

President's Report 2022-2023

I am pleased to present the President's report which will include reports from our five standing committees for the period July 2022 to June 2023, our fiscal year.

We had a very good year, despite some financial problems and a few hiccups such as Hurricane Fiona that shut down electricity at the start of our fall session and damaged many trails.

We are very fortunate to have 15 very talented members who form our Seniors College Board of Directors. We are a working board and members are involved in one or two Standing Committees. These Board members come from rich work and valuable volunteer community experiences. Central to all the work the Board does is the wonderful work that our part time Coordinator Tory Kenndy does to bring our courses to fruition.

Without the support of our 357 members like yourself, we would not be able to have a Seniors College. Our members come from Prince, Queens and King counties, with the majority taking classes in Queens. Approximately, 71% of our members are women. We encourage all adults over 50 to join.

Members' support for the past 25 years has made Seniors College the envy of many, in Canada and as far away as the Seniors College in Beirut whose college was modelled on ours. Thanks to Olive Bryanton for her far-reaching initiatives.

We would not be able to offer 134 plus courses without our wonderful facilitators who give generously of their time and talents to put on courses during our fall, winter and/or spring sessions. We are also

very fortunate to be able to access venues across Prince, Queens and Kings counties, some of them are free of charge.

Program Committee Report

The Program Committee chaired by Luanne Gallant included Maureen Sinnott, Brenda Campbell, Diane Griffin, Valerie Robinson, Judy Rose and Coordinator Tory Kennedy.

In September 2022, we had over 353 members register for Seniors College courses with course offerings of 134 for the fall, winter and spring semesters. Most courses are in person with a number of online options. For the first time this year, we are very pleased to offer seven pre-recorded courses on the Seniors College website for members to access anytime.

The Program Committee and Coordinator worked closely with Finance and Technology committees in identifying areas in support of streamlining the budgetary and programing processes. Included in these changes were regular monitoring of program costing which included minor changes to reports to support this process, increased training and process enhancements for facilitators, online training options for facilitators and members and transitioning from a hardcopy facilitator form to an online facilitator form.

Work began in early 2023 to enhance the Program evaluation process with implementation date for fall 2023. This work has been completed and we look forward to receiving valuable feedback from our members.

The Program committee continues to be busy and by June 2023, the Committee had over 130 courses lined up for the 2023/2024 school

year, offering a mixture of our most popular courses and the introduction of approximately 20% of new courses.

Website Technology Committee Report

The Website Technology Committee, chaired by Mary MacPherson also included Betty-Lynn Burdett, Mary Lou Turner, and Tory Kennedy.

This past year was another busy one for the Committee.

Following user testing by our committee and board members, September 2022 registration day went well, with no website issues, although registration numbers were notably lower than previous year. Along with intermittent support for the Coordinator and other board tasks, we completed two major website projects during the year.

The Age Related Planning(acronym) ARP project 2022-23 included an enhancement to Content Management System (CMS) to add edited course videos and related resources for all members to access. The ARP course videos and resources were added to Course Registration System (CRS) website in March 2023 and are available to all Paid members.

The Course Entry Enhancement project was an enhancement to CMS for facilitators to add and update proposed course information online. Although facilitators may still need assistance, this lessens the time previously required by the Coordinator to manually add courses. This project was completed in March 2023 and was available for 2023-24 schedule of courses.

In February 2023, we were advised by our website provider WSA of a security vulnerability in our website coding. We received Board

approval of an estimated cost to correct this issue. Pending work is to be completed in Fall 2023.

We received approval in late May 2023 for the Community Services Recovery Fund grant. The project includes more enhancements to CMS by adding additional course and new venue information, as well as further financial and other reports to assist with planning and budget estimates. Pending work to be completed by the end of 2023.

Thank you to our committee for their valued suggestions and assistance during the past year.

Marketing/Communications Committee Report

The Marketing /Communications Committee chaired by Steve Connolly included Shirley Pierce, Mary McPherson, Judy Rose and Mary Lou Turner.

The main focuses of the committee for the past year have been to prepare and sell Sponsorship Packages with a view towards providing much needed financial stability for the future of the College, to make more people aware of Seniors College and to keep the lines of communication fluid with our members and potential members.

The Sponsorship Package has three classes of sponsors: Gold set at \$10,000, Silver at \$ 5,000 and Bronze at \$2,500. Each sponsorship level offers publicity on our website and Facebook page. A photo and short description are sent to The Guardian. The sponsor has the opportunity to work with us to put on courses of interest to seniors.

Sponsorship presentations were made to two community groups, St. Dunstan's University Board of Governors and the Rotary Club of Charlottetown and several private businesses. By the end of June,

Lawton's Drug became a Bronze sponsor and we felt fairly positive that the two community groups were interested in becoming sponsors in the early summer. These sponsorships have come to fruition.

Seniors College may have been a well-kept secret; many seniors over 50 didn't know we existed. We made a concerted effort to seize every opportunity to make our presence known on the Island. Presentations were made to the Community School Association, the Rotary Club of Charlottetown Royalty, Charlottetown Library and at the PEI Seniors Citizens Federation's annual meeting.

With the generous assistance of our Coordinator and the technology chair, we have endeavored to keep our members informed via emails, social media- our Facebook site, our website, The Guardian, CBC radio and TV on all events and happenings throughout the year.

During the summer of 2022, Gary MacDougall, former editor of the Guardian, generously provided two wonderful articles of general interest to members in preparation for registration. This effort was part of a broader strategy for continued use of social media and free publicity whenever possible to promote interest among existing and potential new members.

Finance Committee Report

The Finance Committee is chaired by our Treasurer Kate Gordon and includes our Secretary Brenda Campbell and President Shirley Pierce.

This was a challenging year financially as we had a considerable decrease in membership from the previous year. It seemed that with COVID requirements lessening, some members may have taken the opportunity to travel and reconnect with families and friends, to participate in the planning and operation on the Canada Games, to enjoy more leisure opportunities available locally, etc.

Compiled Financial Statements

For the fourth year, we engaged Arsenault Best Cameron Ellis to compile our financial statements in a “Notice to Reader” engagement. They have completed the work for the year ending June 30, 2023 and recommended no adjustments. Our Board has reviewed and approved the Financial Statements as presented by ABCE.

Organizational Development Committee Report

In June 2022, under the direction of the Organizational Development Committee, Seniors College hired a project coordinator, Shauneen Hood, to assist in the development of a series of courses under the umbrella of Age-Related Planning. Funding for this project was received from the Federal Government’s New Horizons Program and the PEI Seniors Secretariat. Seven modules were developed with supporting documentation, forms, and links:

- Aging in Place,**
- Legal Affairs (Wills, Executorships and Power of Attorney),**
- Financial Planning as we Age,**
- Tax Planning for Seniors,**
- Health Care – Preparing a Medical Information Summary,**

- Health Decisions & MAID Legislation,**

- and Thanatology: Death, Dying and Bereavement.**

The program was delivered weekly from January – March 2023. Each presentation was professionally recorded, edited, and uploaded to the Seniors College website where members can access the information at any time.

Seniors College of PEI would like to thank the following contributors that helped make the Age Related Planning Program possible:

- **Blair Corkum, Corkum Financial,**
- **Hannah Jones, Community Legal Information,**
- **John Gordon, Retired Physician,**
- **Jodi Swan, MacLean Funeral Home and Swan Chapel, and □ Pat Martel, Martel Video.**

In February of 2023, the Committee began a Strategic Planning process. The previous Strategic Plan spanned 2018 – 2021. A decision was made in 2021 to delay planning efforts until after the College returned to normal programming, post Covid. In May we completed the first phase of the planning process, an online survey of current and former members. We had a response rate of 47% for the current member survey and 43% for the former member survey and a great deal of valuable feedback was received.

Terms of Reference for a Strategic Planning process were developed and in June of 2023, Seniors College contracted with GMD Consultants to lead us through the Strategic Planning process. The feedback received from the surveys was provided to our Consultants and several key informant interviews were planned for the summer of 2023 with a dedicated planning session planned for October.

A planned review by the Committee of existing policies, practices and bylaws was planned for October – November 2023.

Concluding Comments

Seniors College of Prince Edward Island was conceived in 1998 when some dedicated individuals, including our Honorary Life Member Olive Bryanton, recognized how education affects cognitive decline,

health care costs and the quality of life experienced by seniors. They worked diligently to bring the concept to fruition and 25 years later we are still enjoying the fruits of their insight and labour.

I am very thankful to our Board and our very capable Coordinator Tory Kennedy whose hard work and dedication make Seniors College successful.

We are saying farewell and giving our sincere thanks to four board members who have served for a total of 24 years. I welcome our new Board members and look forward to working with you to make Seniors College a thriving, social, fun learning community,

Thank you to our engaging Facilitators and members who all work together to ensure the vitality of Seniors College