

Did We Celebrate!

Our 25th year of operations was celebrated throughout the year with a variety of events culminating in May with a special Summer Open House at the new Riverfront Park and a Volunteer Recognition brunch. We held well-attended member socials in the fall and spring and an instructor reception in the fall with appreciative remarks from Provost Ralph Wilcox and Associate Vice Provost Cindy DeLuca. We hosted our second-ever Anniversary Cruise in March with 60 members attending, and in early December, the OLLI Hikers sponsored our first-ever campus hike. In September, we launched the blog OLLIConnects.org, which celebrates member creativity. Updated twice weekly, OLLIConnects has published 44 original items by members (and occasionally by friends) of OLLI, and showcases photography by the OLLI Shutterbugs.



OLLI Hikers on Campus

Members and Their Connections Make OLLI Great!

Growth in Cultural Opportunities

In 2017 we initiated a relationship with the Straz Center for the Performing Arts. Judy Lisi, CEO of the Straz spoke at an Open House. Lisi and the Tampa Opera were so impressed with our community vitality that our relationship with the Straz grew into a relationship with the Opera as well. The Broadway and Opera series we've offered since then have helped us reach new members and has spawned an active Shared Interest Group of opera aficionados within OLLI-USF. **Thanks to Beryl Byles for helping to connect us.**

The Florida Orchestra is also a new friend of OLLI-USF! We have offered several "behind the scenes" tours that featured orchestra leaders. **Thanks to Joyce Carpenter for making this new friendship happen!**

As a result of those new relationships, participation in our arts programming was up overall. We love the idea of OLLI helping to introduce members to our cultural institutions. With state support for the arts declining, there's no better time to be a friend of the arts!

Message from the OLLI Board Chair

Congratulations to the OLLI-USF community on what you have accomplished, culminating in a record year for membership, courses offered, course registrations, volunteers, and charitable contributions to the OLLI-USF Annual Fund.

OLLI-USF has remained true to its basic mission, providing opportunities for educational stimulation and social interaction in a framework characterized by the energetic expression of ideas in an environment which values respect and civility.

This organization has changed significantly since I joined the Board of Advisors four years ago – new members, new teachers, new courses, and new instructional locations have blossomed with new approaches to communication to and among members (ranging from the OLLI Blog to Facebook and the new catalog design).

OLLI-USF will continue to evolve, as it must in order to continue to serve the needs of Tampa Bay's growing population of adult learners. With the efforts of a small but dedicated staff and the guidance of an enthusiastic and visionary Board of Advisors, you can be confident that OLLI-USF is well-positioned to grow in outreach and in the quality of services provided. Thank you for allowing me to be part of this remarkable organization, and I look forward to seeing you in classes later this year!



George Hyde

Celebrating Fundraising

Our **Development Committee** increased fundraising by \$10,000 from 2017-2018, encouraging donors to increase their gifts by \$250 and by recruiting several “silver sponsors” for our anniversary including **Tampa General** and the **United Way Suncoast**. Those extra funds are being put to good use as we replace our aging computers at the Lake Magdalene lab this summer. We also purchased two new projectors to be used in OLLI classrooms. A wonderful major donor recognition event was held in March.

Innovations in Programming

The **Program Planning Committee** works hand in hand with the staff to develop courses, workshops, lectures and Shared Interest Groups to meet member needs and interests, with a particular focus on identifying programmatic gaps and new ventures in programming. This year, their efforts:

- Doubled the number of SIGs (Shared Interest Groups), launching member-run and led informal groups that are full of vital energy and enthusiasm. SIGs grow connections among our members, offer a variety of programming for all OLLI members and encourage the development of new courses. SIGs launched in the last year or so include the OLLI Shutterbugs, German Conversation, Opera-tunities, Food, Glorious Food and the newest, the Board/Card Games SIG. They join SNUG, OLLI’s original computer users/technology SIG, Genealogy SIG, Mountain Dulcimer Players Guild, Politics SIG, China SIG and the ever-popular OLLI Hikers.
- Identified a need for new instructors in the arts and in technology and were successful in recruiting several, expanding our programming.
- Included researching the interests and needs of the 50-65 age group, seeking ways to attract this group to OLLI-USF, and analyzing data from OLLI registrations to identify programming preferences and gaps.
- Identified multidisciplinary approaches and alternate ways to deliver courses.
- Expanded the number and scope of courses that go well beyond our original technology programming, including navigating alternative methods of transportation, cord cutting, home health and aging technology and expanded courses in photography.
- Include the **Faculty Support Team**, which continues its fine work in helping develop and upgrade instructor skills. This year, they launched a faculty website and continued their popular Lunch and Learn series, including a recent program on resources available at the USF Library.

Our Hosts with the Most

Our hard-working **Social Events Committee** are the friendly faces that greet you at every OLLI event. They support all OLLI events (except our annual Volunteer Recognition event) and serve as greeters, hosts and support personnel. They organized three OLLI-wide member socials; a “Back to OLLI” social, holiday social, and spring picnic. All were superbly organized, full of food and drink, and very well attended.

OLLI Volunteers

As of this spring, we have 322 active volunteers working on our behalf. That is our largest volunteer corps to date! The **Volunteer Management Committee** continues to develop and refine its processes. We moved to an online volunteer application and just lately added a skills checklist to that application. We hope this will help us identify and recruit volunteers with specific skills to future projects and help match volunteers with meaningful assignments. We used Jotform to solicit nominations for outstanding volunteers to be recognized at our May event, increasing the number of nominations received.

The committee organizes new volunteer orientations each term; twelve participated in the orientations held in September and January.

Travel Opportunities

Members enjoyed several domestic trips this year, to the southwest, the Great Lakes, and a December trip to New Orleans. In 2018, the **Travel Opportunities Committee** generated almost \$10,000 for OLLI! The committee and board took steps this year to formalize our Travel Opportunities by voting to make them a standing committee.

Members of the committee research, propose, and ultimately vote to establish the travel schedule each year. The committee is working to grow our travel and is interested in hearing where you would want to travel. The committee is scheduling well into 2020 and beyond. Highlighting 2020 travel is a river cruise to Portugal and Spain scheduled for October 2-16 with the Vantage River Cruise Line.

Data Management and Consolidation

OLLI’s back office systems are sadly out of date. As we’ve grown, we have developed a variety of databases and spreadsheets that help us track a variety of critical people and statistics. We understand that we need to develop systems that save time, protect member data and allow for us to track members, donors, friends of the program, volunteers, etc. The **Strategic and Organizational Planning Committee** has designated a team to carefully analyze our needs and identify cost-effective solutions.

Membership: Growing Strong

Rolling membership in OLLI (good for 365 days) became available one year ago. The **Membership Committee** has been monitoring the impact that has had on membership through the year. Once, all memberships expired August 30 which meant we climbed the same mountain every year: to grow from zero to our final membership number in the spring. Three-year memberships helped us overcome that somewhat. **Thank you to our three-year members!** The committee offers a well-attended “New Member Welcome” short program before each Open House that is open to anyone interested in learning more about OLLI member benefits and navigating the catalog. We also continue to encourage informal socializing before and after OLLI classes with the M.E.T. program, represent OLLI at outreach events, and organize our Speakers Bureau.

FROM THE DIRECTOR

It's been an honor to witness the strides OLLI-USF has made over the last 25 years. We've grown and adapted in more ways than I can list here.

Our leaders are turning their attention to OLLI's next years with a strategic plan that seeks to address several of the major challenges we are facing. Here are the highlights.

Finding and Developing "OLLI Centers"

As we've spread out in Hillsborough county, we've enjoyed classroom locations in new-to-us parts of the county. However, as instruction grows more sophisticated and more reliant on technology such as computer projection, internet access and sound amplification, our far-flung multiple sites become a significant challenge for OLLI to manage.

We need to develop more **OLLI centers** of activity, where we can rely on the space being available to us on particular days and at particular times; where we can safely store audiovisual and computer equipment for instructors to use. Imagine a place where we can hold SIG meetings or members can hang out together for coffee before or after class.

Now imagine that one of these centers is near you. Because that is what we hope for; to develop several of these centers of OLLI activity in the coming years.

We have one such center now, at the Lake Magdalene United Methodist Church. For the past nine years, we've held hundreds of classes at LMUMC. Teachers like the venue (some insist on it) and residents of North Tampa and Lutz find it comfortable and convenient.

A message from Associate Vice President DeLuca

This is a momentous year—OLLI's silver anniversary year. Congratulations to all of the many volunteers and staff who have made USF OLLI such a success. Without your generous support and time spent teaching classes, leading the standing committees and engaging the creativity of all, the organization would not be thriving as it is today. Every time I meet with you, I am humbled by your generosity, your expertise and your willingness to give to others. Thank you.

As you are aware, this coming academic year will be filled with change. On July 1, 2019, the University of South Florida will be under new leadership for the first time in 19 years. We extend our gratitude for all of the support President Judy Genshaft has given us, and we wish her well in her retirement (perhaps we can recruit her to be a member of OLLI). As a division, Innovative Education is excited to welcome Dr. Steven Currall. Together, we will introduce him to the outstanding members of the OLLI community and seek his support for our continued growth.

We found LMUMC because of an OLLI member. Maybe YOU can help us locate the next OLLI center!

Succession Planning

OLLI-USF has several staff members with long tenures. Joseph McAuliffe has served OLLI-USF for 17 years and Director Ara Rogers has served for almost 18 years. Program Assistant Mary Ettinger has served for 16 years! This continuity has had many benefits for OLLI-USF, but is increasingly becoming an area of vulnerability for the organization.

OLLI leaders identified this vulnerability and are working actively to prepare the organization for the ongoing and inevitable departure of key staff and volunteer leaders. Our volunteer leaders generally are term limited after 3-4 years, depending on the position, so we have greater opportunity (and challenge) to recruit and develop them as an ongoing process.

OLLI-USF is currently very staff-dependent for regular operations and administration, so we are positioning ourselves to manage those successions now, through improved documentation, cross-training, and sharing the load with volunteer leaders.



Ara Rogers

Another exciting opportunity will be consolidation into one singularly accredited USF with geographically distributed campuses. USF Sarasota-Manatee and USF St. Petersburg colleagues have already been in touch with Dr. Rogers, and we are looking forward to future collaborations that will benefit the entire Tampa Bay region. Again, this is a testament to the strength of OLLI's mission "to provide intellectual stimulation, social interaction, service opportunities and outreach to the university and the greater community." The future is bright!

Margaret Mead said, "Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has." I always think of my OLLI colleagues when I read that quote. You will be essential in helping us lead the changes that are occurring in 2019/20. Why? Because you have all experienced change in your lives and have done so with grace, pride and the ability to dream big and use the opportunity to grow and strengthen the world around you.

With much respect, Cindy

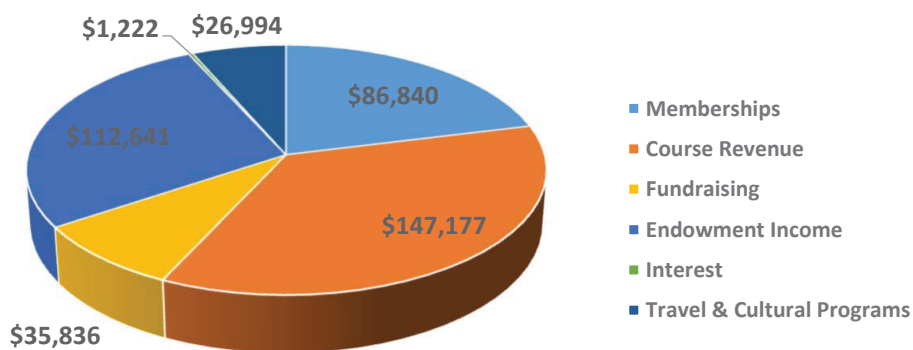
OLLI by the Numbers



OLLI-USF 2018 Financial Analysis

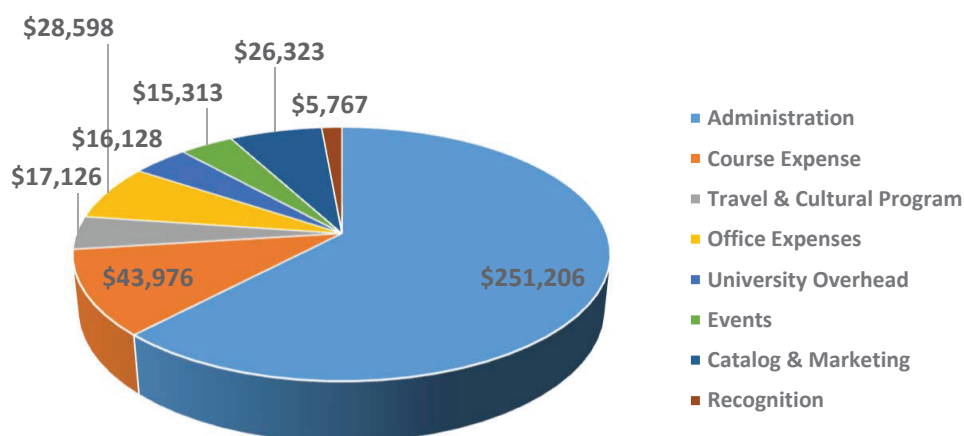
OLLI Income & Revenue, BY SOURCE \$410,710

A variety of sources of income helps keep OLLI fees low and helps us meet our bottom line. We are grateful to our many donors, partners and supporters!



OLLI's Operating Expenses, BY TYPE \$404,437

OLLI staff (Administration) remains the largest single expense for the organization, consisting of two full-time salaried staff, 1 full-time and 2 half-time hourly. OLLI also supports a portion of Innovative Education finance and registration staff who provide us with crucial support. University Overhead is assessed in accordance with state statute.



This report was prepared by the Advisory Board and staff of
Osher Lifelong Learning Institute at the University of South Florida

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