

Seniors College of Prince Edward Island
President's Report for the 2015-2016 College Year

Annual General Meeting

December 3, 2016

Seniors College continues to provide a broad range and varied program of courses for our membership who range in age from 50 to 90 something. Predicated on the ideal that we never stop learning, Seniors College of Prince Edward Island has grown from a modest beginning of three courses to over 105 courses in Charlottetown, Summerside and Montague.

I would like to thank our current volunteer Board of Directors of Seniors College and our coordinator, who continue to make this possible on a yearly basis. Martha Ellis, our provincial coordinator, is critically important to our success, as she deals with the day to day matters in a very effective and efficient manner. I especially would like to thank Georgie Clow for helping out while I recover.

I also want to thank perhaps our most unsung volunteers, the many skilled facilitators, who so generously share their knowledge and expertise with the members. These facilitators make it possible for Seniors College to provide such a wide variety of exciting courses.

The 2015 – 2016 year has been a very busy one for Seniors College as we continued to work on our 2015-2017 strategic goals.

The Strategic Goals included:

- 1. Develop a tight brand image for Seniors College- what are we? Why are we a treasure?**
Work continues on this goal. Once the registration system upgrade is complete data retrieval from the online registration system will assist in finalizing this goal.
- 2. A - Develop a detailed plan to put the Seniors College profile in the community through varied formats (media and other)**
B – Increase Seniors College Communication with members on a regular basis- Much of the work on these objectives has been completed. A year- long Communications and Public Relations plan was developed to detail paid media, free announcements and notices to be used. A Facebook page has been created, a new public page has been launched and a pop up banner was purchased. Emails are regularly sent to members to outline news and any upcoming events. A members Christmas Social was held last December which proved quite popular.
C – To explore community partnerships and to broaden understanding of Seniors College – A series of meetings were held including the Deputy Minister of Family Services and Seniors, the Womens' Institute, the Seniors Federation, Andrews of PEI. A presentation was made to

Montague Rotary and Seniors College became a member of the Charlottetown Chamber of Commerce.

3. **Continue to invest in our on-line registration system** - Our on-line registration system has functioned very well over the past three years. It is not only a system for member course registration but it is an important administrative tool. The system enhances communication with members and can provide helpful membership information useful in planning for the future. This past year upgrades were done to make it easier for members to pay with a credit card, to display term dates when printing their course list and updating the wait list numbers when someone is assigned to a course. Changes were also made on the management side to help the coordinator be more efficient and to improve the email function.
4. **A – To develop and implement a Sustainable Financial Plan by April 2016** – The majority of the work has been accomplished. Final approval of the financial policies is the only item that remains outstanding.
5. **Maintain Current Organizational Structure for the next couple of years 2015- 2017** - We moved from 2 large committees (programs and operations) to five smaller ones: programming, publicity and membership, financial management, technology and organizational development. This change stemmed from the final objective in our 2012-2014 strategic plan ‘to investigate an appropriate organizational structure.’ The change seems to be working very well as the work of the College is better accomplished in the smaller committees.
6. **Increase the number and variety of courses offered by Seniors College within the next 3 years based on data driven** – The Program Committee was able to offer 100 courses in 2015-2016 with almost 30% new offerings. This continues to be an ongoing challenge as the College tries to balance finding new topics and facilitators that will be of interest to our members. The number of courses in 2015- 2016 by county include:

	Fall	Winter	Spring
Queens	35	23	21
Prince	5	4	2
Kings	4	4	2

2016-17 approximately 113 courses were featured over the three counties. We offered 20% new courses which of course required to rest some of the previous courses. The wide variety of courses in art, computer, literature, language, music, spirituality, politics, history, health, photography and bridge continue to draw a varied number of participants. This year as a result of suggestions from both registrants and facilitators we have shortened some classes from three hours to two hours. In some instances due to various commitments, facilitators are able to teach only six sessions rather than the traditional eight sessions. For 2016-2017 the Program Committee introduced 12 short courses that were 4 weeks or less in duration. These short courses are proving very popular with members.

- 7. Develop and implement a three year plan to increase membership in Prince and Kings to ensure provincial scope for Seniors College in PEI** – This objective continues to be a struggle. Some of the ground work has been done including meeting with various group in both counties but a complete plan has yet to be finalized.

Membership in Seniors College continues to remain strong particularly in Queens. This past year a total of 447 members were registered with 377 in Queens, 46 in Prince and 24 in Kings. In the 2015-16 year, in addition to course offerings, the Board was able to arrange some extra benefits for our members. In partnership with CAA a travel series was held in January, February and May to hear about the various options for travel and destinations around the world. A tour of the UPEI Engineering Fab Lab was arranged in February, in January a legal session at the Georgetown Court House was held with Retired Chief Justice Gerald Mitchell and a restricted hours' low cost membership at the UPEI Sportscentre was arranged.

This past year we tried to include our facilitators in a number of events. In the fall prior to the start of classes a welcome orientation session was held for all facilitators. They learned all about our policies, how to use the registration system to send emails to their class and they got to meet one another. In May the Lt Governor, who is a patron of Seniors College, hosted a tea for facilitators.

The College continues to remain in a good financial position. We were fortunate to receive two grants during the year. A \$3200 PEI Health and Wellness grant was received that allowed the College to offer Physical Activity courses in each of the regions. In late spring we were received a \$12,000 New Horizons grant which will allow us to enhance user interface and add management tools to our on-line registration system. The grant will also allow us to create a Facebook page, develop a new public page and provide tools to extract information from the registration system. The majority of this work will take place during the 2016-17 budget year.

For the second consecutive year the College had the CAAL Management Group review our books at year end. We are happy to report that all is in good order and there is a small surplus of \$6730 at the end of the 2015- 16 budget year.

Seniors College's continuing challenge is to find better ways to serve a rapidly increasing and changing cohort, while working with the financial realities of the present day. It is an intricate juggling act to choose what to offer, where to offer particular courses and how to match those to available venues. Venue costs continue to rise and all do not offer the same level of technical support some facilitators require. Some are not as accessible as we would like for our members with mobility challenges.

Finally, I want to recognize and thank the following Directors who are retiring from the Board, Frank Hennessey, Yvette Blanchard, Clayton Coe and Ron MacMillan. Their wisdom and hard work on behalf of the membership will be missed.

Respectfully Submitted,

Barb Mullaly