

# 2018 Town Hall

Osher Lifelong Learning Institute  
at George Mason University

OLLI Mason State of the Institute

Jennifer Disano, Executive Director, OLLI



# Current OLLI Membership

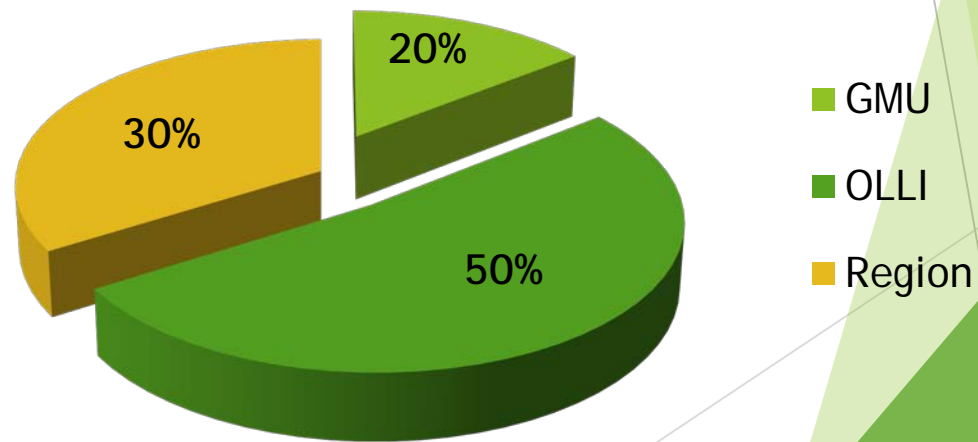
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Full Dues Paying Members: 1112 Fall '18

Introductory Members: 48 Fall '18

# The OLLI Program 2018

- ▶ Over 600 offerings!
- ▶ Reston/Loudoun Clubs & Socials
- ▶ More cross-campus exchanges
  - ▶ Faculty Club
  - ▶ Library Partnerships
  - ▶ Fall for the Book
  - ▶ Dean & Director Engagement



❖ Percentages are estimates

# Understanding the OLLI Member Perspective via OLLI Survey Results

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Leader/Follower Relationships

Motivation

Influences on Recruitment and Retention of Volunteers at OLLI

Personal Sentiments

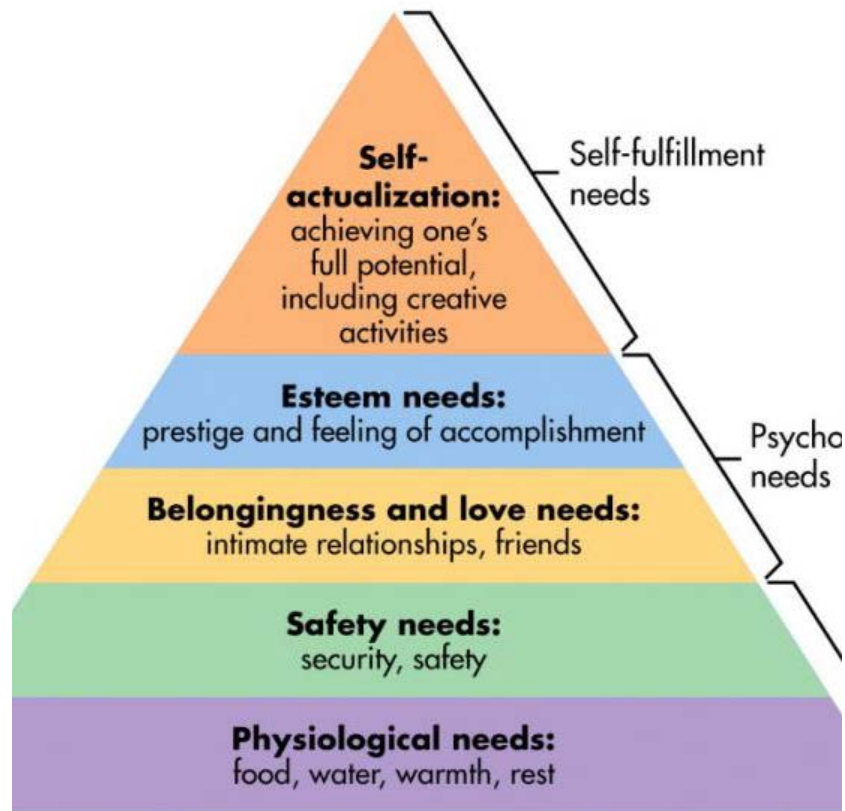
Organizational Climate

- The overall level of commitment to the organization was: up to 32% Extremely Committed, 28% Moderately Committed, and 3-7% Uncommitted
- The overall Satisfaction was rated as: up to 51% Very Satisfied, 15% Moderately Satisfied, 2% -3% Unsatisfied
- Overall, when asked about positive or negative relationships with other volunteers, respondents reported: 64% Positive
- Relationships with staff were reported as: 73% Positive



# Understanding Motivation

**Motivation** is a concept in psychology which attempts to interpret the unseen force or inclination within a person to act. Although research is divided on the exact definition of motivation, in essence, the concept of motivation defines a person's desire to act, and is subject to individual differences, desired goals, and unique circumstances that create a stimulus to action.



## Maslow's Hierarchy of Needs

Maslow's Hierarchy of needs is a pyramid shaped upward step process which at its base we find the most basic needs such as food, water, comfort. The next level up is Safety, then LOVE and belonging, followed by esteem or respect and finally self-actualization and Spiritual growth.

## The BIG Three Motivators

- Sex
- Sustenance or Hunger
- Socialization or the Need to Belong





# Volunteer Motivation

- In order to optimize recruitment and retention of volunteers it is important to know what motivates volunteers.
- Research shows that individuals volunteer for prosocial and humanitarian reasons as well internal and external drivers.

Satisfy Curiosity	Achieve notoriety
Build skills	Feel Needed
Satisfy a social demand	Feel Good about oneself
Give back	Allay Guilt
Obtain benefits	To distract oneself
Mattering	Meet a goal
Share talents	Find a peer group
To feel relevant	To feel wanted
Help the community	Help oneself



# Understanding Relationships and Cultures



A hand holding a yellow highlighter pen points to the words "ORGANIZATIONAL CULTURE" in a word cloud. The word cloud contains various terms related to organizational culture and management, including: unique, cognitive, employee, task, result, meaning, success, satisfaction, symbols, type, high, values, cultural, problems, behavior, leadership, society, external, belief, collective, company, growth, social, management, deepest, feedback, knowledge, result, status, stories, organizational, outlasting, important, and interpersonal.

# Intervention Design

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**Rewards &  
Recognition**



**TRAINING  
AND SUPPORT**

# Posters

## Osher Lifelong Learning Institute Volunteer Awards

### Rewards

**100** Thank You! Invitation to Volunteer Appreciation Party  
Remember to always thank volunteers! Cards, emails, e-news, in person.

**300** Add in a Framed Certificate at this level.  
Items like this will remind volunteers that their work is important!

**500** Give this volunteer something special. A commemorative pin and tickets to a university event.

**1000+** Wow! This volunteer is a vital part of the organization. Recognize them with an embossed statue award or clock.

### Recognitions

**A** This volunteer is learning the ropes at level A. Here you are building organizational commitment. Be sure to say hello and thank them in person.  
*Give this volunteer a special nametag or lanyard to wear with pride.*

**B** Level B volunteers should be recognized in the OLLI news and on the Wall of Fame!

**C** Level C volunteers have earned your appreciation through years of dedicated service.  
This volunteer should be recognized by OLLI and the University Community!

Jennifer L. Diseno / MPS / PSU / Dr. Lindsey / Capstone / Dec. 11

## Osher Lifelong Learning Institute Volunteer Training and Support

**Welcome Volunteer!**  
Introduction to OLLI. Provide the volunteer with an organizational orientation and assign a liaison as a point of contact to help answer any questions or introduce the volunteer to committee leads.

**All About OLLI!**  
Working with Volunteers and Staff. Familiarize the volunteer with organizational communications. How to make requests? Best ways to communicate. Learn how the staff supports the organization and the relationship of staff to volunteers.

**Working in Teams**  
Working in Teams. Here OLLI members will learn the basics of working in teams, small groups and ad hoc committees. This training establishes expectations, follow through and accountability.

**Get Connected**  
Computers and communicating with modern tools (email, text and internet). OLLI members will learn best practices for working across generations.

**Sharing & Mentors**  
Engaging Volunteers. Provide materials and training on Best practices to facilitate committees to encourage open mindedness, fairness and safe exchange of ideas. Introduction to Mentor.

**Communications**  
Understanding communication tools is important for volunteers to know how to get the word out about their particular project. Email, Facebook, e-news, e-blasts as well as flyers and brochures must have standards for content, frequency of communication and cost effectiveness.

**Leadership Training**  
Leadership. Proper training of OLLI leaders is critical to positive interactions between leaders, followers and staff. Indeed, organizations that invest in leadership training influence outcomes and ease of collaboration.

**Conflict Resolution**  
This module will go over scenarios of conflict and modes of resolution. OLLI organizations established rules and governance.

**Training Completed!**  
Congratulations! OLLI volunteers that reach the end of this training are prepared to serve and enrich the organization with their many talents and contributions.

Jennifer L. Diseno / MPS / PSU / Dr. Lindsey / Capstone 2017