

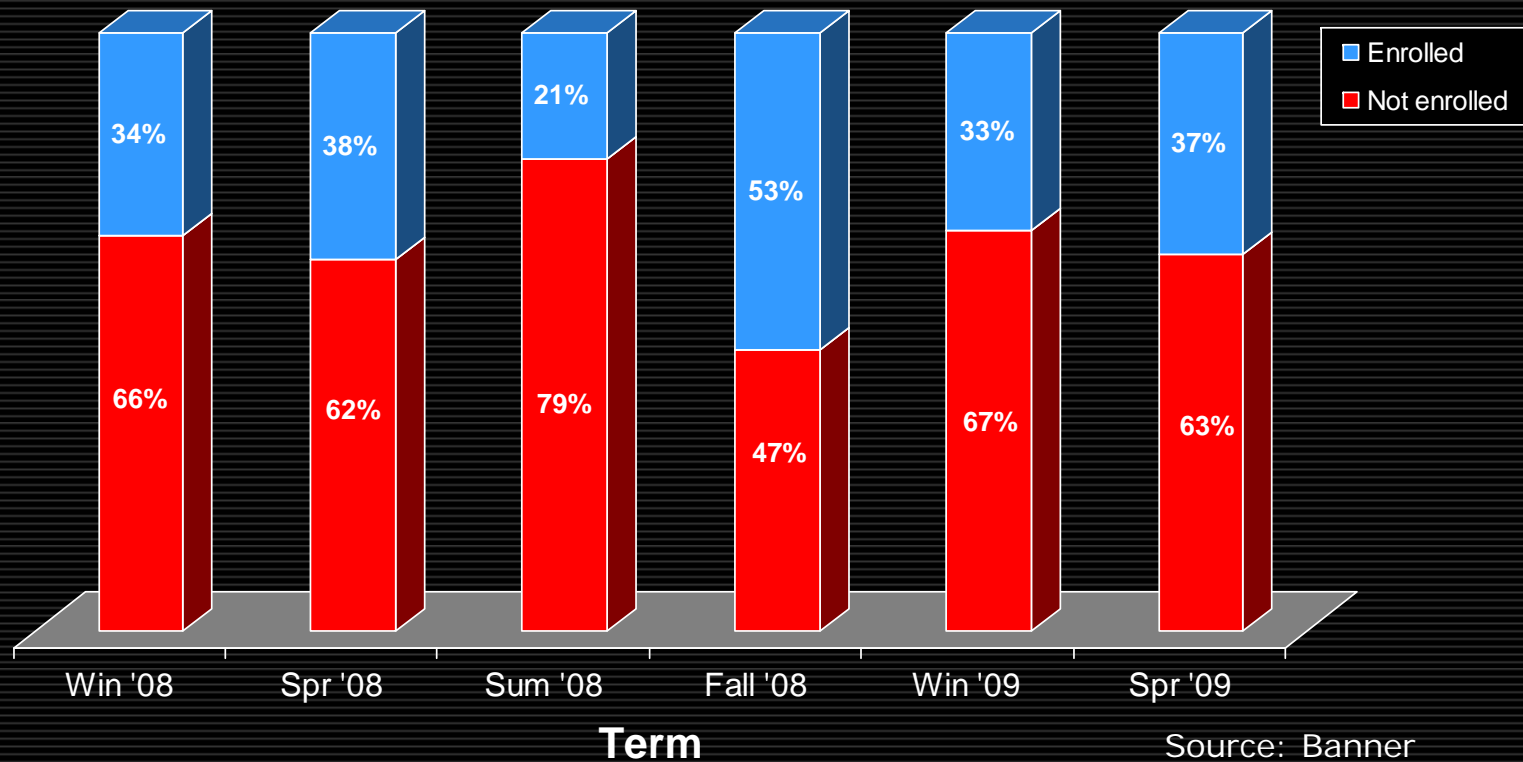
Survey Of Members Who Take No CFS Courses

North Carolina Center for Creative Retirement

April 2009

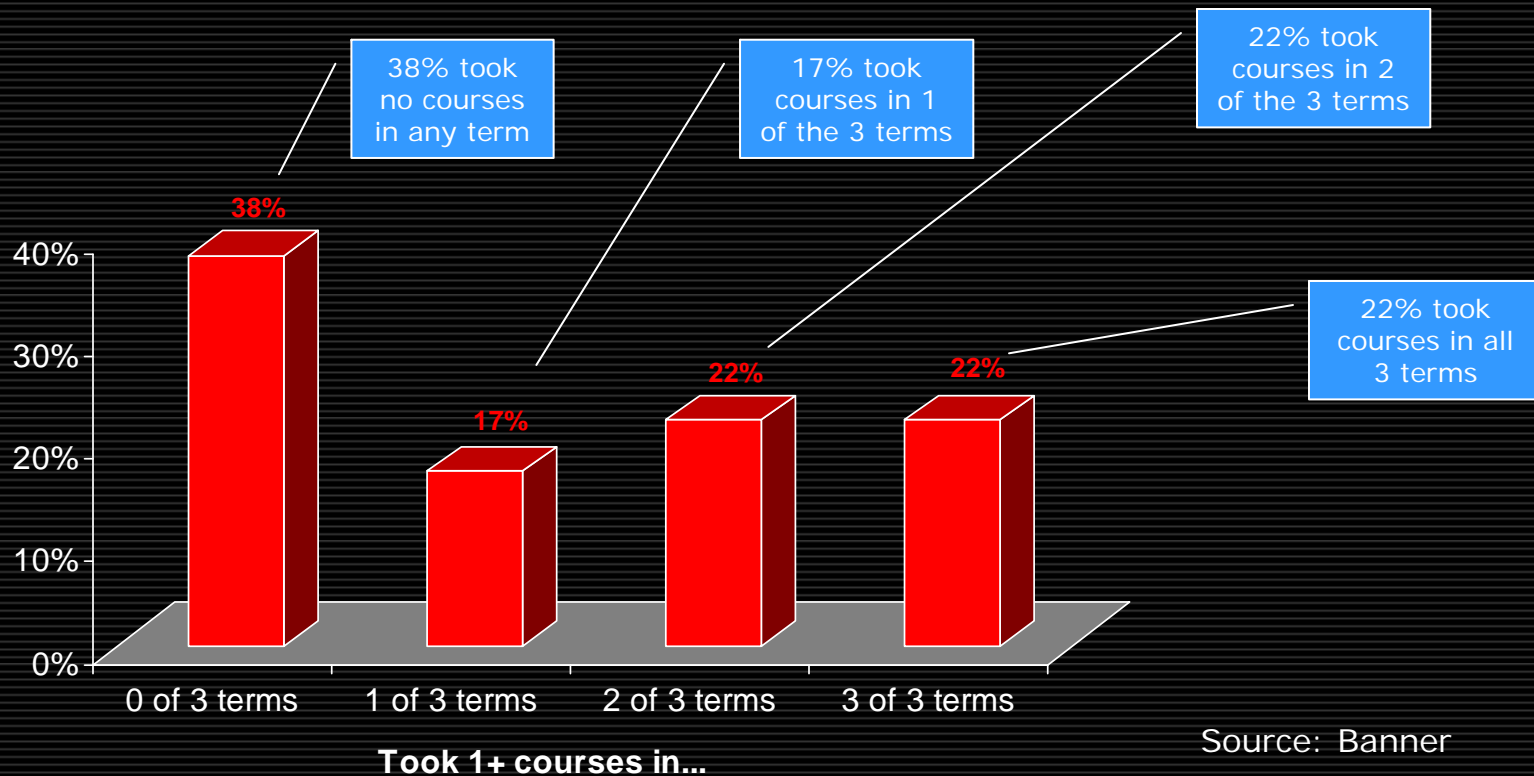
Background

- Large proportion of NCCCR members each term not enrolled in any CFS courses



Background [cont'd]

- Nearly four of ten to date in 2008-'09 have taken no courses in any of the three terms



Background [cont'd]

- ❑ While those not taking courses are valuable members who participate in other NCCCR activities, they also represent a significant amount of potential 'lost' revenue
- ❑ This study therefore carried out to:
 - Understand why so many opt not to enroll
 - Learn why they are members (i.e. how they participate)
 - Infer what, if anything, might be done to increase CFS enrollment...and NCCCR revenue

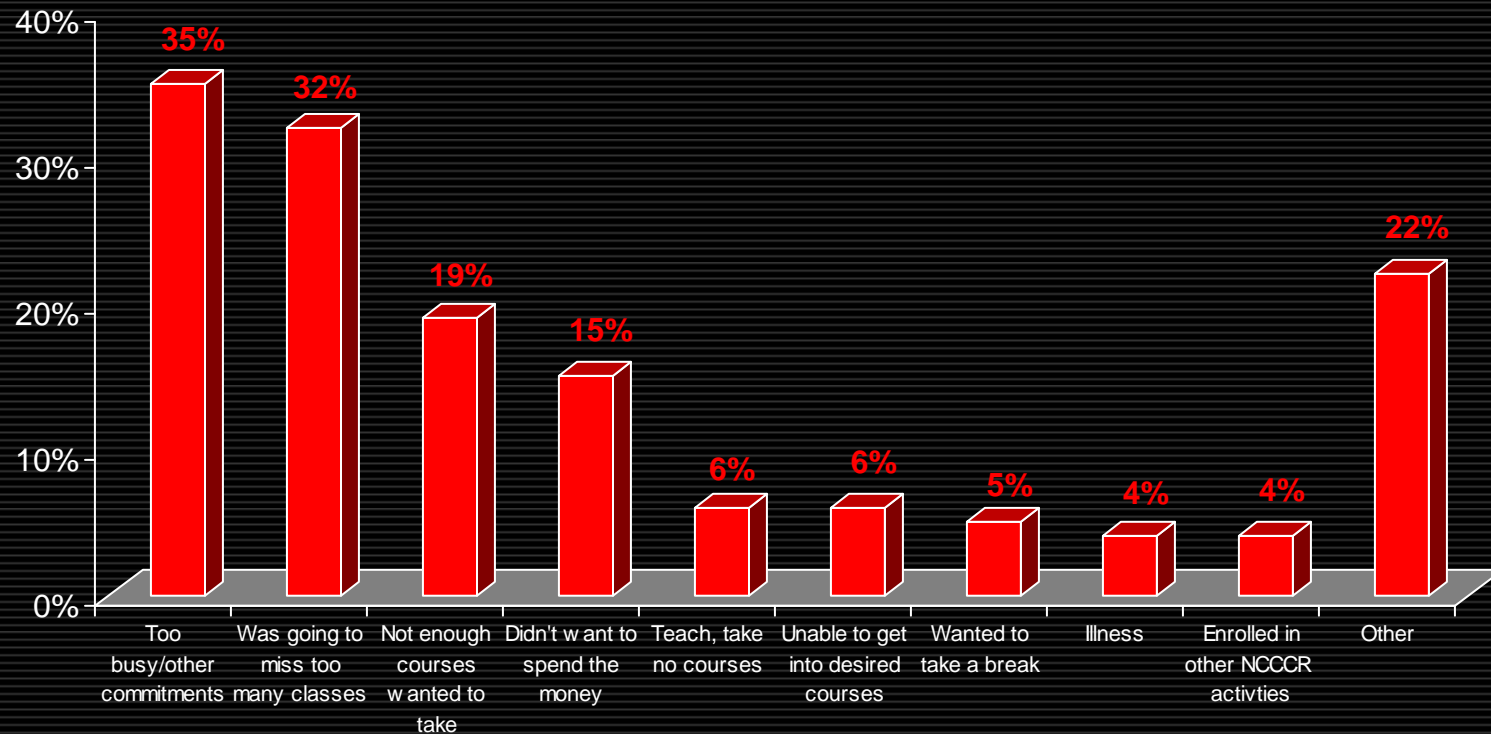
How Done

- ❑ Online via Survey Monkey
- ❑ Questionnaire (nine questions) developed by R&D, then:
 - Shared with CFS Committee for its input
 - Reviewed/approved by Executive Committee
- ❑ Request to participate and link to questionnaire emailed March 26 to 887 members who took no courses in spring 2009 term; reminder sent a week later
- ❑ Total of 207 completed questionnaire, response rate of 23%

When asked to select from a list of possible reasons for not enrolling...

Most did not enroll because they were too busy or were going to miss too many classes

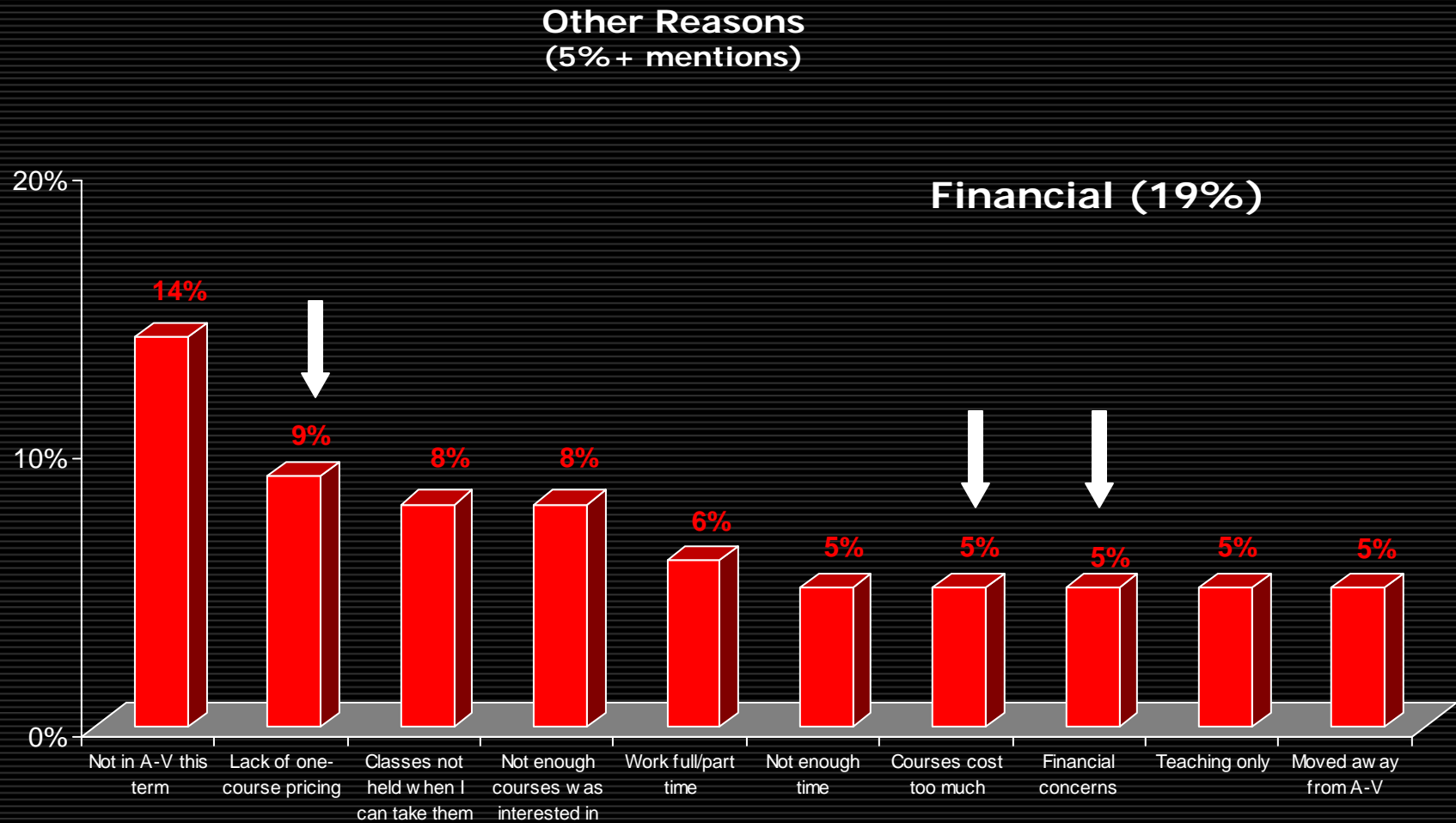
Why Not Take Any Courses?
(Most and next most important reasons)



Question: What was the MOST IMPORTANT reason you did not take any CFS courses this term? And (if one existed) what was the NEXT MOST IMPOIRTANT reason? 7

What were those 22% "other" reasons?

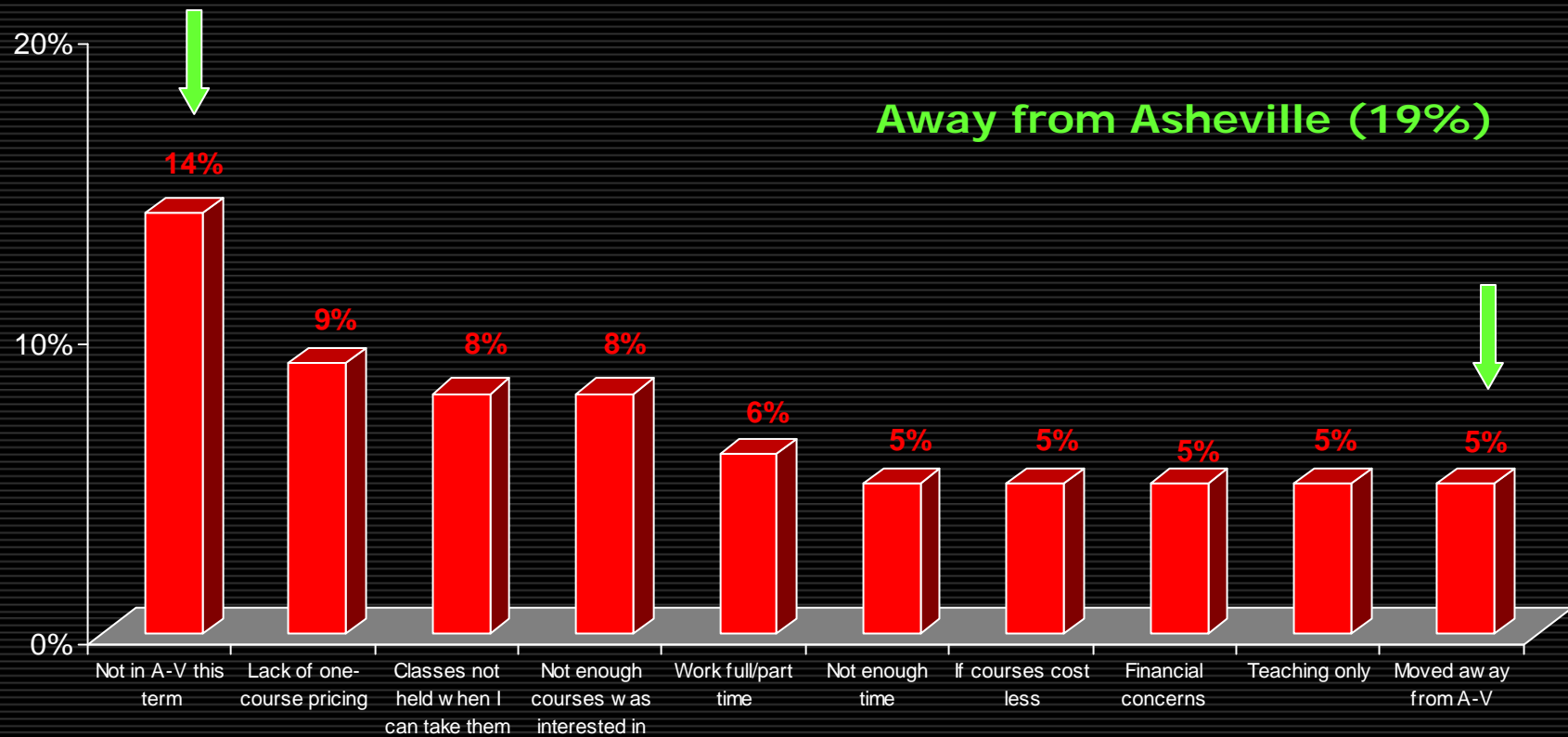
Two of ten cited a financial issue



Question: What was the MOST IMPORTANT reason you did not take any CFS courses this term? And (if one existed) what was the NEXT MOST IMPORTANT reason? 9

A similar proportion were going to be away

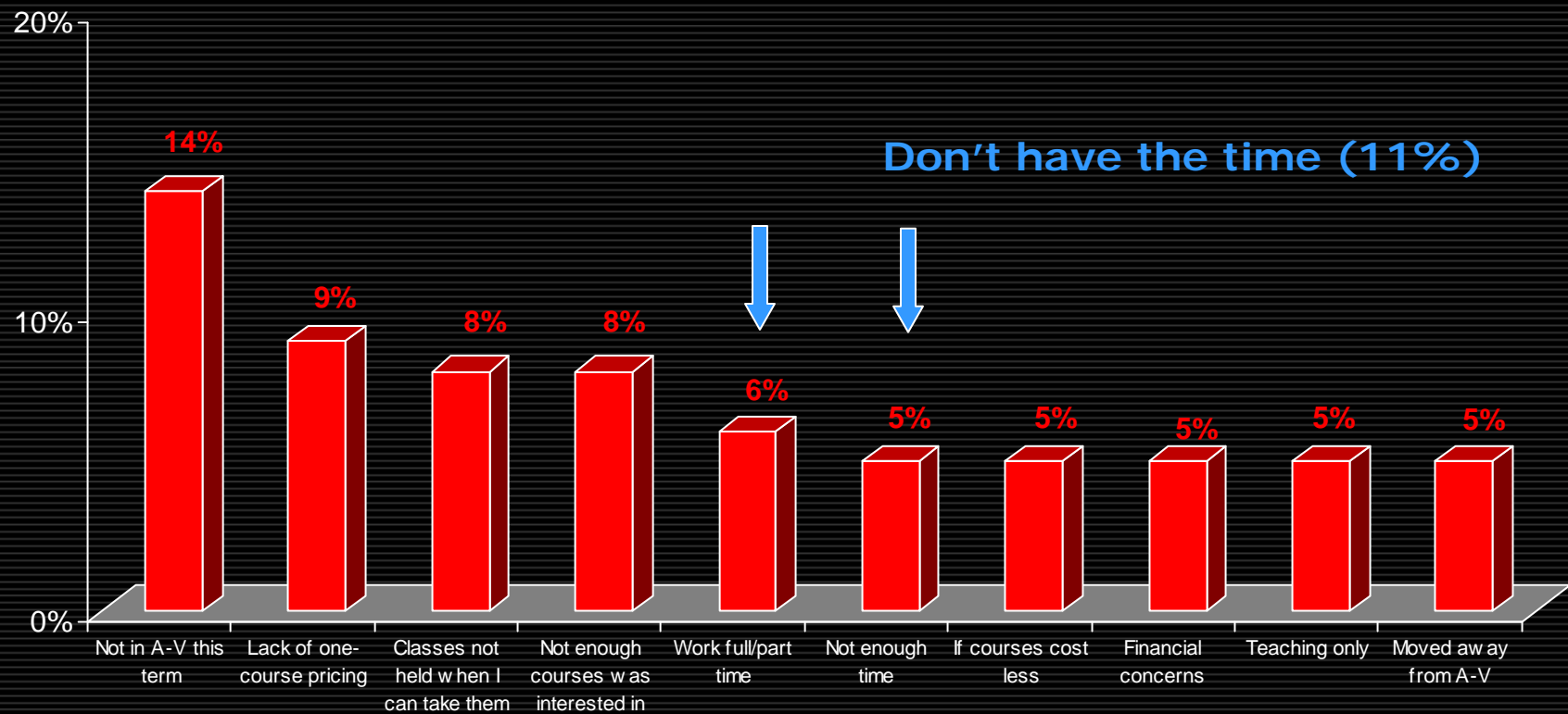
Other Reasons (5%+ mentions)



Question: What was the MOST IMPORTANT reason you did not take any CFS courses this term? And (if one existed) what was the NEXT MOST IMPORTANT reason? 10

About 1 of 10 were too busy

Other Reasons (5%+ mentions)

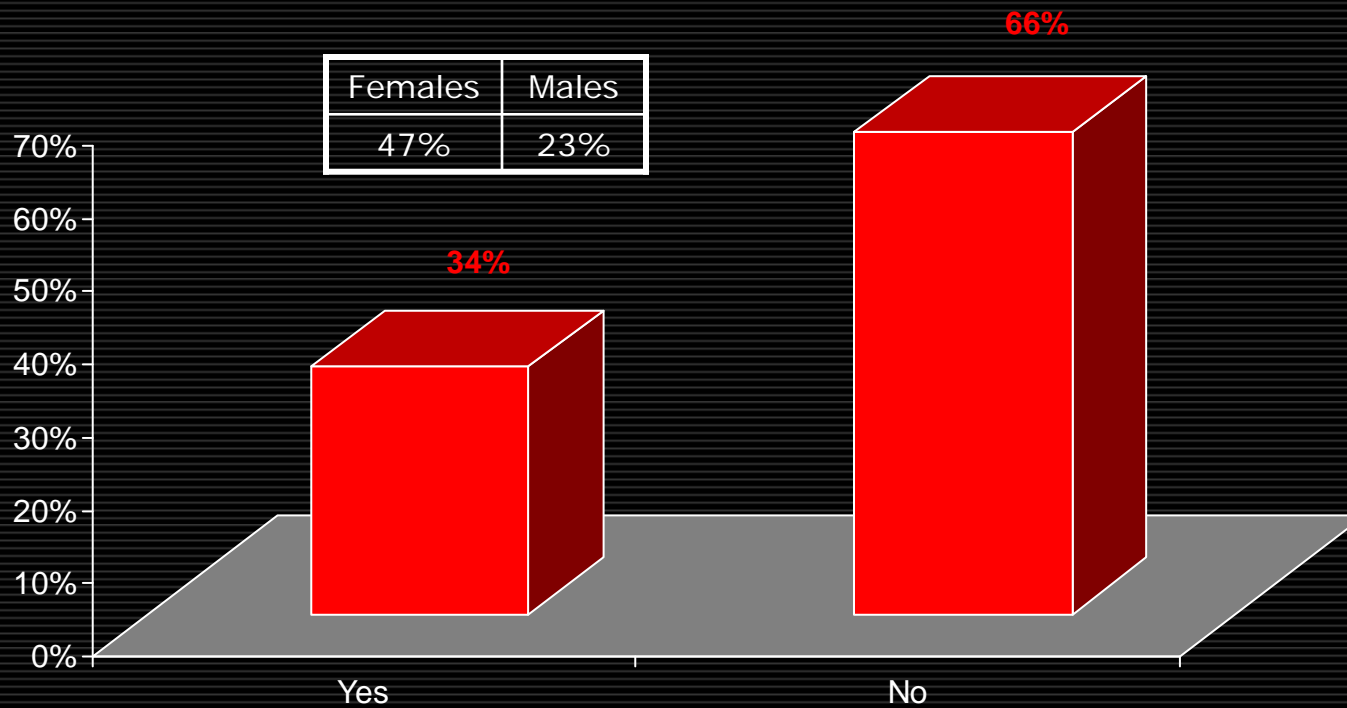


Question: What was the MOST IMPORTANT reason you did not take any CFS courses this term? And (if one existed) what was the NEXT MOST IMPORTANT reason? 11

Could anything have changed their
mind?

Two-thirds said 'no'

Would Anything Have Changed Your Mind?

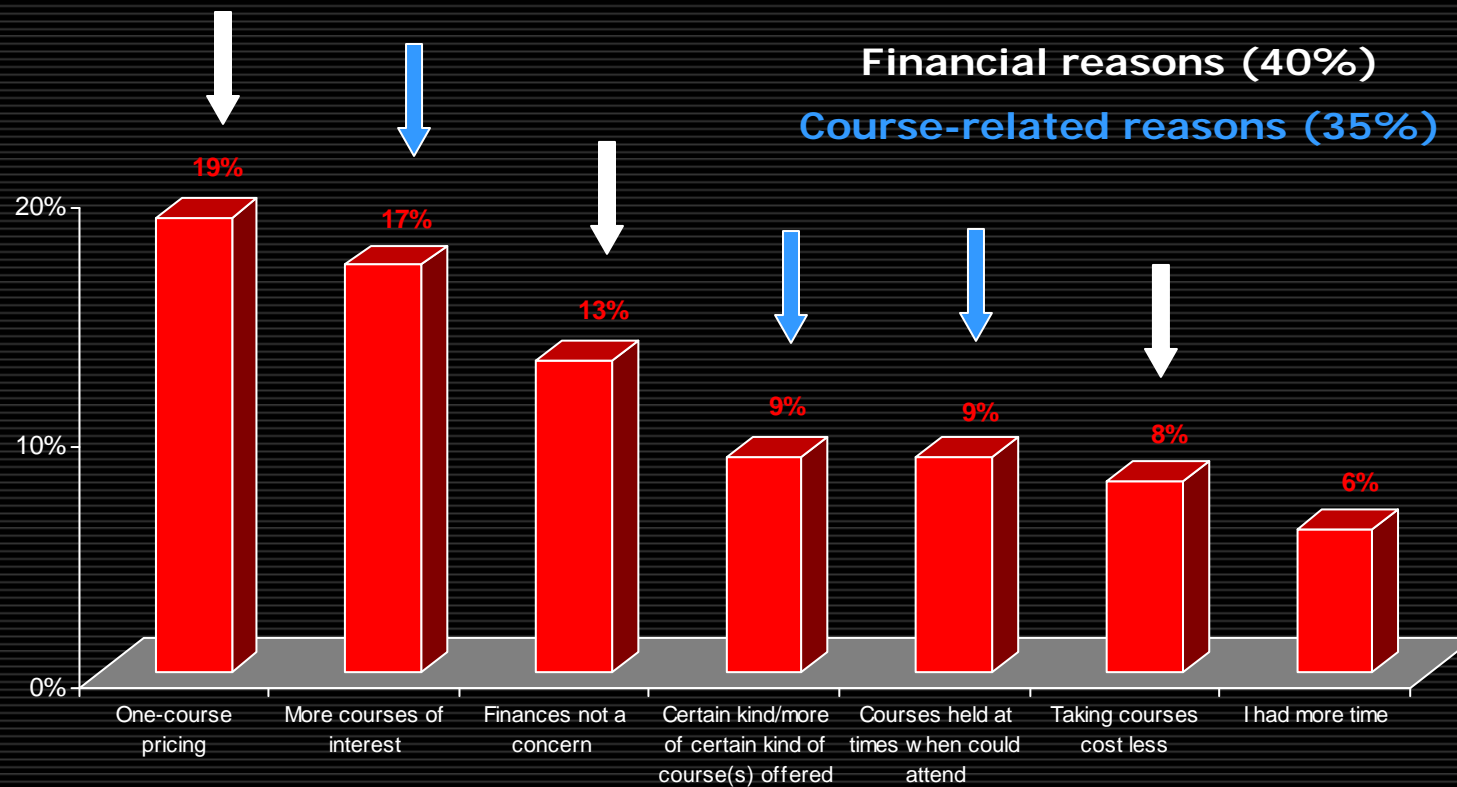


Question: Was there anything that would have changed your mind about not taking any CFS courses this term?

What might have changed the mind of the 34% who said 'yes'?

Majority gave financial and/or course-related *if*'s

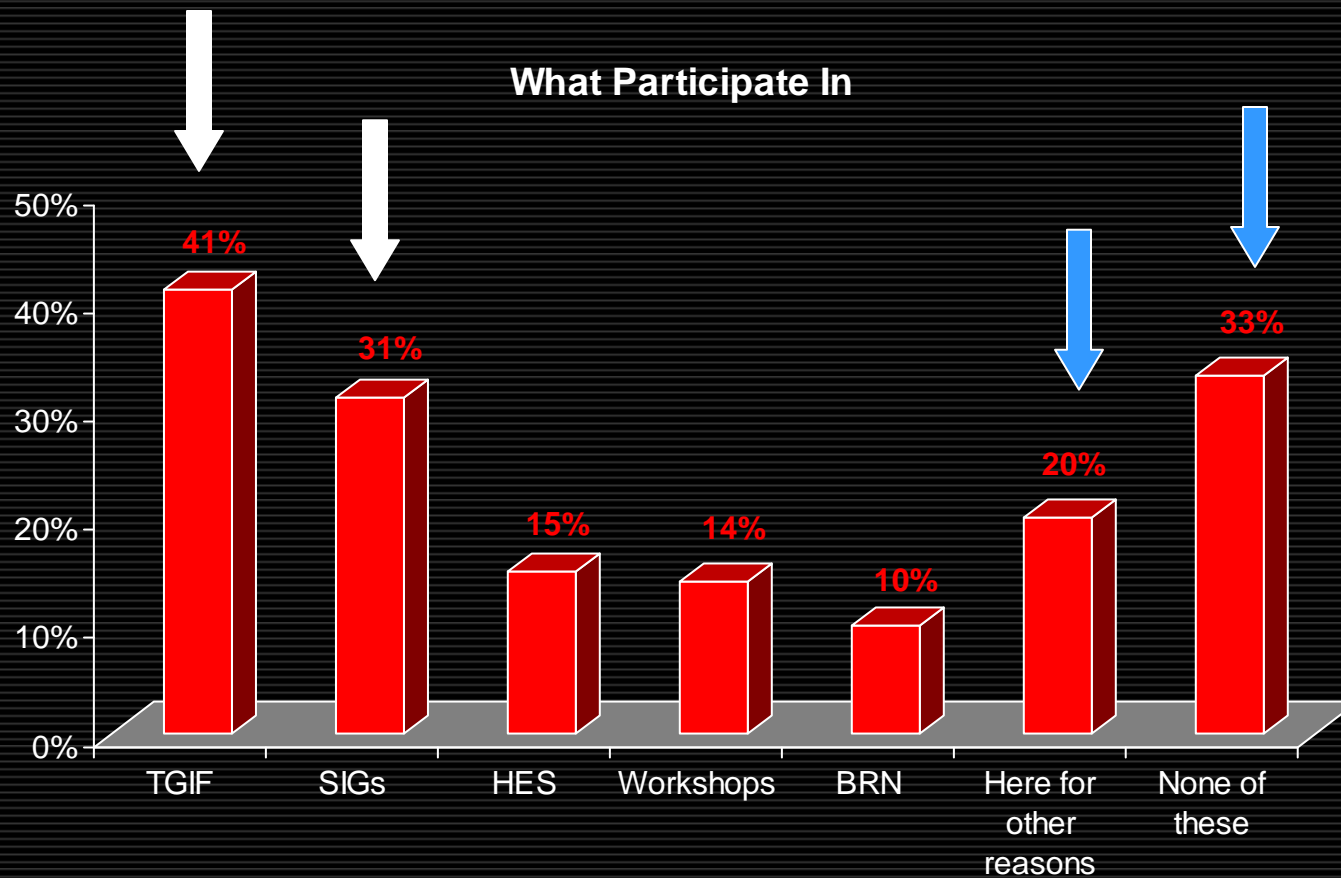
Would Have Changed Mind If...
(5%+ mentions)



Question: What would have changed your mind about not taking any CFS courses this term?

What other NCCCR opportunities/
activities are they taking advantage
of?

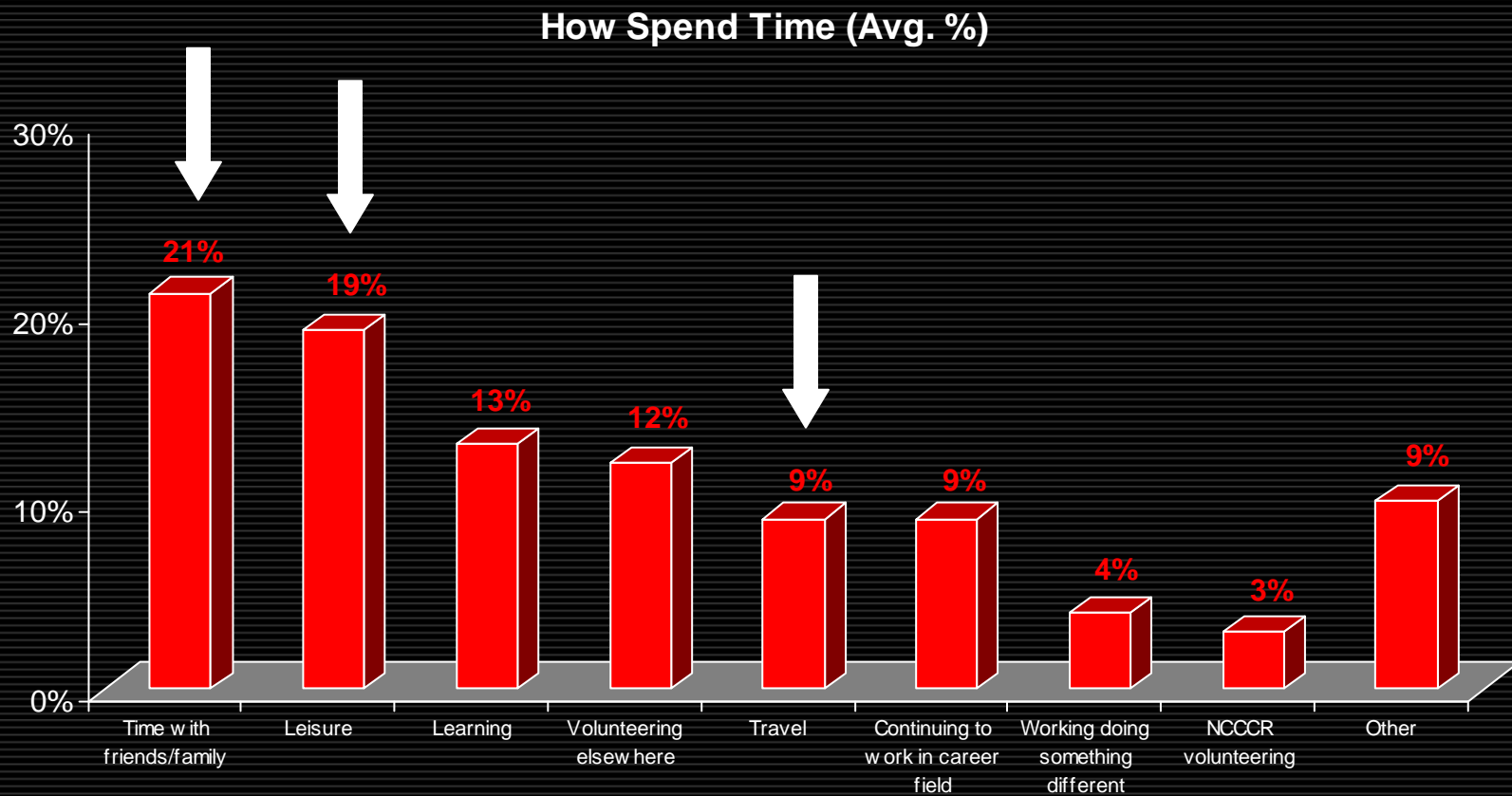
TGIF and SIGS most popular...but 33% not involved at all, and 20% belong for other reasons



Question: Which of these other NCCCR programs/events/activities have you participated in (or intend to participate in) this term? (SELECT AS MANY AS APPLY) 17

How do they spend their time?

Half of it spent in traditional Golden Years pursuits

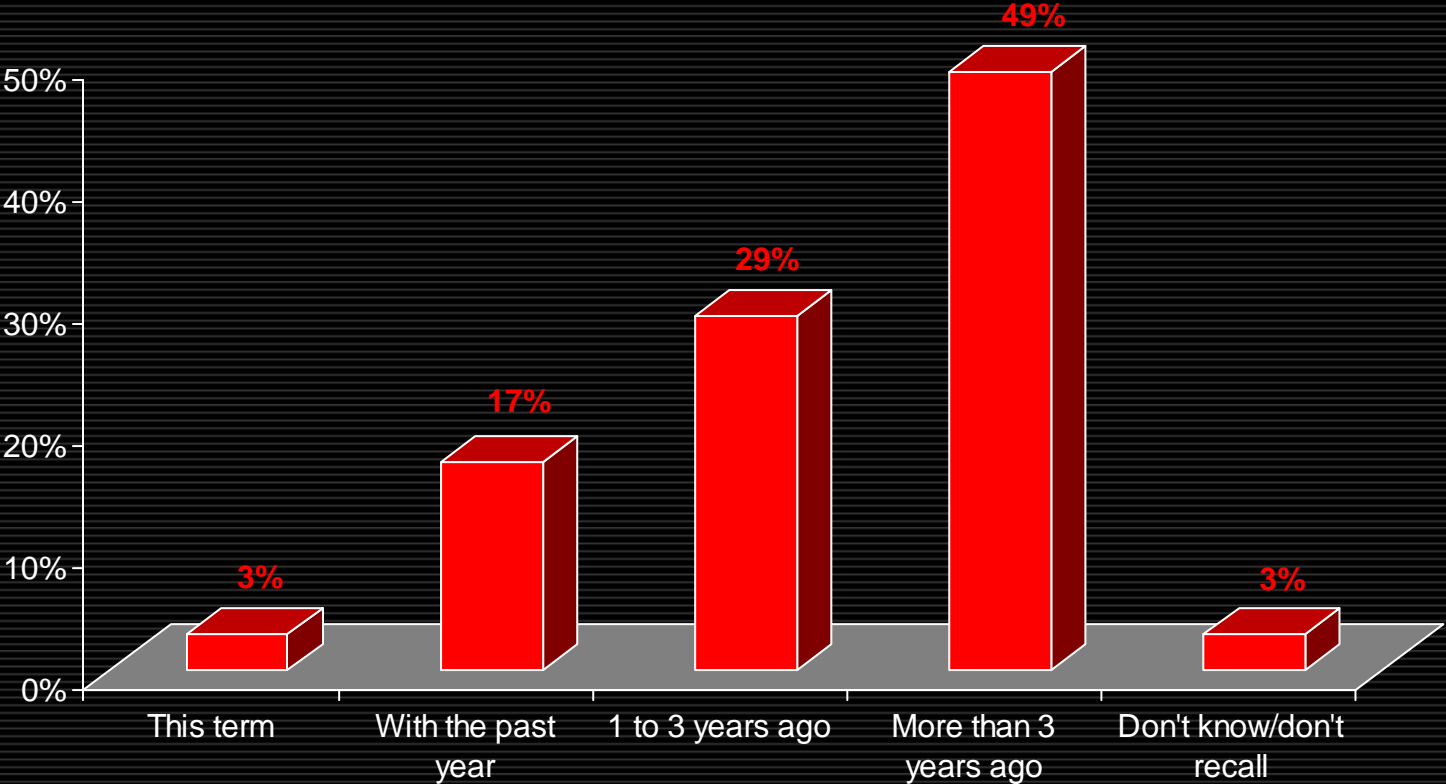


Question: How do you currently spend your time? Here is a list of possible ways. Thinking of your total time as 100%, please indicate the average % you spend doing each of the listed activities.

Who are these members?

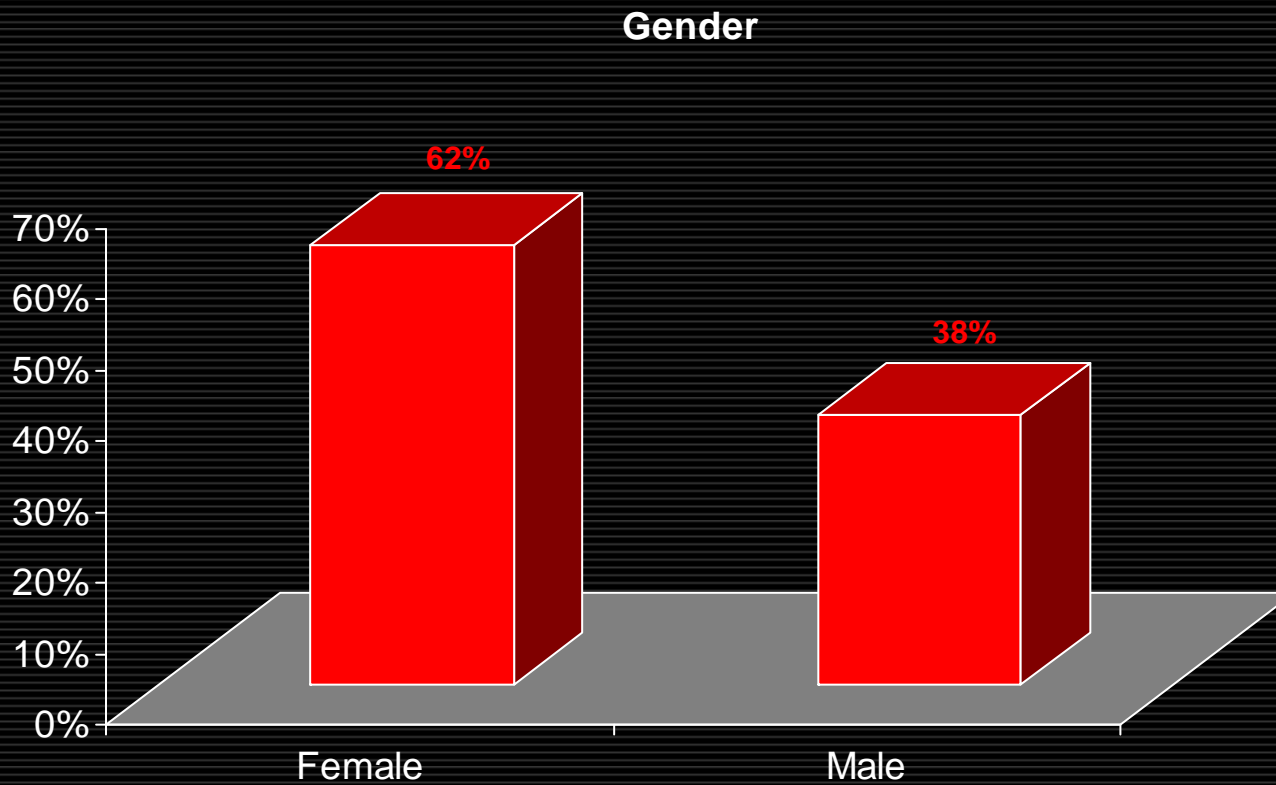
Half joined >3 years ago

How Long Ago Became NCCCR Member

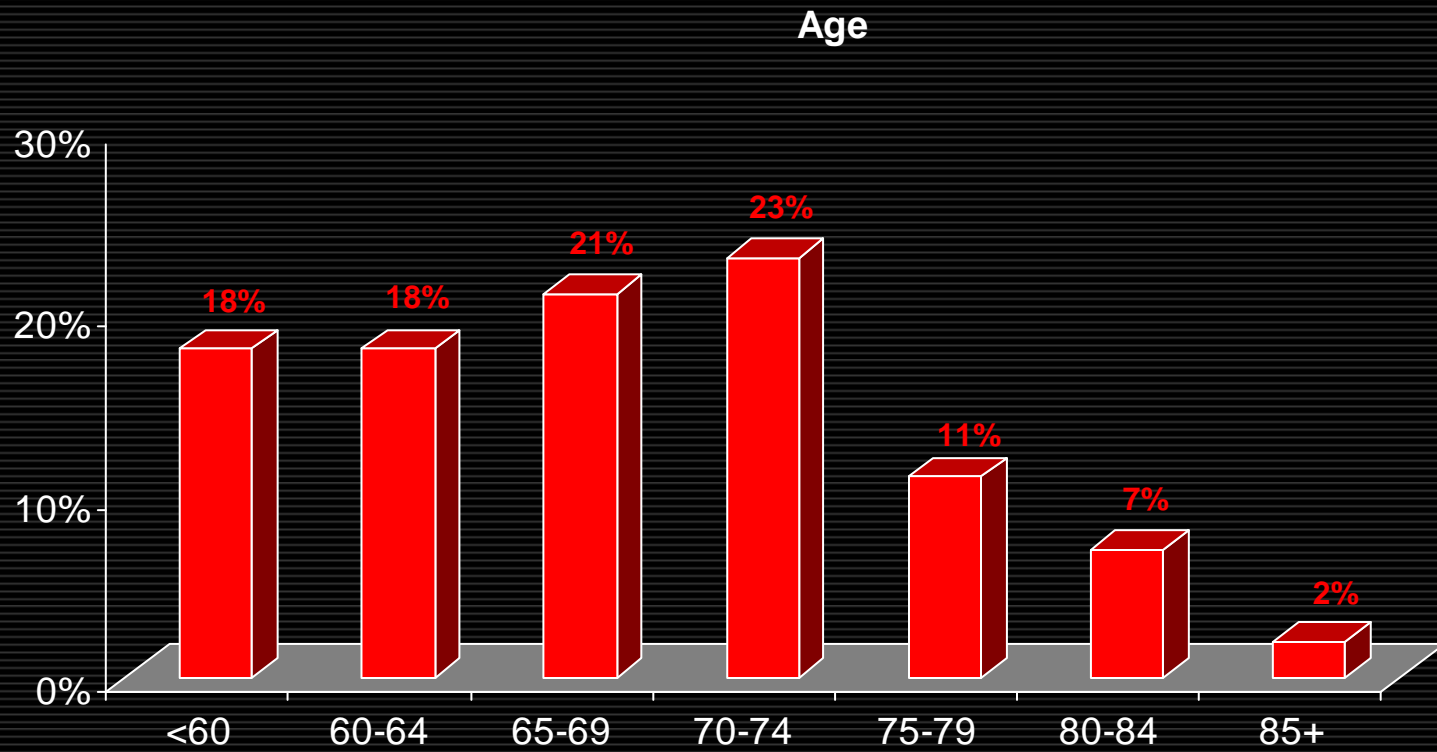


Question: When did you first become an NCCCR member?

Considerably more are female than male



Most are 65-74 years



Question: Which is your age?

What do these study findings suggest?

May not be possible to 'get more' from current members to boost CFS enrollment and NCCCR revenue

KEY LEARNING

- Most members who did not enroll claimed they were too busy or were going to be away from the Asheville area
- Two-thirds said *nothing* could have changed their mind in the current term

- A meaningfully large group cited a financial reason for not enrolling, including CFS's cost and an unwillingness to pay \$115 for one course

- Perceived course-related shortcomings are another barrier to greater enrollment

IMPLICATIONS

- There appears little we can do about addressing these most-frequent barriers to greater enrollment

- A proportion not doing so now would enroll if CFS lowered its cost, or offered one-course pricing...*but neither is financially viable*
- Some not enrolling currently because of financial limitations might in the future as the economy/their situation improves

- CFS currently offers a rich & varied curriculum; can't be all things to all members – some will always find no courses of interest