Welcome to the 2018 annual report. We want to share with you the accomplishments and challenges facing OLLI at UVa. We are one year into our Strategic Plan and we can now more easily communicate our current programs, results, and future directions.

OLLI at UVa fills a vital niche in the Charlottesville-Albemarle area. For the past eighteen years, OLLI has provided lifelong learning experiences for adults in a social, collegiate environment. This past year, OLLI course offerings have grown from 170 courses to 193 courses. Our enrollment has increased to 2,126 adults for the entire year, and there is a growing demand for OLLI courses. While this unprecedented growth engages more adults in lifelong learning, there are challenges we must face in database management and data retrieval, staff time, venue usage, and budget development.

OLLI’s seventeen-year-old computer system will be replaced in December 2018. We have received a matching grant promise of $30,000 from the Perry Foundation to purchase the new system, if OLLI can raise an additional $15,000.

The annual report highlights the following accomplishments for OLLI at UVa during 2017/2018:

- The board of directors approved the purchase of Campus CE, a state-of-the-art online registration system and data base.
- An online instructor/course questionnaire (EoCQ) replaced paper versions for more efficient collection of member evaluations.
- The organization Initiated the second year of three-year strategic plan including metrics to track progress.
- Direct appeal member fundraising increased and the Board Fundraising Challenge was met.
- A new fee structure was implemented for Fall 2018 to deal with rising course presentation expenses.
- Home Instead, Sentara Martha Jefferson, and UVA Health System provided sponsorship funds to support programs and publications.
- A work group has been formed to promote diversity among instructors, members, and throughout OLLI at UVa.
- 358 volunteers made OLLI’s activities possible.

Beth Barber                           Myrle Langley
Executive Director                 President
OLLI at UVa: 1,639 MEMBERS

- 86 percent between the ages of 63 and 82
- 65 percent female; 35 percent male
- Backgrounds: business, academia, and professional occupations.
- Where they live:
  - 35 percent live in Charlottesville;
  - 41 percent live in Albemarle County;
  - 8 percent live in Augusta County;
  - 4 percent live in Nelson County;
  - 12 percent live in other counties.
- Why they take classes:
  - 48 percent report primary interest is the intellectual experience;
  - 30 percent report the social interaction.

OLLI’s lifelong learning programs educate and engage adults to enhance the quality of their lives.

OLLI at UVa is a member-driven organization offering courses and programs that promote intellectual and social enrichment. We draw upon academic and community resources to ensure high quality programs that meet the needs of our members.

Our vision is to energize, engage, and inspire members to expand their knowledge, explore ideas, and share interests in a supportive environment.

While the current target audience for OLLI is increasing, OLLI’s strategic plan calls for a modest annual increase in courses offered in order to maintain consistent quality with first-class instruction and course delivery. As we continue to meet the educational and intellectual needs of a growing membership base, the number of courses offered and enrollments will gradually increase.
INCOME / EXPENSES
(unaudited)

OLLI at UVa depends on three revenue streams:

- **Memberships and Course Fees**, increased compared to 2017.
- **Endowment Investment Income** decreased from that realized in 2017.
- **Fundraising and Member Donations**, increased over the same period in 2017.

OLLI expenses are categorized within three main functions.

- **Program** – includes expenses such as facility rentals, classroom materials and equipment, and staff salaries.
- **Operations** – includes expenses such as office rent and supplies, online registration system maintenance, and the annual audit.
- **Fundraising** – includes expenses such as the costs to create and mail solicitations and thank-you notes.

In response to member demand, OLLI increased the number of courses offered and added new sections to existing courses in an effort to reduce the waitlist. The increased costs resulted in a deficit for FY 2018.
SPONSORS AND COLLABORATORS

OLLI at UVa enjoys being part of this community whose deep pool of resources enriches our program through collaboration and sponsorship. From unique venues, to membership value, to volunteer resources, these friends are critical to our ability to meet our mission.

As a University-related foundation, OLLI at UVa has access to high-quality support. Our endowment is invested with UVIMCO, staff medical benefits come from the Health Benefits Consortium, the UVA Fund provides banking and bookkeeping services, and the President of the University and the Board of Visitors each appoint one representative to OLLI’s Board of Directors.

Pam Roland

Teaching for OLLI has been a satisfying personal experience with “fringe benefits.” Those who take my class, “Yes, You Can Learn to Draw,” might think they are getting around to learning something they put off for years. But in truth, they are learning to SEE the world around them like never before. I end up with lots of new friends who are interesting, educated, and excited about art.

And equally important, I get to do what I LOVE which is to continue to teach in my retirement. The OLLI experience has enriched the lives of both this teacher and her students!
Terri Jordan

I am an OLLI “Triple Play” member: student, volunteer, donor. And, I’m not unique to OLLI! For every investment I make to OLLI (personal, time, financial), my payback is tenfold.
CONCLUSION

Donors don’t give to institutions. They invest in ideas and people in whom they believe.

— G.T. Smith, president of Davis & Elkins College and co-creator of Moves Management, a relationship management process designed to cultivate major gifts and used in colleges, universities, and nonprofit organizations.

OLLI at UVa’s continued success depends upon delivering high quality instruction, interesting and worthwhile courses, comfortable venues, promoting member engagement in learning, and serving the citizens and communities of Albemarle and its surrounding counties.

In 2018/2019, OLLI’s primary areas of focus will include the following:

- **Continue to improve course venues:** convenient parking, access to technology, and more dedicated classroom spaces at affordable cost.
- **Improve member accessibility** to the courses they choose and **minimize wait-listing**.
- **Eliminate budget deficits** through management efficiencies and improved financial oversight.
- **Reduce the catalog size** to reflect more efficient and appealing course descriptions and registration information.
- **Promote diversity** throughout OLLI at UVa by actively recruiting minority faculty/course proposals and minority membership.

Susan and Rick Heffner

The excellent OLLI program was an important factor in our decision to retire to Charlottesville. Learning and discussing new concepts together makes for lively discussion on the ride home and for several days thereafter. OLLI provides an opportunity for us to explore subjects we have been either too busy or too intimidated to pursue when we were in school. Over the past three years we have enjoyed classes and presentations including the history of World War I, home decorating, weather forecasting, Bible Babes, and our regular quarterly update on the progress of Brexit. Volunteering as class assistants takes very little time and gives us a chance to expand our experience by engaging with our classmates and the faculty.