

Membership Year 2005

February 2005

SUBJECT: *What Do CEOs Want to Know About...Programs & Services for Older Adults (50+)*

This CEO Survey explored community college programs and services for older adults (50+).

The response by college presidents in answer to our questions regarding programs and services for older adults was very positive. Not only did we receive a 29 percent return on the surveys, a number of colleges offered further examples under various questions.

These examples include the following:

Have you developed targeted programs: Colleges offer special credit and non-credit courses, workforce training options, summer programs, physical education programs, volunteer and pre-retirement programs, classes for grandparents raising grandchildren, support services, computer programs, health/wellness programs, and senior audit programs.

Access to college services for older adults: Along with the programs mentioned above, older adults at many community colleges can take advantage of the Silver Games/Senior Olympics, tuition and fee waivers for courses, leisure courses, continuing education courses, cooperative education programs, college volunteerism, and tutoring.

Marketing and outreach techniques used by colleges: Methods used for reaching out to older adults in the community included a Senior Advisory Committee, mention in all college publications, emphasis in college catalogs, a special classes section for older adults in the school catalog, advertising on video and cable t.v., and a continuing education publication.

Programs to assist older adults through their retirement transition: A number of colleges do help older adults transitioning into retirement by offering intellectually challenging programs, senior leadership programs, long-term care workshops, senior health clubs, and older learning center scholarship funds.

Programs to assist older employees through their retirement transition: Colleges also offer help to their employees moving into retirement through alumni association memberships, STRS and PERS workshops, fiscal planning programs, fee waivers, retirement counseling in community service, and phased retirement options.



What Do CEOs Want to Know About. . . Programs & Services for Older Adults (50+)

A Survey of and for League Alliance CEOs

These survey results are composed of the responses submitted by your fellow CEOs as part of the Alliance quarterly CEO survey service. The response rate for this survey was 29% (n=166).

A summary of findings will be mailed directly to all Alliance CEOs, but all individual responses will be held in the strictest confidence.

1. What age segments describe your older adult students?	
<u>20%</u> = 50 Years Old	<u>30%</u> = 55+ Years Old
<u>17%</u> = 65+ Years Old	<u>40%</u> = We do not specify age as a qualifier
	<u>21%</u> = 60+ Years Old
	<u>4%</u> = Other
2. Have you developed targeted programs for older adults (50+)?	
	<u>69%</u> (Y) <u>31%</u> (N)
3. If you answered "yes" to question 2, what types of targeted programs have you developed?	
<u>76%</u> Special noncredit program (e.g. "Senior College," Lifelong Learning Institute)	
<u>4%</u> Special certificate programs	<u>8%</u> Service learning programs
<u>73%</u> Reduced or free tuition	<u>5%</u> Accelerated degree completion options
<u>6%</u> Leadership training programs	<u>15%</u> Other
4. Do older adults have access to college services?	
	<u>96%</u> (Y) <u>4%</u> (N)
5. If you answered "yes" to question 4, which services are available to older adults?	
<u>77%</u> Academic counseling	<u>91%</u> Library access
<u>83%</u> Cultural/recreational offerings	<u>31%</u> Internships
	<u>67%</u> Career counseling
	<u>17%</u> Other
6. Do you conduct special marketing and outreach to older adults?	
	<u>49%</u> (Y) <u>51%</u> (N)
7. If you answered "yes" to question 6, which marketing or outreach techniques do you use?	
<u>66%</u> Targeted mailings	<u>41%</u> Special publications
<u>72%</u> Outreach to senior groups or organizations	<u>34%</u> Targeted media ads
	<u>29%</u> Special recruitment events
	<u>11%</u> Other
8. Have you developed programs that help adults to make the transition into retirement?	
	<u>39%</u> (Y) <u>61%</u> (N)
9. If you answered "yes" to question 8, what types of programs do you provide?	
<u>60%</u> Life planning	<u>25%</u> Employment
<u>27%</u> Civic engagement/service	<u>11%</u> Leadership
<u>16%</u> Re-entry advising	<u>6%</u> Targeted scholarships
	<u>78%</u> Financial planning
	<u>56%</u> Health assessment/education
	<u>5%</u> Other
10. Have you developed programs that assist college employees to make the transition into retirement?	
	<u>43%</u> (Y) <u>57%</u> (N)
11. If you answered "yes" to question 10, what types of programs do you provide?	
<u>49%</u> Life planning	<u>43%</u> Flexible work options
<u>25%</u> Volunteer options	<u>13%</u> Mentoring options
<u>36%</u> Tuition discounts	<u>10%</u> Other
	<u>92%</u> Financial and benefits planning
	<u>15%</u> Peer support groups
12. Have you developed, or are you interested in developing, a campus-based retirement community?	
	<u>27%</u> (Y) <u>73%</u> (N)