

## OLLI in the Age of Covid

This past year has been a unique year - interesting, frustrating, rewarding. Working together, we have risen to the challenges that Covid has presented. What started out as a strange year - with all classes, lectures, meetings, and social events by Zoom - soon became comfortable. There was some frustration and certainly some technical difficulties, but we learned from our mistakes and were soon very grateful for this technology which had been new to many of us. In fact, many of our members found that they preferred Zoom because there is no travel time, parking is not a problem, you can adjust the volume to hear better and a variety of other reasons. As we move forward, we will be providing face-to-face classes and events for all those who miss getting together in-person and we will still have classes and events by Zoom – *the best of both worlds.*



*OLLI Online*

### MESSAGE FROM THE DIRECTOR

It was a year that could well have broken us. After all, prior to 2020 our attempts at online learning were limited and not at all popular with members. We knew almost nothing about Zoom.

As we were told to stay at home in March 2020, we hoped we'd be back to normal in two weeks. Then we canceled nearly 100 classes we intended to offer in March and April 2020. Finally, the realization: we were in this for the indefinite future. We had to learn how to Zoom, then how to teach others to Zoom. Then onward to encouraging and assisting members and partners to get online.

This provided a test of our leader, instructor and volunteer groups, and we passed with flying colors. We are emerging with a batch of involved and extraordinary leaders. OLLI leaders stepped up in a variety of ways, as this report will demonstrate. Ultimately, though, enough members wanted to make sure OLLI was there for them while

physically isolated that they took extra classes and donated at higher levels. This helped keep us going, emotionally and financially.

OLLI—USF embodies the resilience we hope to encourage in every older adult. After all, change is the constant (Heraclitus).

We have been mightily challenged in the pandemic year(s). I'm delighted that we rose to the challenge and are emerging stronger and wiser as an organization, ready to tackle the inevitable transitions and challenges to come.



*Ara Rogers*

## Message from The Board Chair

A lot has happened since the last Annual Report in 2019 and lot has happened since I became Board Chair just 3 months ago. In the fall of 2019, the future looked very upbeat, but then the pandemic in 2020 caused OLLI to cancel classes, switch to online learning, and see membership and revenues decline.

The summer of 2021 saw a turnaround, membership started to increase and revenues stopped declining because members took more classes online and the possibility of face-to-face classes looked like they would return to normal by at least the winter/spring term.

The Board of Advisors and staff focused on increasing membership by expanding the distribution of the class catalog. We invested in the additional cost of distributing the catalog through the Sunday Tampa Bay Times, a twenty-fold increase in distribution.

Going forward OLLI-USF will expand member participation in the development of courses, bring back travel, highlight the importance of shared interest groups and see the expansion of social events.

To protect against another downturn an expanded program of building the OLLI-USF endowment will begin.

OLLI-USF is moving to a dedicated registration system from the existing one shared with other programs at USF.



I look forward to what the Board of Advisors can help OLLI-USF accomplish over the next two years.

*Michael Viren,  
Chair OLLI-USF Board of Advisors*

## MEMBER GENEROSITY

As OLLI made the transition to Zoom, there were unexpected expenses for licenses and equipment. At the same time, we did lose membership due to the fact that Zoom is not for everyone. Due to the hard work of the Development Committee, our members came through for OLLI. Donations this year exceeded our expectations. The Committee raised \$52,414, a significant increase from the previous year. Thank you, thank you, thank you to all our wonderful donors.

## FINANCE COMMITTEE

This was a successful year for the Finance Committee. In spite of the uncertainty surrounding Covid and our transition to online learning, we put together a conservative budget which enabled us to significantly

exceed our revenue projections as we held the line on expenses. Overall, we improved our cash balance. In addition, the committee made recommendations for pricing changes that will help us repeat our success in the upcoming fiscal year.

## MARKETING GROUP

The Marketing group works closely with the Membership Committee to build awareness of OLLI and grow our membership numbers. We develop ads to run on local tv and radio stations as well as in local newspapers and magazines. Our mission is to show that OLLI is a community...not just a venue for lifelong learning, but also a place where seniors can socialize and make friends with people of similar interests.

## MEMBERSHIP COMMITTEE

Membership faced challenges this year as the pandemic required a rapid shift to online classes from face-to-face. Membership declined early in the period, and, although it has recently begun to increase, we are still below desired levels. The Committee continued to hold virtual welcome meetings for new members, and produced "Meet the Instructors" videos as well as promotional materials such as car magnets, an OLLI Information card, and an updated brochure. In a major effort to increase awareness of OLLI and add new members, the 2021 Fall Catalog will be inserted in the Sunday Tampa Bay Times on August 29. This will bring news about OLLI to over 50,000 households.



## PROGRAM PLANNING COMMITTEE

The Program Planning Committee is composed of members reporting and sharing their respective roles in support of the educational and social offerings of OLLI. We have members representing Faculty Support, Faculty Tech Training, Recruitment Liaison, SIGS, Membership/Marketing, Technical classes, Faculty Video Support, and new members representing Travel and Social Events. In some cases, some are also members of their own committees or groups. We are now reviewing the 2016 Mission Statement which describes the committee as “developing and evaluating” classes, which we do not presently do. We are now discussing an update of our mission to reflect the new member based structure of this committee.



## STRATEGIC AND OPERATIONAL PLANNING COMMITTEE (SOP)

The SOP Committee updates the OLLI Strategic Plan yearly to reflect the internal and external factors that affect how we need to proceed. In 2020-2021 we had to plan for changes to the organization due to COVID lockdowns and closed campuses. In a matter of weeks, OLLI switched from in-person to virtual classes using a Zoom format. Now, we are determining how to offer both in person and virtual to satisfy all our members.



## VOLUNTEER MANAGEMENT COMMITTEE

Our main focus during the pandemic was to ensure that our volunteers felt appreciated during this stressful time.

We held three individual Zoom sessions

to surprise and honor each Volunteer Award winner and invited family and friends, mailed out appreciation notes to our summer faculty and tech moderators to recognize their ability to pivot quickly to online classes, and held our first-ever Thankful Thursday Zoom event as a morale booster since we had to cancel our in-person recognition banquet. Steve Thaxton, the National OLLI Director, was the guest speaker, and door prizes abounded. In May 2021, we held our Volunteer Recognition event via Zoom for all of our 191 active volunteers. We presented three Volunteer Award winners and honored the 22 new inductees to the Faculty Honor Roll. Throughout the year, we held two orientations, reached out to 12 inactive volunteers to encourage them to volunteer again, and tracked 14 new and 191 active volunteers.

## SHARED INTEREST GROUPS

During this year of Covid, our creative Shared Interest Group (SIG) leaders found ways to continue the social interaction and fun on Zoom. Members of the Games SIG laughed their way through Scattergories on a monthly basis. Operatunity members Zoomed to interesting presentations and lively discussions about opera. When it became safe to venture out, OLLI Outdoors members masked up and, once again, began enjoying nature. All of the active SIGs continue to hold content rich programs on Zoom.

The Advisory Board voted this year to have the SIG Coordinator be a Board position. This position provides general information and assistance to the ten active SIGs, provides Zoom hosting and technical support, and encourages the formation of new SIGs. Current OLLI-USF SIGs are: China SIG, Food! Glorious Food, Games SIG, German Conversation SIG, OLLI Outdoors, Operatunity, P-SIG: Politics Shared Interest Group, Talking Movies, Community of Readers and Writers, and Write Time for Poets.

The statistics that are listed in the “OLLI By the Numbers” section of this report represent the first time we have been able to report these statistics about SIGs. All of the SIGs participated in establishing baseline membership and program attendance numbers.

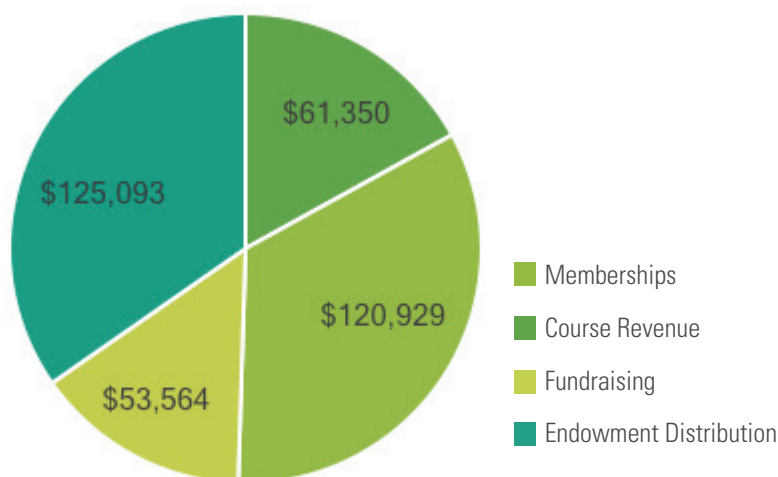
## OLLI by the Numbers



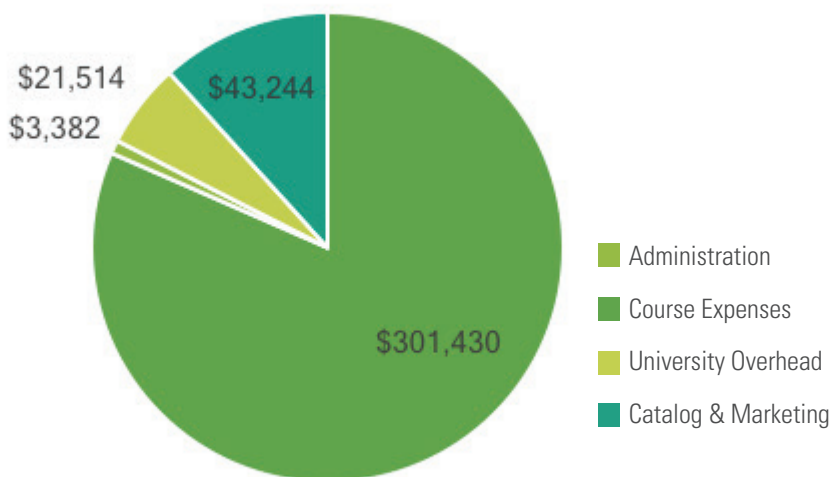
## OLLI-USF July '20-June '21 Financial Analysis

Much thanks to the Osher Lifelong Learning Foundation and our other generous donors. The endowment created by the foundation donation and the funds from other donors enable OLLI-USF to keep membership and course registration fees relatively low. We appreciate all of our many donors.

### OLLI Income & Revenue, BY SOURCE \$360,936



### OLLI's Operating Expenses, BY TYPE \$369,570



This report was prepared by the Advisory Board and staff of  
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