

June 2025

OLLI Membership Survey Results



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Osher Lifelong Learning Institute

Background

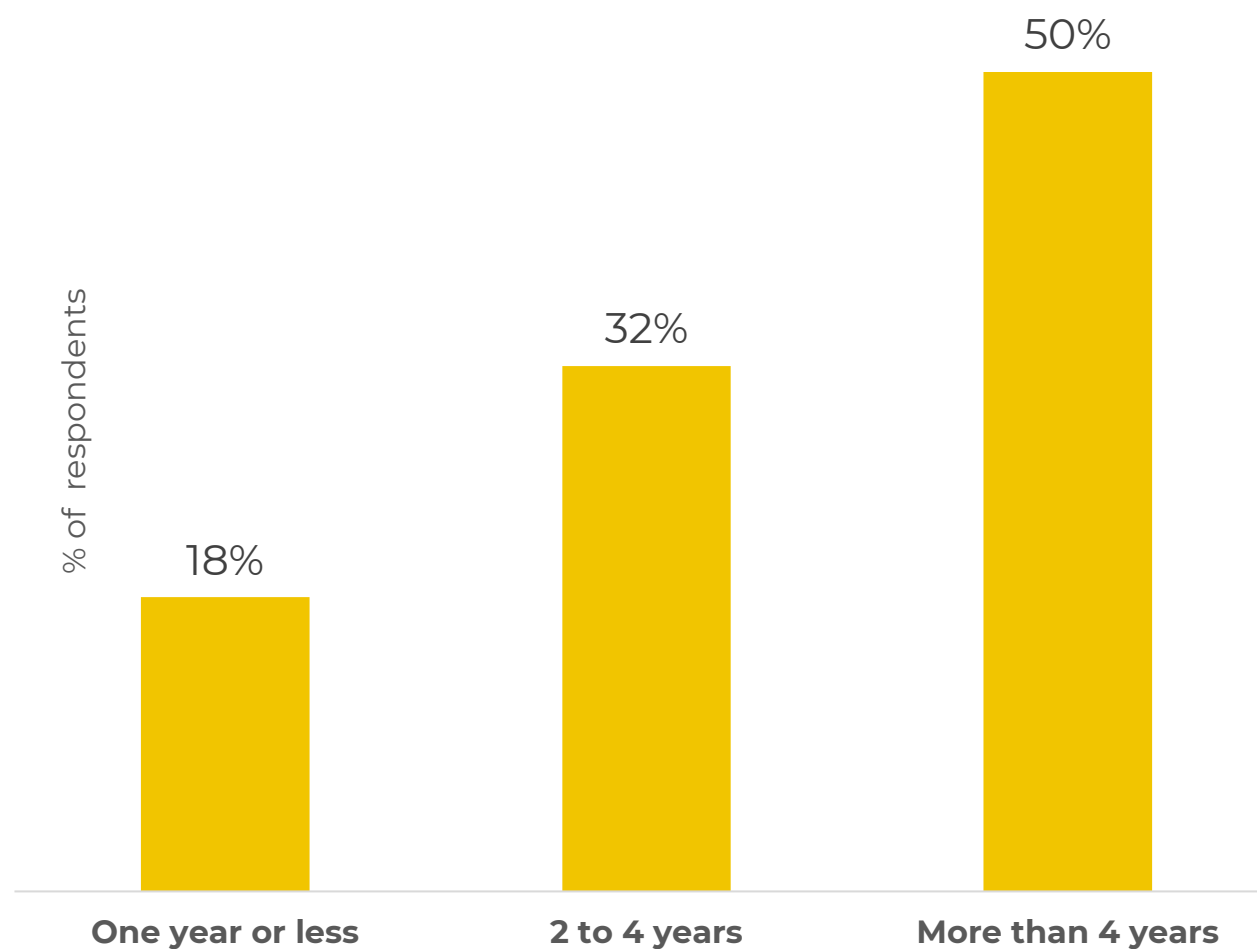
- It has been 6 years since the last OLLI general membership survey.
- OLLI, its Membership & Marketing team, and WMUx Marcom wanted to survey member attitudes and preferences to inform planning.
- Survey questions were developed collaboratively between WMUx Marcom, OLLI staff, and the Membership & Marketing team.
- The survey was sent to 495 OLLI members (those who have provided an email address) on May 14, with reminders sent on May 21 and 29.
- An impressive 178 members started the survey, with survey questions receiving anywhere from 156 to 178 responses.



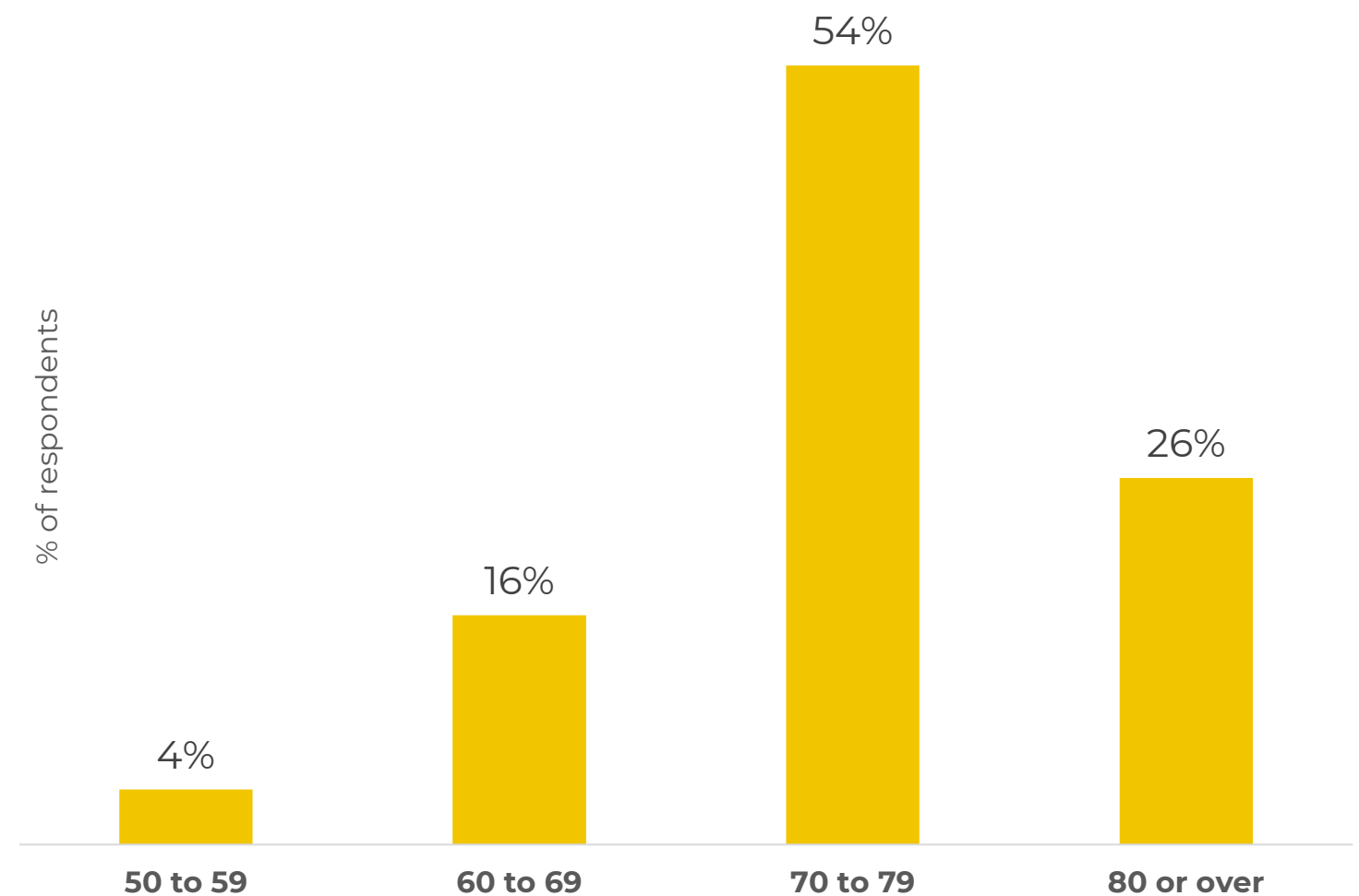
Who completed the survey?

Half of respondents are long-time OLLI members, with 80% of respondents 70 years or older

How long have you been an OLLI member?



What is your age?



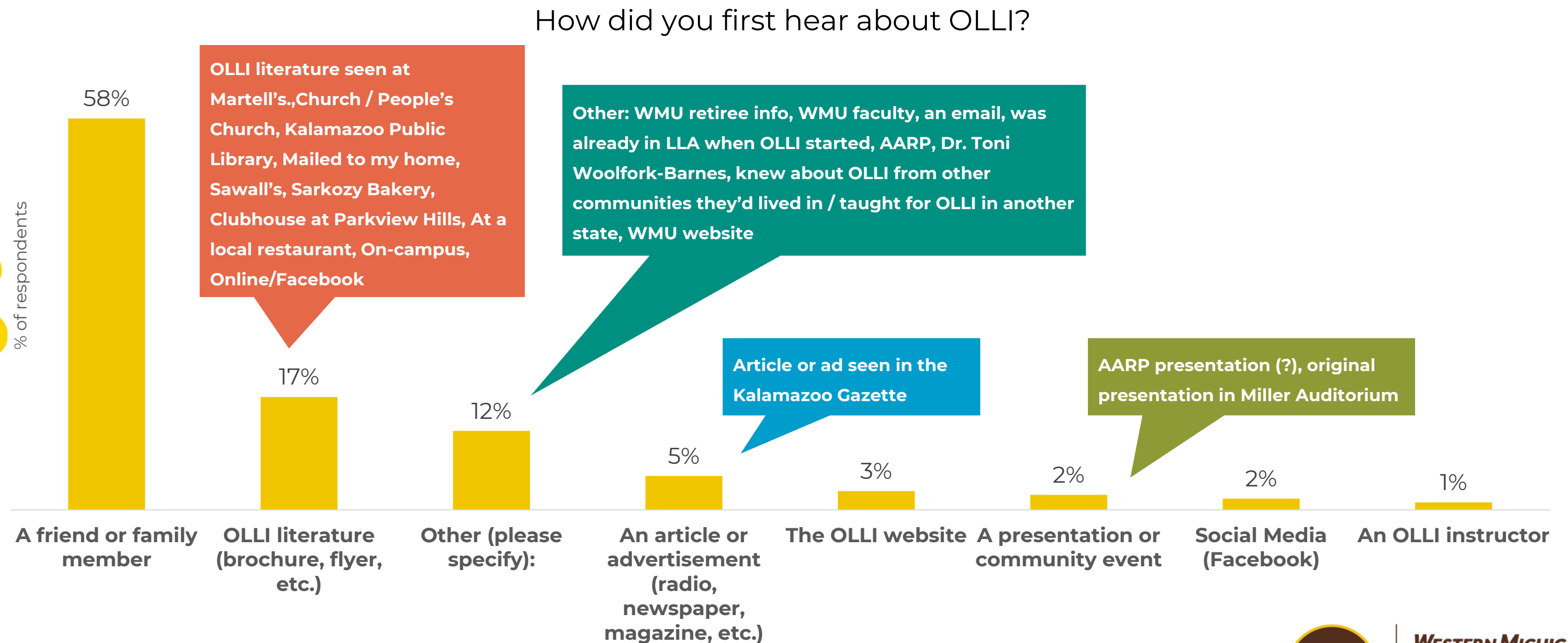
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How members first learned of OLLI

Word of mouth through family and friends is the primary way that members come to know about OLLI



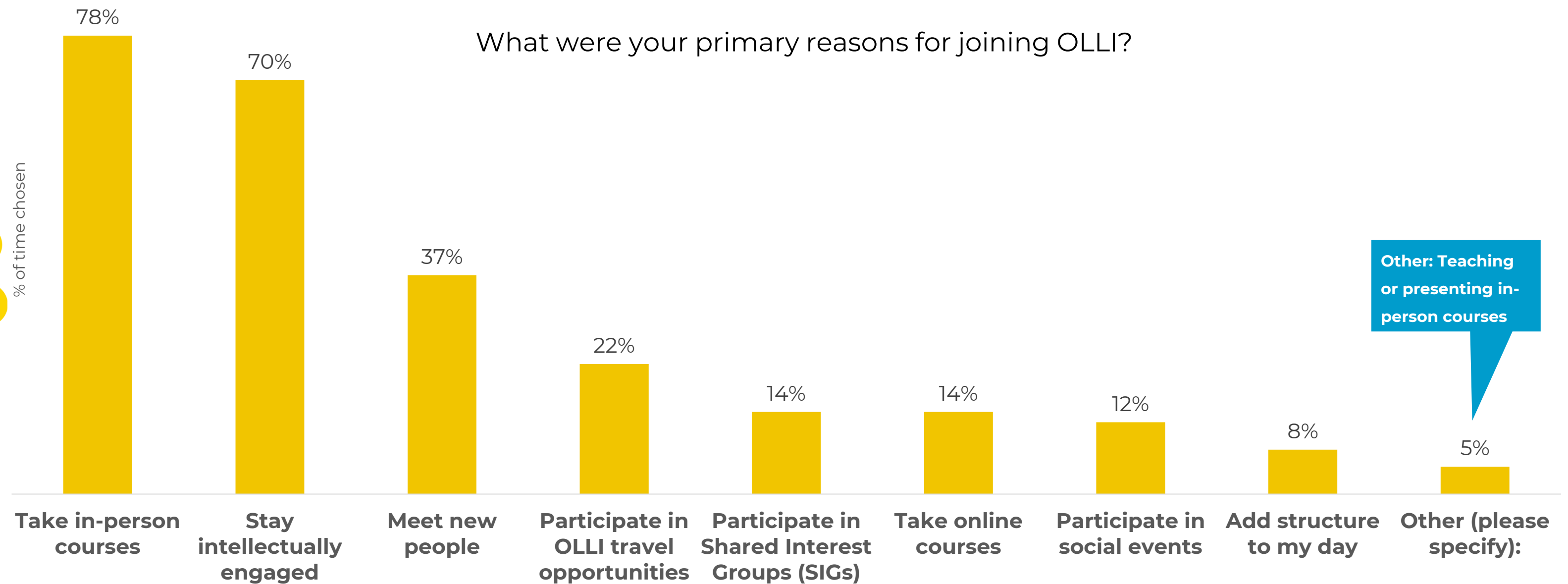
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Reasons for joining OLLI

Most members are drawn to OLLI for the joy of in-person classes, a desire to stay mentally active, and opportunities to connect with others



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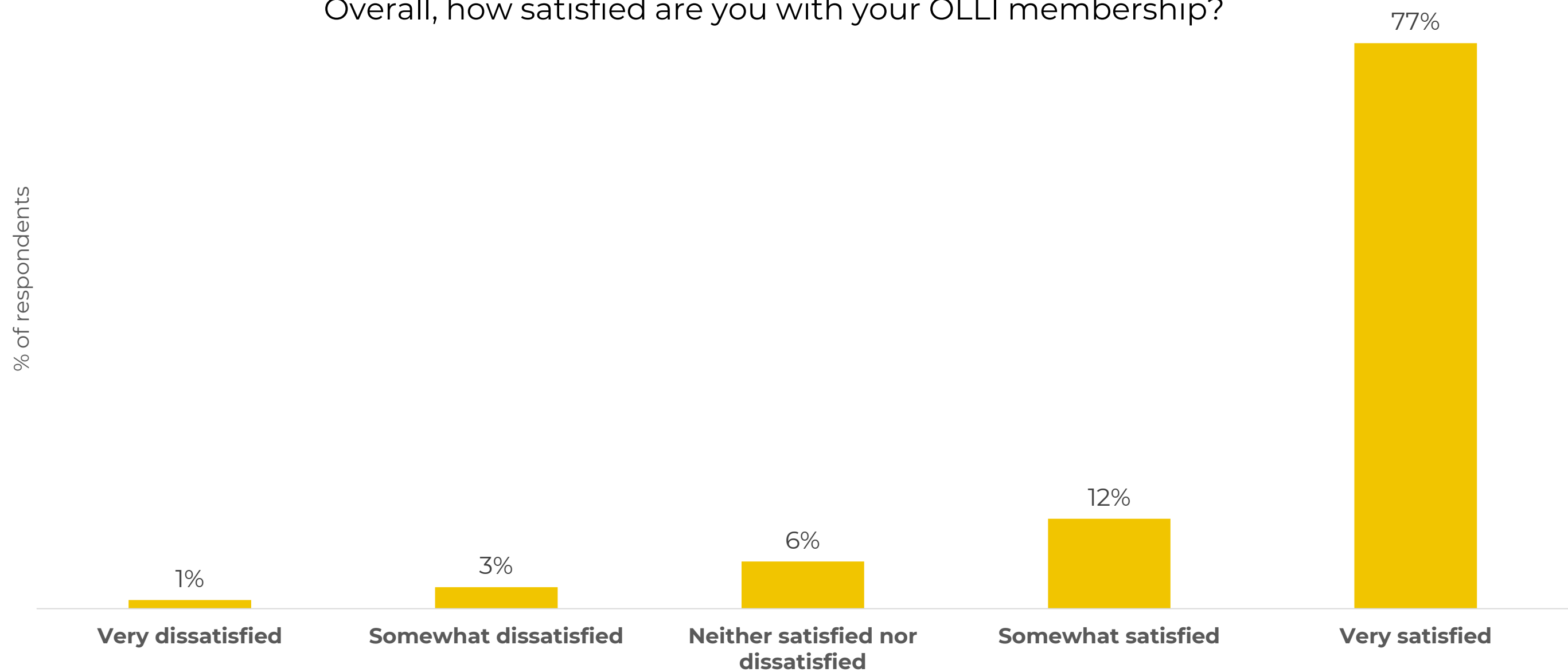


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Member satisfaction

OLLI member satisfaction is high, with close to 90% of members somewhat or very satisfied

Overall, how satisfied are you with your OLLI membership?



N = 171



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What members enjoy most about OLLI

Lifelong learning leads the way—but connection and variety matter too

- 146 members commented about what they enjoy about OLLI
- Members most frequently mentioned the variety of engaging courses and continuing to learn.
- Many also value the chance to meet interesting people, attend events and trips, or engage through online options.
- A few noted affordability, excellent instructors, and the ability to volunteer as meaningful aspects of their OLLI experience.

"The interesting range of classes that are available and the caliber of the instructors."

"I LOVE Readers Theater SIG! I have met some new friends. I feel actively engaged."

"I find the OLLI members to be engaging, the courses to be stimulating and the instructors to be dedicated."

"Just knowing what is available gives me encouragement to no just 'grow old', but to 'grow more'."

"Unfortunately, distance is a problem, so I appreciate OLLI Online."

"Classes are affordable"

"Love the trips and special events."

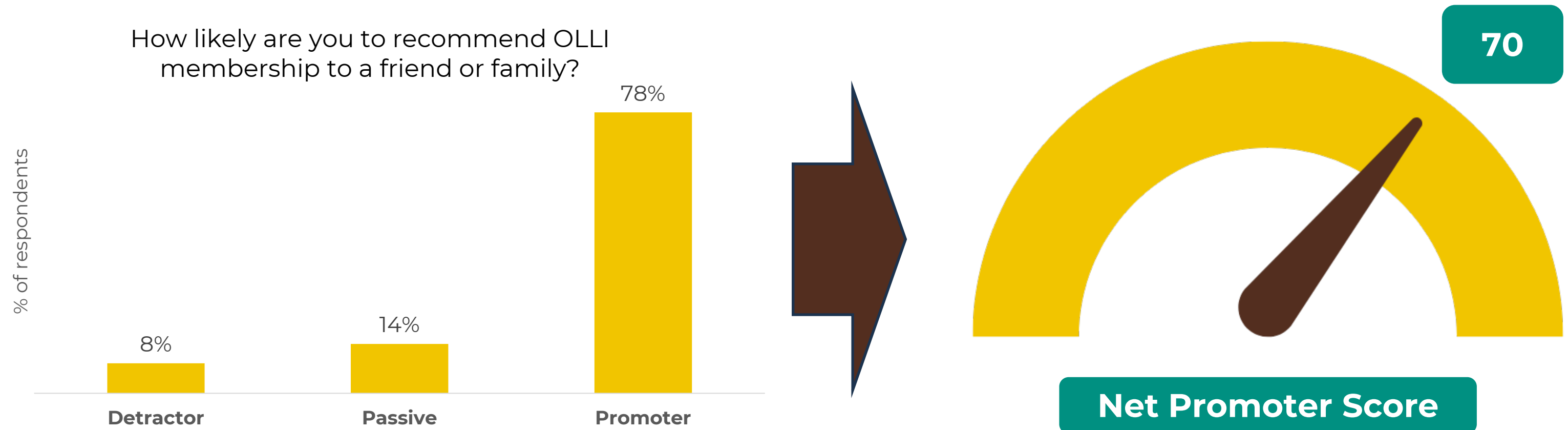
"Volunteering"

"Seeing old friends and making new friends at classes and SIGs."



Likelihood to recommend to others

OLLI earns a Net Promoter Score of 70—an exceptional rating



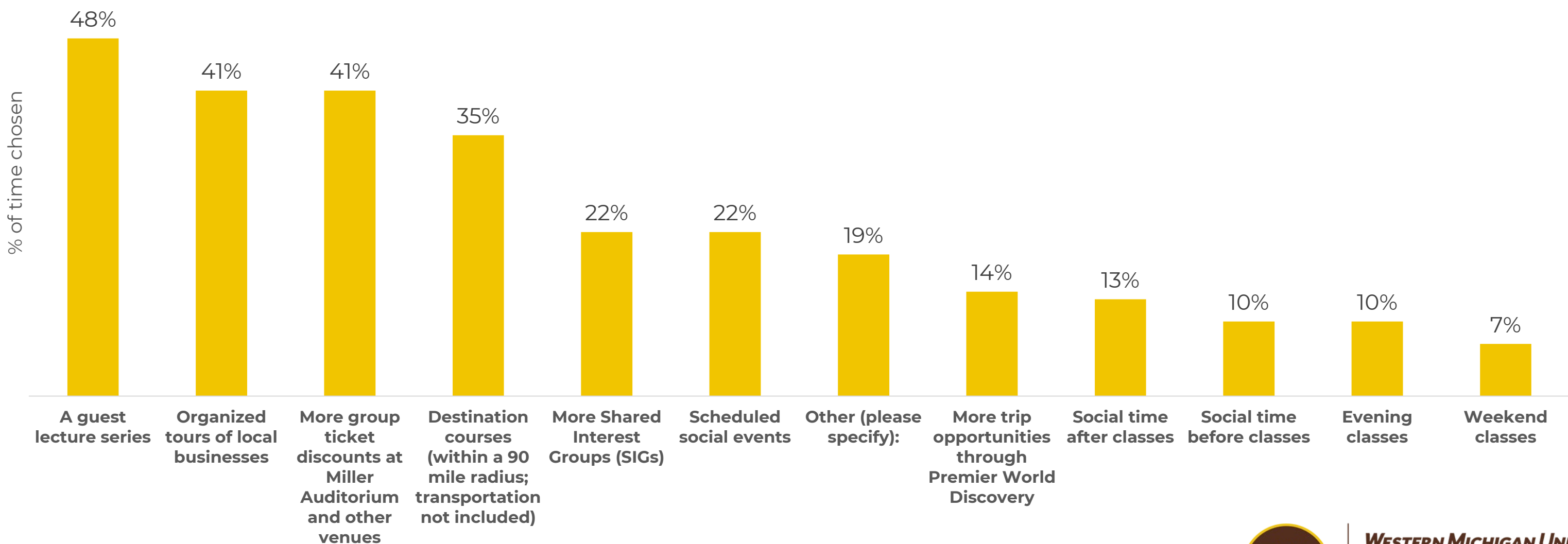
Notes:

- The Net Promoter Score (NPS) measures how likely members are to recommend OLLI to others, using a scale from 0 to 10.
- NPS is calculated by subtracting the % of “Detractors” (0-6) from the % of Promoters (9-10). Scores range from -100 to +100.
- Nonprofit orgs typically have NPS scores in the 30-50 range. OLLI’s score of 70 is outstanding and indicates a highly satisfied and loyal membership base.

What would make membership more valuable?

From lectures to local outings, members are looking for more ways to deepen their engagement and extend learning beyond traditional classes

What additional opportunities or improvements would make your OLLI membership more valuable?



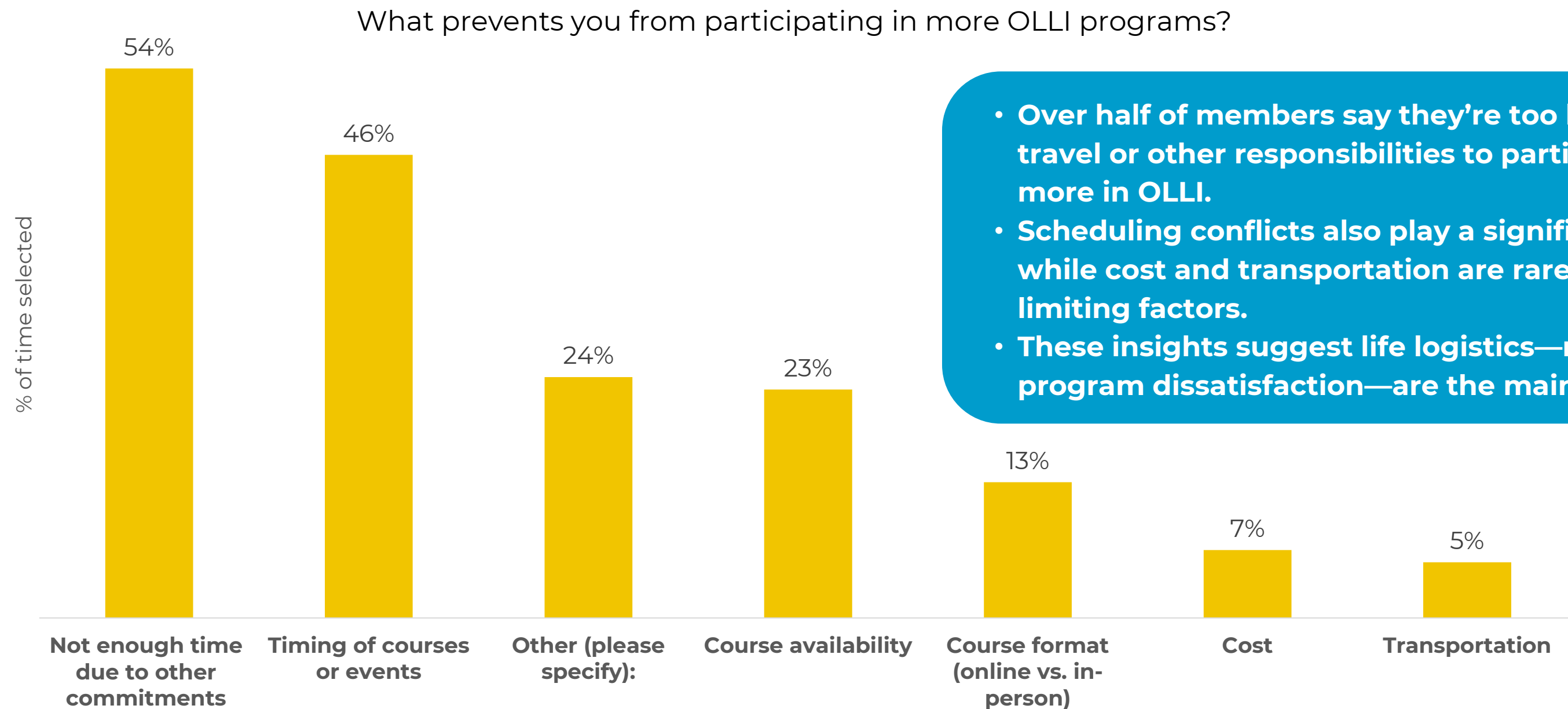
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What gets in the way of participation

Time and family commitments are the biggest barriers



- Over half of members say they're too busy with travel or other responsibilities to participate more in OLLI.
- Scheduling conflicts also play a significant role, while cost and transportation are rarely limiting factors.
- These insights suggest life logistics—not program dissatisfaction—are the main hurdles.

N = 164



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Other participation barriers

Personal logistics, course preferences, and accessibility shape member engagement

- Many members say nothing prevents them from participating.
- Others cited long commutes or transportation limitations.
- Some mentioned mobility issues that make in-person activities difficult.
- Course topics or lack of interest were common reasons for opting out.
- A few noted schedule conflicts or a preference for shorter or in-person formats.
- Technology fatigue and cost also appeared as occasional barriers.

"My commute is an hour each way."

"I would like to see classes in the arts—painting, watercolor, pencil drawing, etc."

"Some of the courses fill up right away. I wish those could be offered again."

"I walk with a walker, and it makes it difficult to attend a lot of the trips."

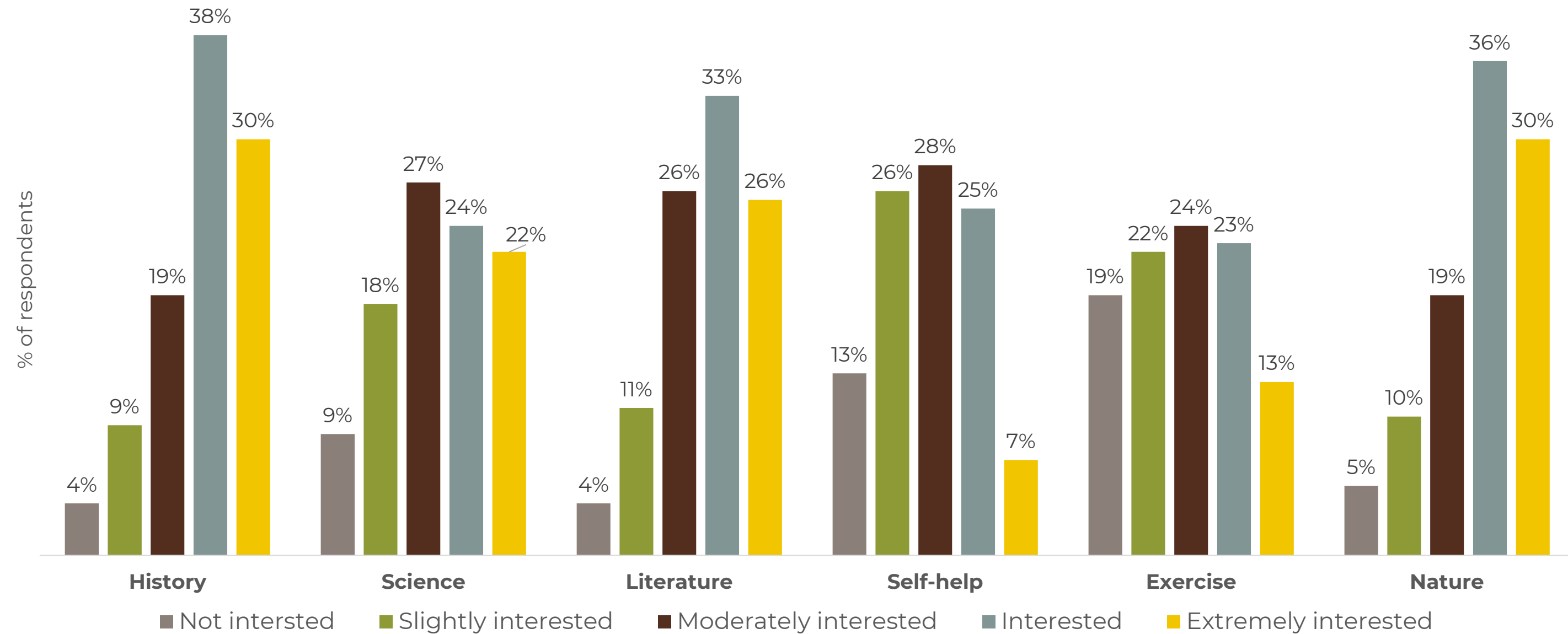
"I've had enough Zoom classes during Covid!"

"Just have not taken advantage as I do live an hour from Kalamazoo. ☹"

Course interest by subject

History, literature and nature are all subjects with high interest

Level of interest participants have in the following course subjects:



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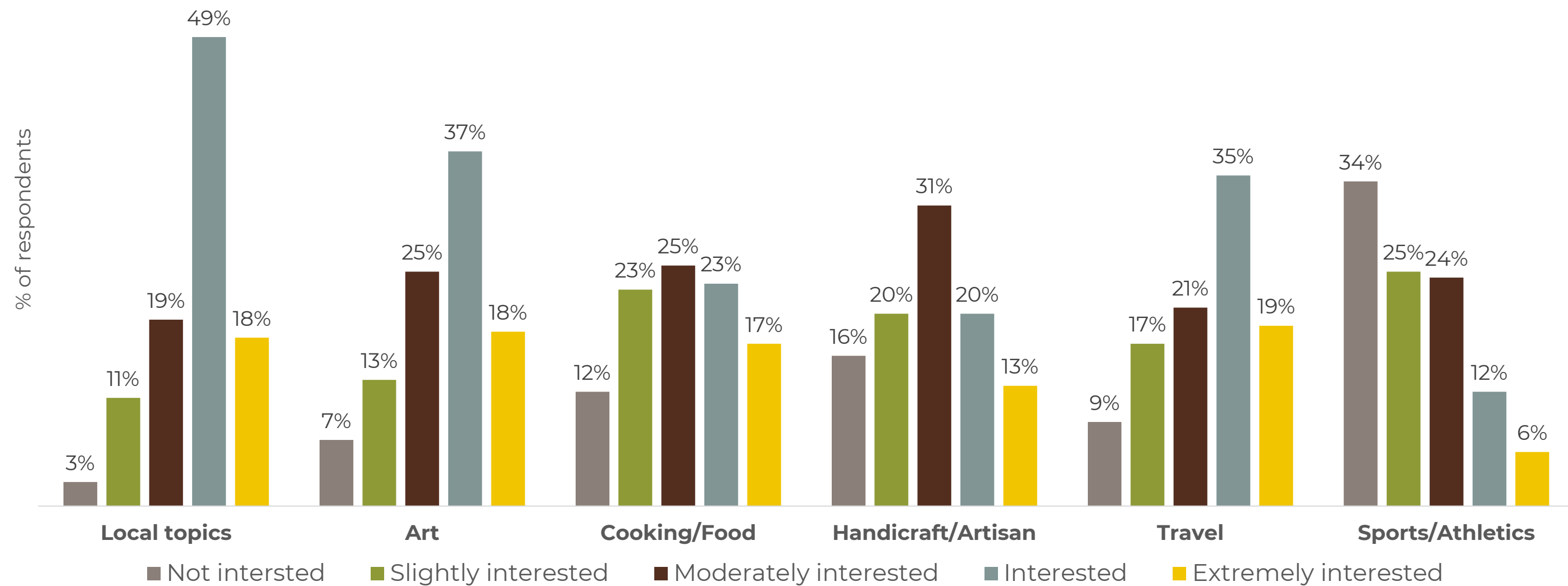


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Course interest by subject (cont)

As expressed earlier in new opportunities members would like to see, local topics also emerge as a key subject area to pursue

Level of interest participants have in the following course subjects:



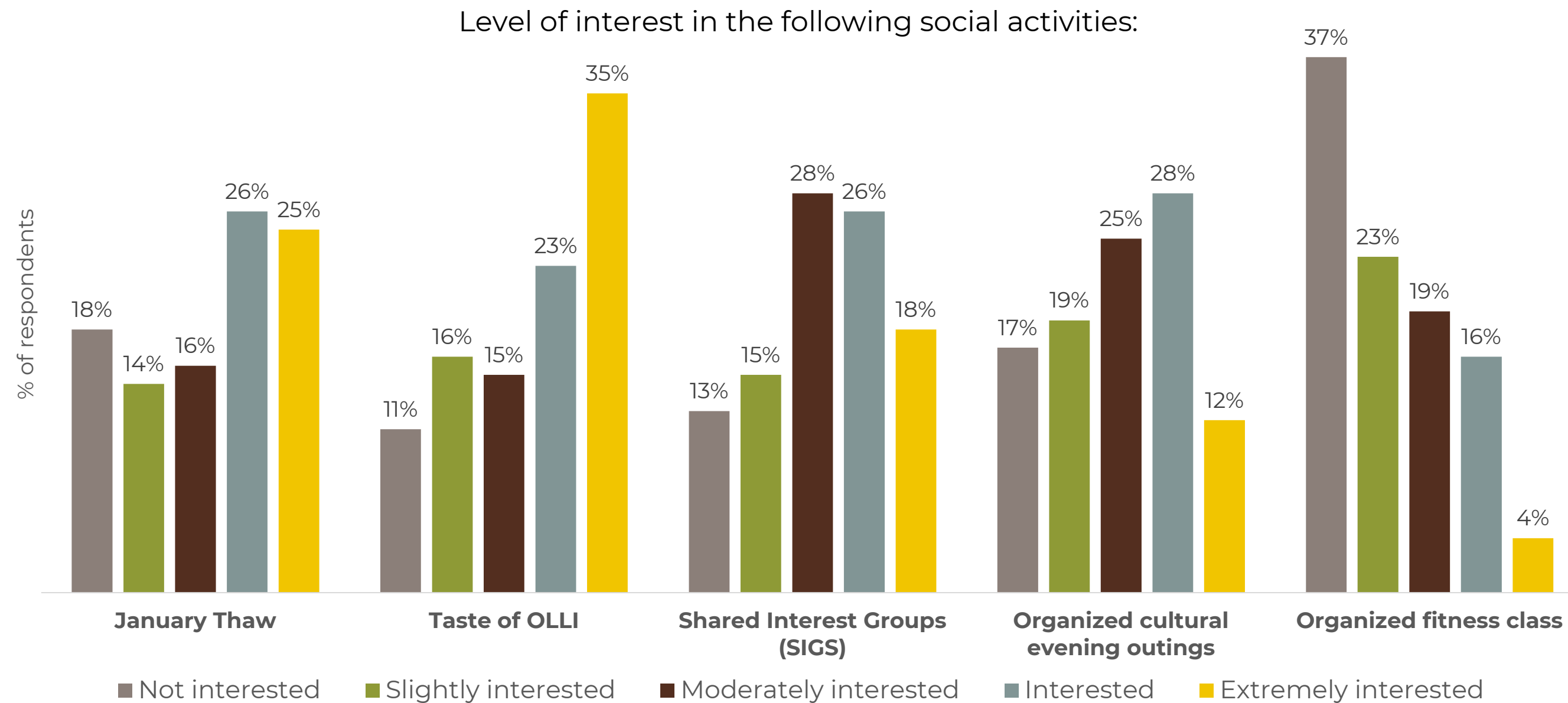
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Interest in social opportunities

Members are most excited about our key annual events (Taste of OLLI & January Thaw)—less so about fitness classes



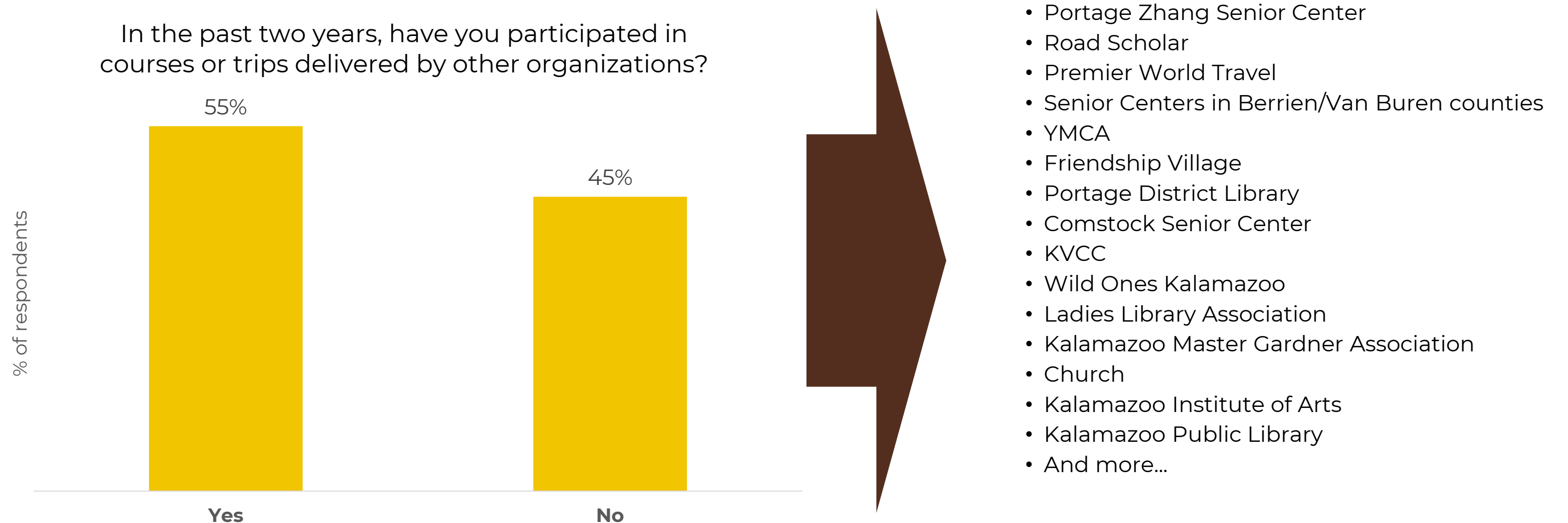
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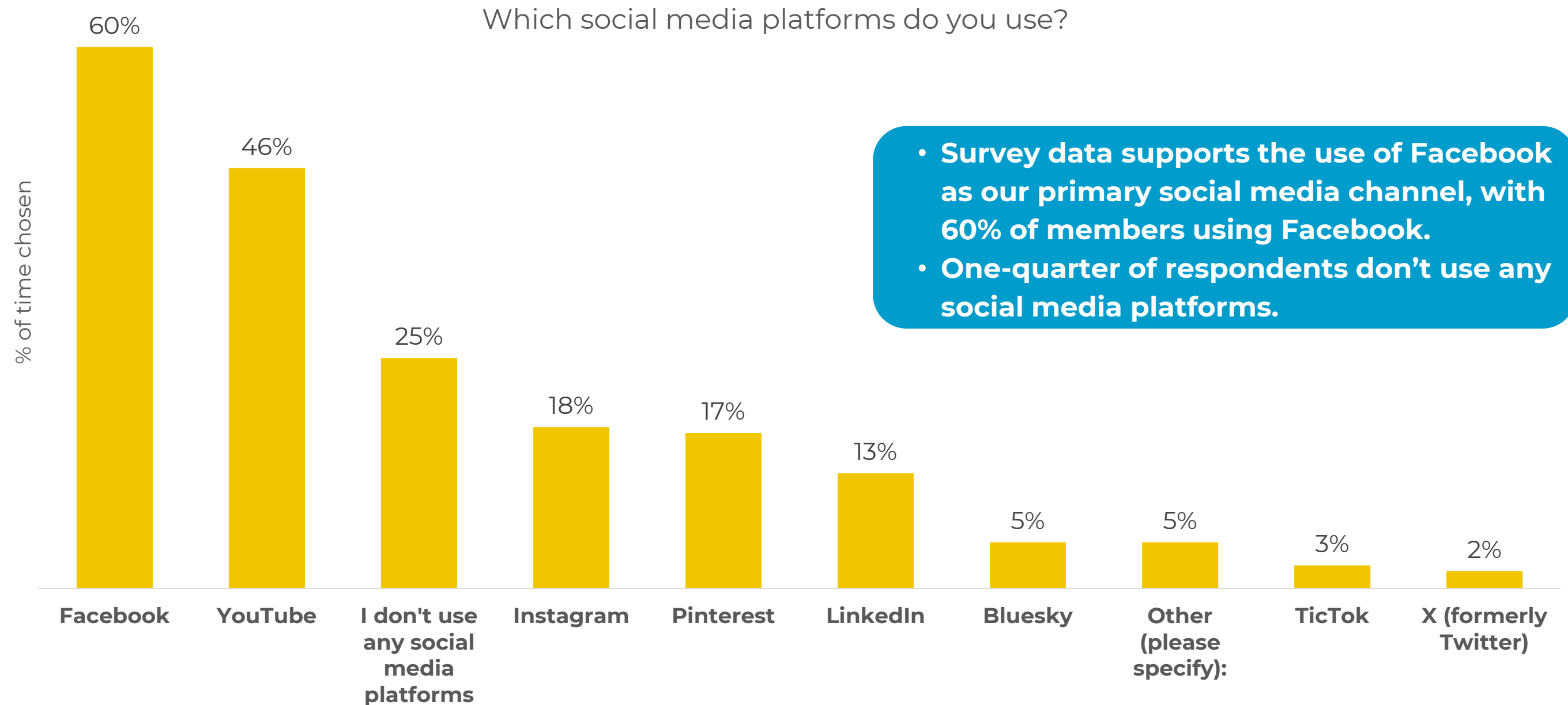
Participation with other organizations

Over half of members participate in courses or trips outside of OLLI and while the Portage Zhang Senior Center is mentioned the most often, OLLI members are active with a variety of different organizations



Social media use among members

Facebook and YouTube are the top platforms—most others see low use.



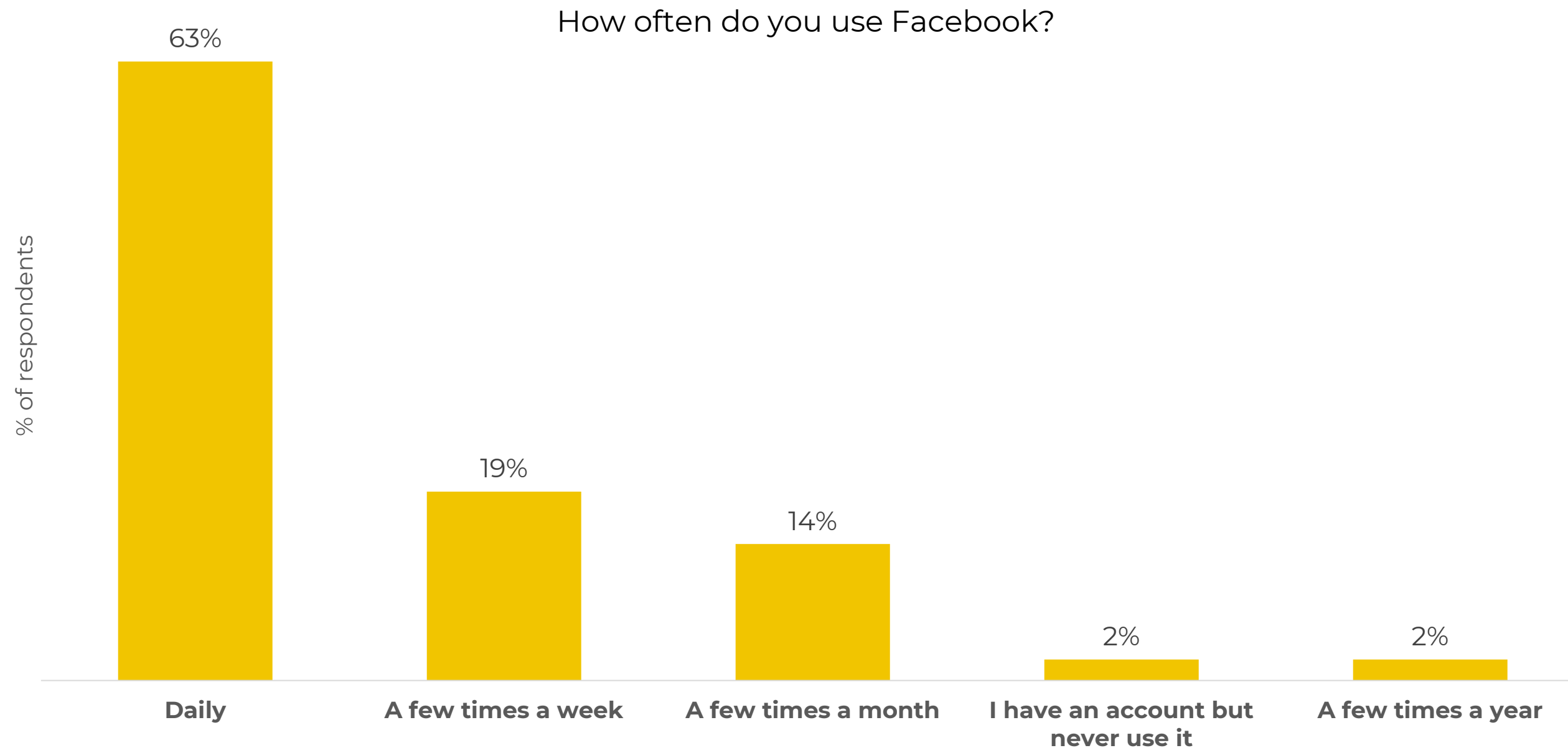
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How often members use Facebook

Among those who use Facebook, most check it daily and over 80% check it weekly



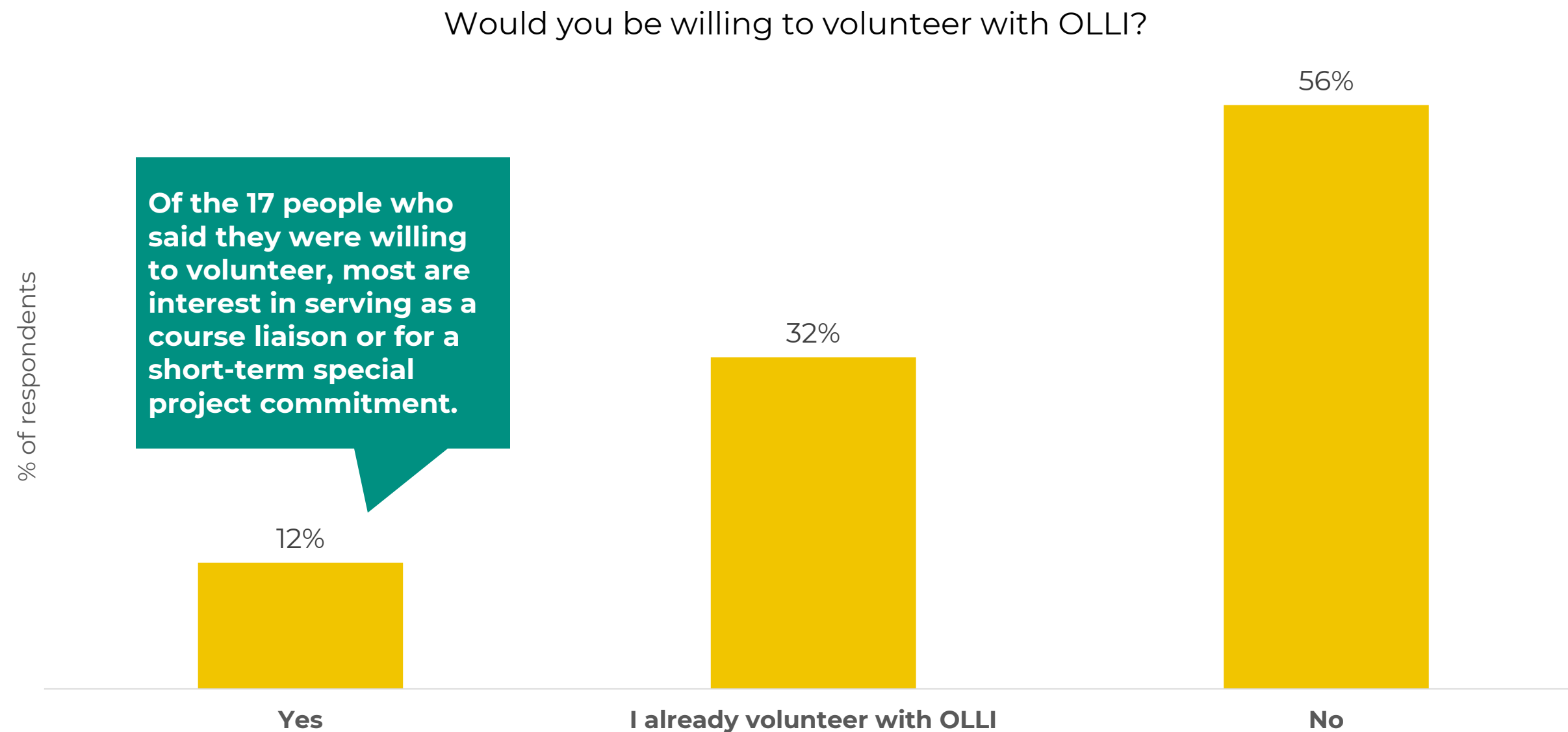
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Willingness to volunteer

While close to a third of survey respondents already volunteer with OLLI, over half of members surveyed were not interested in volunteering



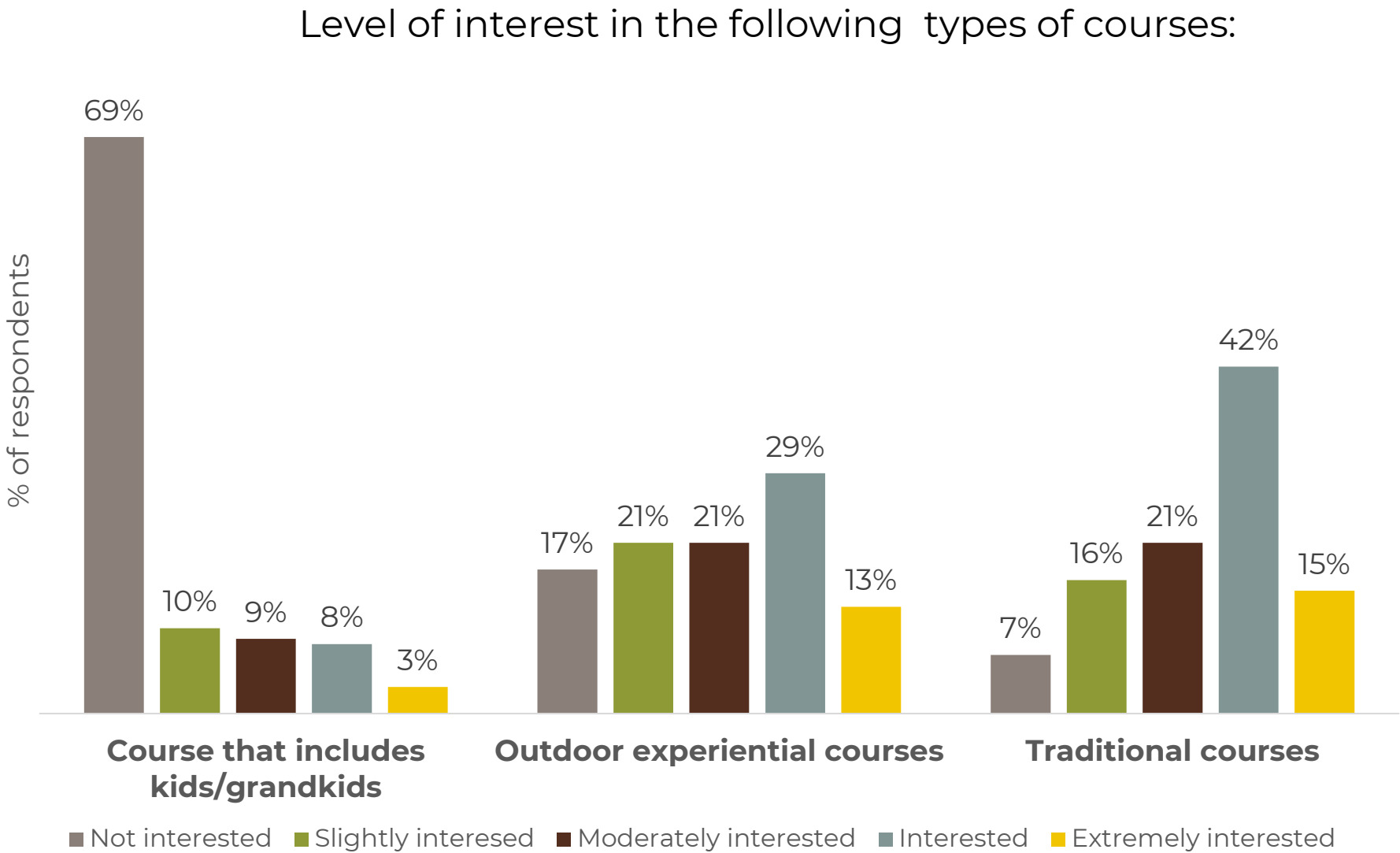
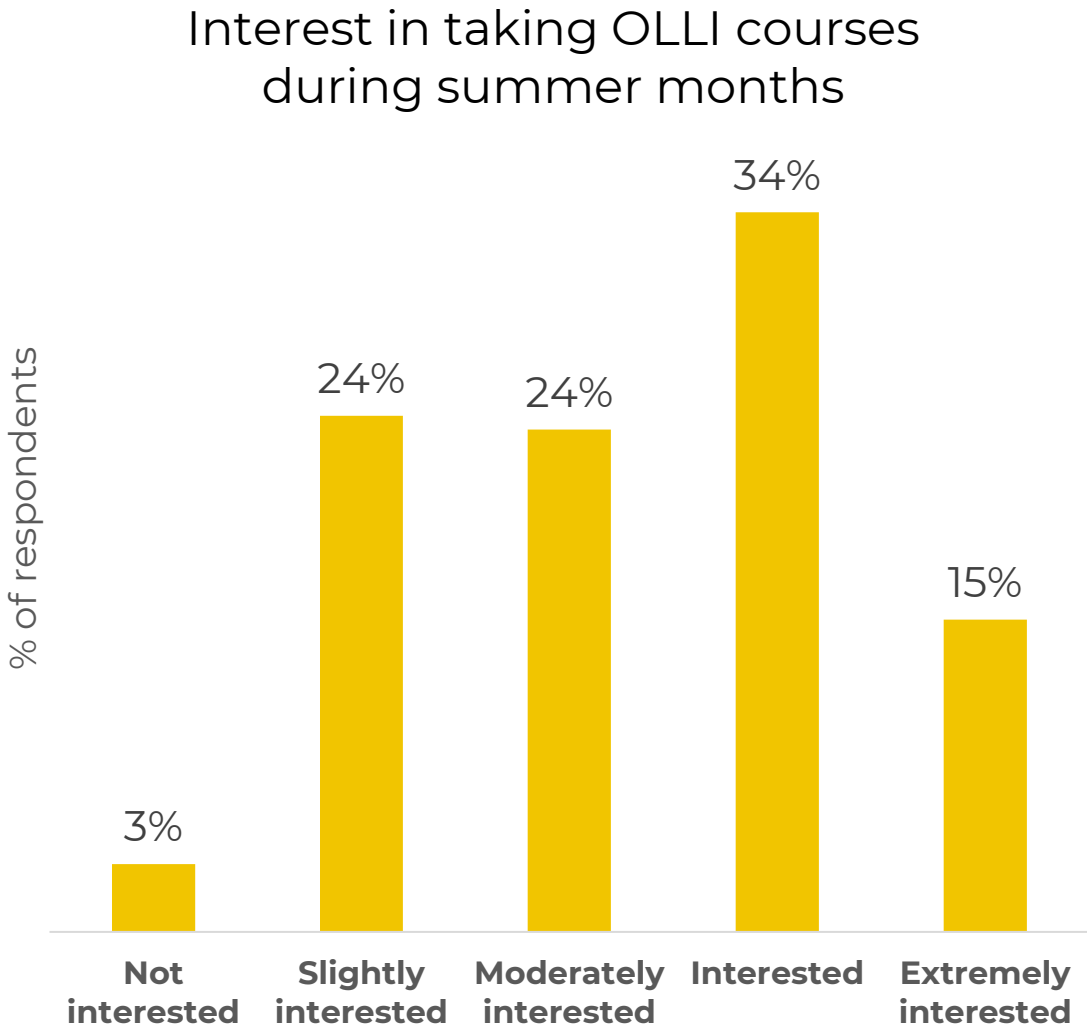
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Interest in summer courses

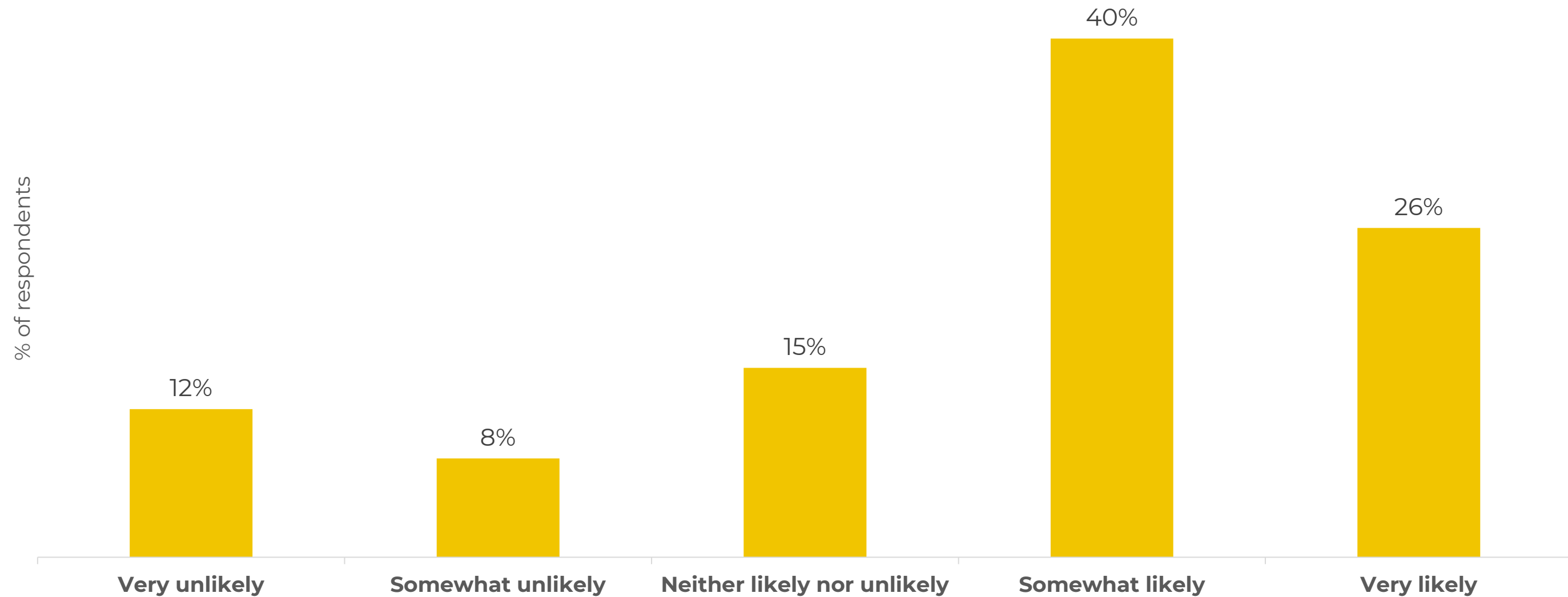
Most members are open to taking courses in the summer but are not interested in courses that include kids/grandkids



Community service participation interest

Only a quarter of members are very likely to participate in a community service project like OLLI Cares, with a larger group who are somewhat likely

How likely are you to participate in a community service project like OLLI Cares?



N = 178



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