently to All Things Considered. 1A is cited by 22% as a program they listen to at least “sometimes during the week;” Weekend programming attracts 18% of these participants at lease “sometimes during the week.”**

Here & Now (11%) and Cincinnati Edition (8%) have the lowest number of fans of the options presented.

Q9. *If you listen to WVXU, when do you typically listen? Please check all that apply.*

**Many of these respondents typically listen to WVXU weekdays up to 7PM. Only a small percentage listen to the station after 7 PM on weekdays.**

Monday – Friday 5AM to 10 AM	37%
Monday – Friday 10AM to 3 PM	48%
Monday – Friday 3 PM to 7 PM	34%
Monday – Friday 7 PM to midnight	10%
Weekends	31%
Never	24%

Q10. *If you listen to WGUC, when do you typically listen? Please check all that apply.*

**WGUC listening patterns vary from the typical times participants listen to WVXU (see above). 44% of these participants “never” listen to this station.**

Monday – Friday 5AM to 10 AM	13%
Monday – Friday 10AM to 3 PM	28%
Monday – Friday 3 PM to 7 PM	34%
Monday – Friday 7 PM to midnight	14%
Weekends	27%
Never	44%

Q11. *How do you receive television at home? Please check all that apply.*

**Spectrum Cable continues to be the leading way these respondents receive TV; however, Fiopitics is gaining market share.** Below are the responses to this question, listed in descending order of frequency of mention.

48%	Spectrum/Time Warner
27%	Fioptics/Cincinnati Bell
15%	Dish/Direct TV
14%	Streaming (Netflix, Amazon Prime, Hulu, etc.)
8%	Antenna box
2%	Other
2%	None

Q12. *Please rank the follow statements:*

Ranking options were: strongly agree; somewhat agree; neither agree nor disagree; somewhat disagree; and, strongly disagree.

**Please note:** Figures below represent the percentage who either strongly agree or somewhat agree with each specific statement.

**OLLI receives high marks from most respondents on these statements. Sociability is important to many, but appears to be a somewhat lower priority versus the other attributes.**

OLLI is an exceptional value for the money	90%
The program and courses have excellent moderators	86%
OLLI is well-managed	89%
The programs and courses have high educational value	86%
I enjoy the sociability with the other members	67%

Q13. *Do you plan to continue taking OLLI courses?*

**78% of these respondents plan to continue taking OLLI classes. 5% will not continue taking classes, and 17% are not sure.**

Q14. *If not, or if not sure, please tell us why. Please check all that apply. (N=43, Skipped question=175)*

A total of 8 options were provided. See below:

**Many who do not plan to continue taking classes cite other activities as the reason. These schedule conflicts are “travel plans” (35%), “volunteering” (28%), “family responsibilities” (23%), and “working” (19%).**

There were also program-specific reasons mentioned as reasons for dropping out of OLLI. The “didn’t like it” option was selected by 21%; 12% said “too expensive,” 7% said “not interested,” and 5% said “didn’t feel welcome.”

Non-continuers also had the opportunity to provide comments on their reasons for dropping out. These comments are found in the Appendix.

Q15. *Would you recommend OLLI to a friend?*

**89% of these participants are supporters (“yes”), 8% are passives (“maybe”), and 3% were non-supporters (“no”).**

Q16. *Which of the following best represents your racial or ethnic heritage?*

The options presented and percentage of responses for each category are listed below.

Non-Hispanic White or European	87%
I prefer not to answer	9%
Latino or Hispanic-American	2%
East Asian or Asian-American	1%
Native American Indian or Alaskan Native	.5%
Other	1%
Black, Afro-Caribbean or African-American	0%

17. *What would you like us to know about your OLLI experience?* (N=108, Skipped = 110)

Comments from this question are found in the Appendix.

Q18. *Thank you for taking the time to make OLLI at UC better for everyone! If you have any questions or concerns, you can reach us at (513) 556-9186 or [olli@uc.edu](mailto:olli@uc.edu). You may also leave your contact information below, and we will get in touch with you.*

## APPENDIX

The appendix is divided into three sections – Comments from Question 14, Comments from Question 17, and Suggestions from Respondents.

Words in italics are exact quotes from the questionnaires.

### COMMENTS FROM QUESTION 14

Q13. *Do you plan to continue taking OLLI courses?*

Q14. *If not, or if not sure, please tell us why. Please check all that apply. (N=43, Skipped question=175)*

Nearly all of comments from Q14 focused on some aspect of OLLI's class offerings. These comments fell into the following sub-categories:

- **I will continue if there are classes that interest me** – *It depends on what classes are offered. / Many of the topics are very esoteric. I have difficulty finding topics that are relevant. / I will only attend if the courses are of interest.*
- **I was disappointed in the classes** – *Several of the courses were not good. I just quit coming to them. / I did not find the course challenging enough. / I wanted to take a specific course which turned out to be not that good. / The genealogy class was focused on local families and of no value to a first generation American whose parents immigrated post WWII. / I didn't learn what I had hoped to learn in the photography class. / The three courses I have taken were of poor value.*
- **The course description was misleading** – *The course was not what was described in the catalog.*
- **I was disappointed by the moderator** – *Moderators did not do a good job. / I didn't know which of the speakers was good, and some are pretty bad. / The moderator never showed up for the MAC overview class. And the class was too short to learn much. / One instructor was not helpful. The other was very good.*
- **I can't get into the classes I want** – *The classes are limited. Those I wanted to take were either cancelled or closed out.*

A few respondents mentioned other reasons for not continuing to take OLLI courses:

- **Inconvenient Location** – *Although I plan to take two classes, the Victory campus is far from my house. / The locations of the fall / winter classes are not in my area (West Chester). / Location, location, location! I live in 45249. I need a facility closer to me.*

- **High Cost** - *I'm not impressed for the dollars I spent, even though friends have raved about their courses. For only one course, the baseline membership is too high. Friends in New York take/audit university classes for less.*
- **Involved in other activities** – *“OLLI is a wonderful thing – my interests are just elsewhere at the moment. / I can't do everything! OLLI is just not on my list of things to pursue at this time. / I'm writing a book now. I'm too busy.*
- **Moving to another city** - *I may be moving to Massachusetts. I really loved my classes and definitely would continue if I remain in Cincinnati.*
- **Same old leadership** – *The program continues to be run, year after year, by a clique of insiders who feel they know everything. They don't. How about some new blood in the leadership? Pick some new people instead of this clique who project an unfriendly aura.*

## **COMMENTS FROM QUESTION 17**

Q 17. *What would you like us to know about your OLLI experience?* (N=108, Skipped = 110)

### **POSITIVE COMMENTS**

#### **Classes**

- **Wide variety** – *I appreciated the depth and variety of the courses. / I have really enjoyed the wide range of topics and activities. / I really like the variety of topics. Sometimes there are so many choices that I cannot take everything that I am interested in.*
- **Interactive** – *I like the classes with participation. / Some of the classes are very interactive, such as the vegetable gardening class.*
- **Learning from other students** - *I liked the contributions of the other students. / It's very helpful to hear others' experiences in addition to the instructor.*

#### **Moderators**

- **Excellent moderators** - *Great professors. / I love the instructors, very knowledgeable. / Some moderators are very good. / I was impressed by how well-prepared the moderators were and how seriously they took their charge of education and promoting dialogue. / Excellent speakers / The instructors do a great job (especially as volunteers).*

#### **Cost**

- **Reasonable** – *Well worth the cost.*

## Locations

- **Miami University at Voice of America** – *The fact that they are given at the Miami U campus in West Chester made it very accessible.*
- **Victory Parkway** – *I love the experience of attending OLLI classes on the former Edgecliff College campus. / Parking is convenient. / Learning spaces are well-equipped and easy to get to. / Victory Parkway campus is most convenient since I live in Kentucky. / I really like the OCAS location. / So easy to get to classes at Victory Parkway campus. / I really appreciate the Victory Parkway location.*

## Management

- **Good staff** – *The staff are quite friendly and helpful. / Very well managed. / Great concept, well executed!! / You're doing a good job!! / I appreciate all of the people who make it happen.*

## Personal Benefits

- **I learned something** – *The classes I attended were interesting and informational. / It was a good opportunity to learn something new. / I have learned so much from these courses.*
- **I stretched my mind** – *It was very stimulating. / I found the classes stimulating and thought provoking.*
- **I had fun** – *The classes were very enjoyable! / It was great fun. / Greatly enjoyed it!!*
- **I met new friends** – *I enjoyed the fellowship. / All the people are nice and cultured. / Mostly, I liked meeting the people. / It's a great opportunity to meet people with equal, if not greater knowledge in an area of interest. / I enjoyed the social aspect of the classes.*
- **I improved my quality of life** – *I think the concept of life-long learning is so important for retirees as a vehicle for enhancing their quality of life and sense of purpose.*

## General Comments

- *OLLI is a good organization. I'm glad you're there.*
- *The classes I have taken were interesting and informational.*
- *I loved all the classes I took.*
- *Thank you for allowing me to learn about the city as a newbie!*
- *I enjoyed it very much, Sorry to miss some weeks for emergency babysitting duties.*
- *I loved it! Signed up for the summer series and plan to sign up this fall. Keep up the good work!*
- *Thanks for offering these programs.*
- *It's amazing! Thank you!!*



- *I loved it! I was only able to attend in the fall, as we were away for the entire winter and spring, but I am looking forward to fall classes very much.*
- *Really enjoy it. Thanks to all for the effort and work.*
- *Some instructors are not as good as others, but I always learn something.*

### **Comments about Specific Classes**

- *I greatly appreciated the Religion without Borders class. It was outstanding and should be the basis for a whole course of programs.*
- *I especially enjoyed Paul Hendrick's Hamlet class and Gene's Paris class. We wish she would write a guidebook!*
- *I thoroughly enjoyed my class with Nancy Schpatz on condo living, and I wish it could have lasted longer.*
- *The class that dealt with Islam was great. I wish it could be repeated or continued.*
- *I had very good classes on Boeing (fall quarter) and Travel information (winter quarter).*
- *I took two sessions of the James Joyce Ulysses class and really enjoyed it.*
- *Enjoyed the Leonard Cohen class.*
- *The Spring Grove tours were great.*
- *I would like to see another Vietnam class from Diem Bien through the U.S. war.*
- *Phil Thompson's Ulysses courses were outstanding.*
- *Excellent teacher and class members for the OLLI I-phone course.*
- *I enjoyed the courses and learned a great deal, especially from the Wednesday WOW program last fall.*
- *The travelogues were generally interesting.*
- *Mary Fruehwald is an excellent moderator and made wine appreciation the highlight of my week.*
- *The genealogy course was very informative and Kathy made the class very interesting.*
- *I really enjoyed the exercise class I took this past spring.*
- *Several classes have been excellent (Keith Marriott and Richard Hoskin).*
- *The lecture from the woman who began Crayons to Computers was right up my alley with a lecture and food samples and a slide presentation of her book.*

### **NEGATIVE COMMENTS**

#### **Classes**

- **Content** – *I felt many of the programs were superficial. / I did not feel challenged by the experience. / Poor educational quality. / Too little content.*

- **Start / end time** – *Some of the classes start a few minutes late and end a few minutes early out of consideration for the other classes. I feel slighted when this happens.*
- **Limited availability** – *I was disappointed that I was unable to sign up for a class on trains in the fall quarter. It was booked full an hour after registration opened. / Many of the classes I want are not offered a particular term or are canceled after I sign up. / I was disappointed that a course I wanted to take last year was offered at a time I could not take it.*
- **Not enough interaction** – *Some of the classes seem very sedative-inducing or sedentary. I prefer classes that get you up and moving around and interacting with people.*

### **Moderators**

- *The teacher went way too quickly over a ton of information without handouts.*
- *Teachers were ill-prepared and too casual.*
- *I had difficulty hearing some of the moderators.*
- *I had one that talked too much about his own life and opinions. They need to remember that it is not completely “their show” and leave their ego at the door.*
- *Some moderators are less than good. They do not know how to present their material.*
- *Course instructors were not experts in their field and lacked presentation skills.*
- *I took Tai Chi. I enjoyed the class, the instructor was good, but was a no-show once and very late another time. Frustrating!!*

### **A-V Equipment & Use**

- *Some of the venues did not have good A-V equipment.*
- *I wish you had A-V support people for your instructors. Some are not skilled on this and it detracts from otherwise good presentations.*
- *Moderators who fumble excessively with electronic equipment do a disservice to themselves and class members.*

### **Locations**

- **ADI** – *The auditorium at Adath Israel is not as updated as the one at Victory Parkway. / I hate having to leave my coffee in the car. / It’s annoying that I can’t drink coffee during class. / The building is very hot. I had to sit by a window with it open during the winter. / With all the security concerns at Adath Israel, I wish you could find another location.*
- **Victory Parkway** – *I did not like traveling to the UC site. / I will not be driving to Victory Parkway courses in the future. I didn’t like the commute.*
- **Voice of America** – *The locations are fine except up North during the summer.*

**Cost**

- *Too expensive for the value received.*
- *Classes are too expensive.*

**Catalog**

- *Some of the class descriptions are not accurate.*
- *I would not have attended these classes had the catalog descriptions better described the class curriculum.*

**General Comments**

- *My tuition was wasted that semester.*
- *I expected something different!*
- *There's a lack of diversity among class members and moderators. This is not especially unusual in Cincinnati, but it is concerning.*

**Comments about Specific Classes**

- *The class on climate change in particular has been a disappointment. The moderator was not always prepared and understanding him was a challenge.*
- *The bridge course was awful.*
- *The Buddhism class was a complete waste of time. Very disorganized.*
- *The class on the National Parks simply showed YouTube videos that are available publicly. That's not an incentive for me to drive from Mason to Edgecliff. Another single session on Utah National Parks was nothing more than a political presentation and solicitation for money and political support.*

**SUGGESTIONS****Classes**

- *I would like to see advanced financial planning classes offered.*
- *I took ballroom dancing and wanted to continue only to find it was not offered.*
- *Add some drawing classes or sketching classes or beginner painting classes.*

**Moderators**

- *I wish there was some way to give feedback on the single lecture courses. Some are good, some not so much.*
- *I think you should raise the prices and pay the moderators. There is a large amount of work to teach a class.*

**Catalogs**

- *You need to provide more instructor bios.*

- *For courses with reading materials, give a list before the class starts.*
- *Something about the schedule presentation is cumbersome. Perhaps the main focus for organizing should be on the times of the classes.*

### **Locations**

- *I'd like more options at Victory Parkway.*
- *I wish you would cross the river.*
- *I would like to see more programs offered in the Mason, West Chester area.*

### **Governance**

- *OLLI needs new blood, instead of the clique of insiders.*

### **Miscellaneous**

- *I had to miss a couple of classes due to travel and illness. I would have liked to notify the instructor, but I didn't have a phone number. Do they typically want to hear from their class or not?*