



2016 WISE Membership Survey

Part 1

From April 28th to May 16th, the membership of the WISE organization was surveyed on a variety of topics. Questions were asked about your demographics (town of residence, age, level of education, length of membership in WISE), how you use WISE (for courses, special events, movie club), your course preferences (venues, Group Leaders, time of day preferred for classes), communications (what you read and how frequently), and Special Events (what you particularly like to attend and how often).

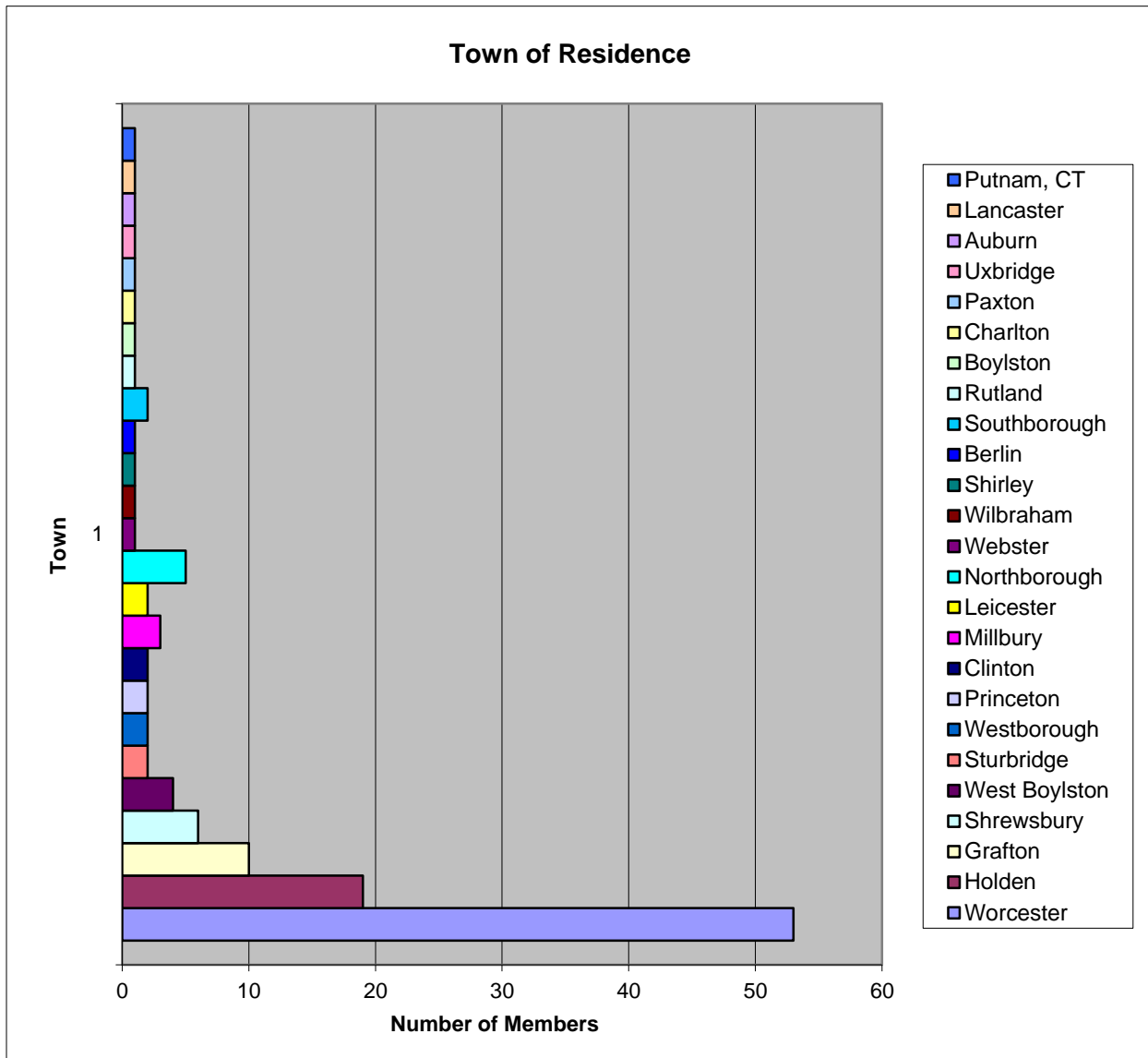
WISE is a member-driven organization run primarily by volunteers who staff all of the committees. The feedback we get from this survey will be of great assistance as the Curriculum Committee plans future courses, the Communications Committee decides how best to communicate with you, our members, and the Special Events Committee plans those future events.

This report, Part 1 of the survey results, presents the results in charts and graphs. Presently, WISE has 282 members (200 full-year and 82 half-year Spring-session). 151 people completed the survey, or 53.5% of the membership. Of those, 142 (94%) completed the survey on-line. Nine (9) members who do not have computers, completed printed copies of the survey. Everyone's responses have been tabulated in these results.

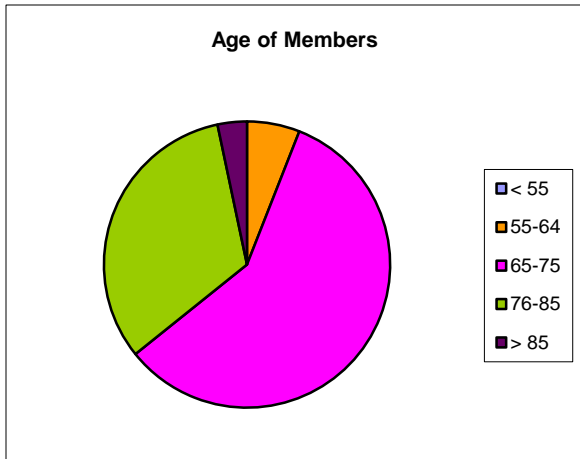
We also asked for your feedback on suggesting future courses, future trips, what you like or dislike about the WISE communications, and your interest in volunteering for our various committees. Those comments will be consolidated and reported in Part 2 of the survey results, to be distributed soon.

WISE Demographics

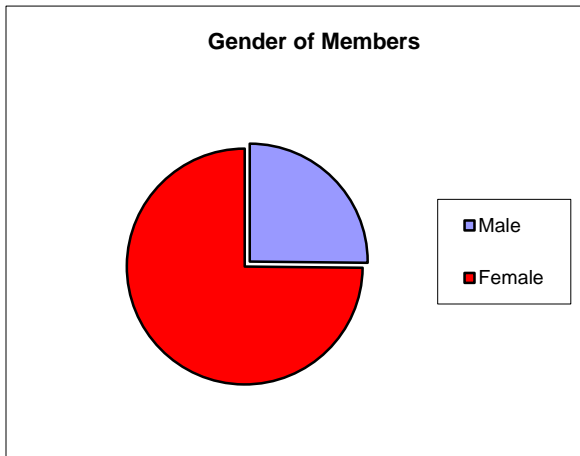
We asked members where they reside. Not surprisingly, the majority of our members live in Worcester (about 43% of those who responded), with many other WISE members coming from Holden, Grafton, and Shrewsbury. Overall, WISE members come from 25 different towns – even one member from Connecticut!



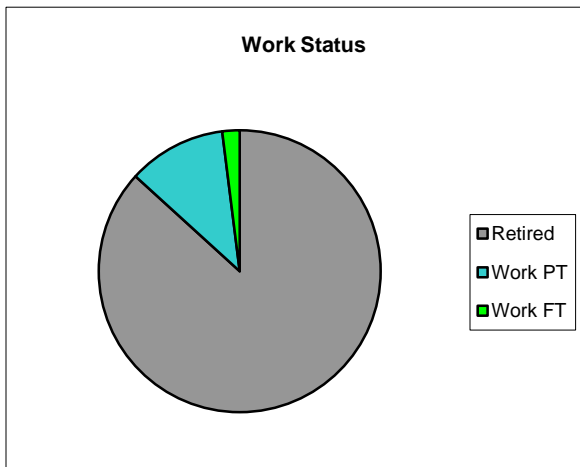
We then asked members to tell a bit about themselves. The major of our members (58%) are in the 65-75 age group, with about a third between 76 and 85. Three-quarters of the members are female, and not surprisingly, over 86% are retired. Almost half our membership have been a WISE member for less than 5-years.



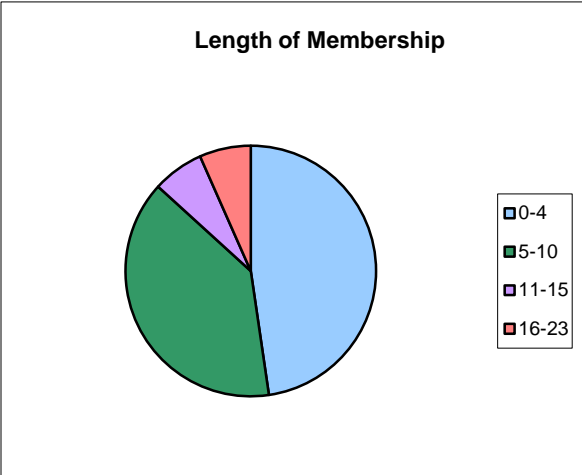
Age	Number	Percent
< 55	0	0.0%
55-64	9	6.0%
65-75	88	58.3%
76-85	49	32.5%
> 85	5	3.3%



Gender	Number	Percent
Male	38	25.2%
Female	113	74.8%

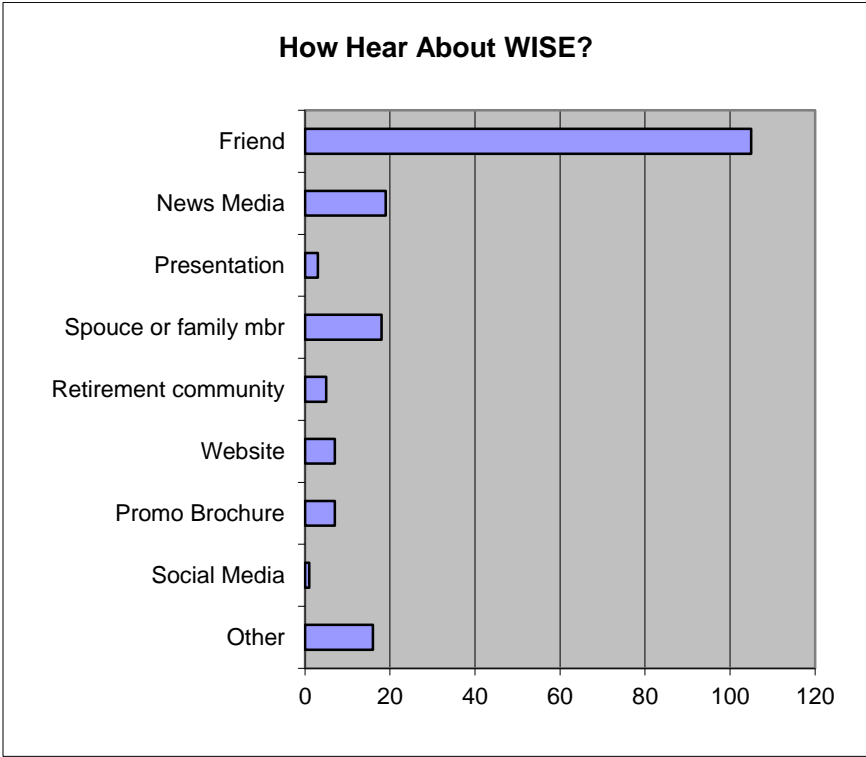


Retirement	Number	Percent
Retired	131	86.8%
Work PT	17	11.3%
Work FT	3	2.0%

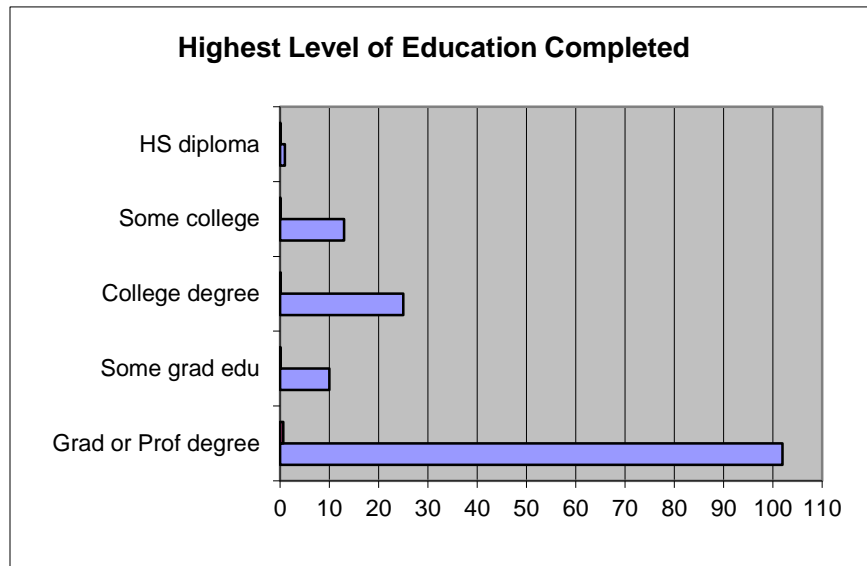


Length member	Number	Percent
0-4	72	47.7%
5-10	59	39.1%
11-15	10	6.6%
16-23	10	6.6%

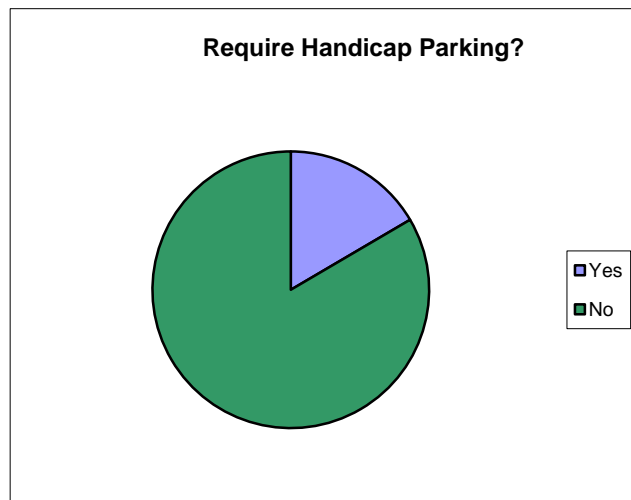
We then asked you how you heard about WISE (checking all that apply.) The great majority (105 respondents) heard about WISE through a friend (almost 70%), with just over 10% noting hearing about WISE from a spouse, through the media, or other means.



Regarding education level, about two-thirds of members stated that they possess either a graduate or professional degree.

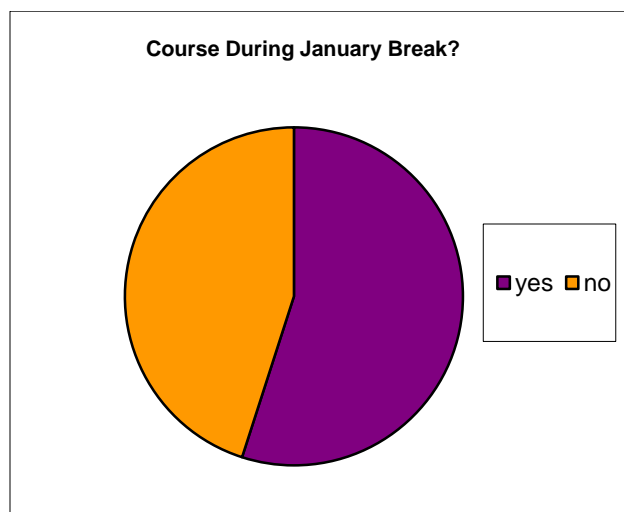
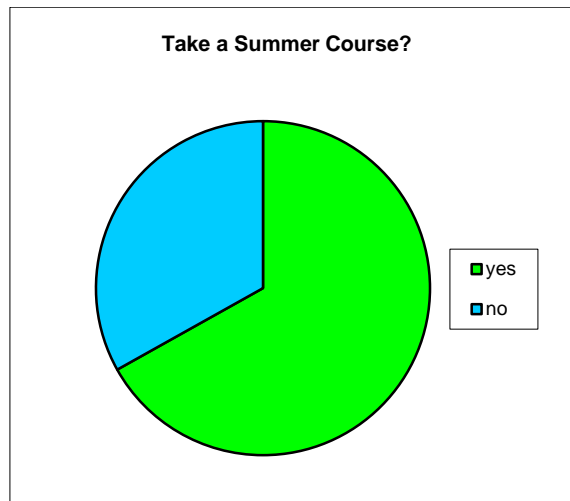


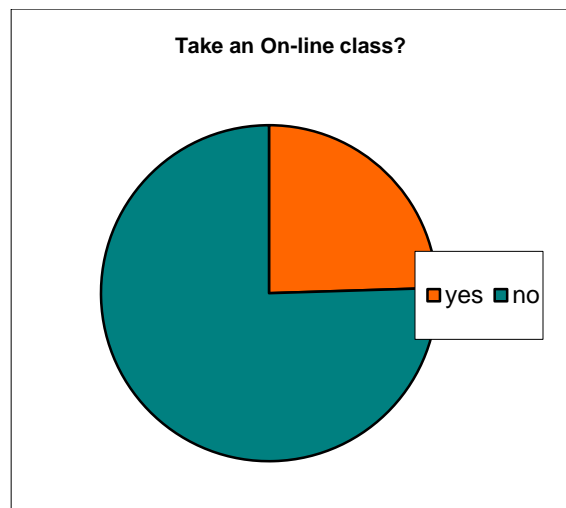
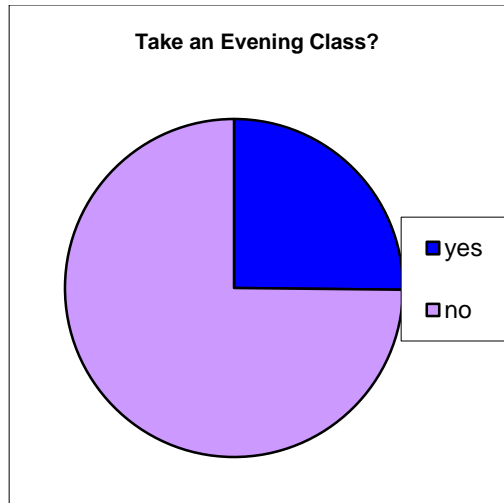
Regarding the need for handicap parking, 25 members, or about 16 percent, stated that that is needed.



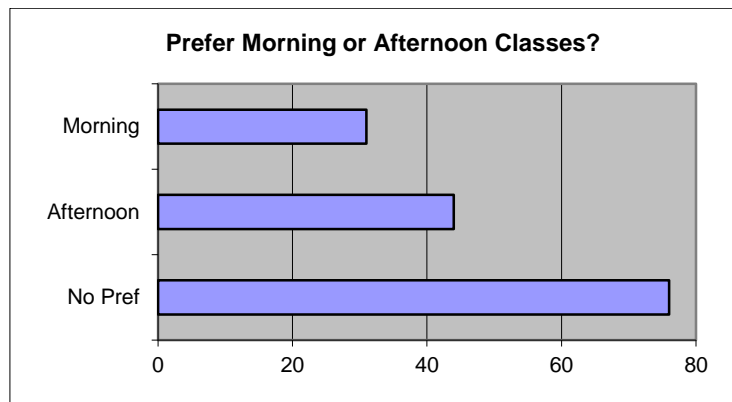
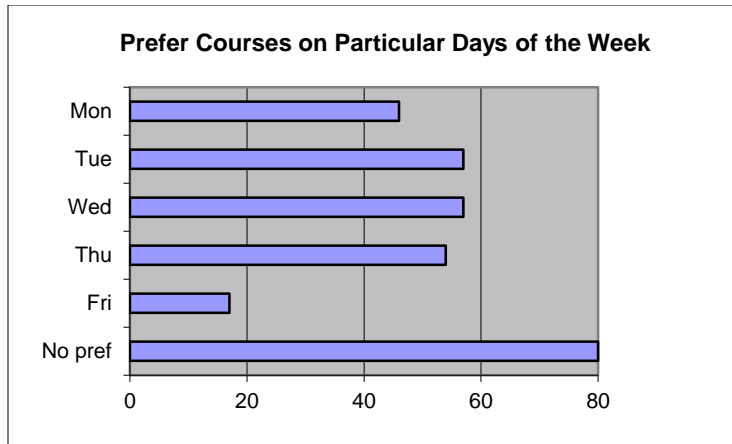
We then asked you about your course interests. In the last survey, conducted in 2013, we asked a lot of questions about whether you preferred given course topics, such as literature, poetry, economics, technology, music, art, etc. Now that we obtain course evaluation forms from you after every course, we did not consider that necessary for this survey. However, we did want to know about your interest in taking courses at other times or by other means, such as a summer course, or during the January break, in the evening, or on-line.

Two-thirds of the members indicated an interest in a summer course. About half of the membership is interested in courses offered during the January break between B- and C-sessions, and about a quarter of the member are interested in either evening courses or on-line courses.





We then asked if courses are preferred to be offered during particular times of the week. Over half of the survey respondents (80) had “no preference”. Of those who did, most preferred classes on Tuesday, Wednesday, or Thursday. Monday classes were also more desirable than Friday classes. Over half the respondents had “no preference” for either morning or afternoon classes. For those who did have a preference, afternoons were preferred.

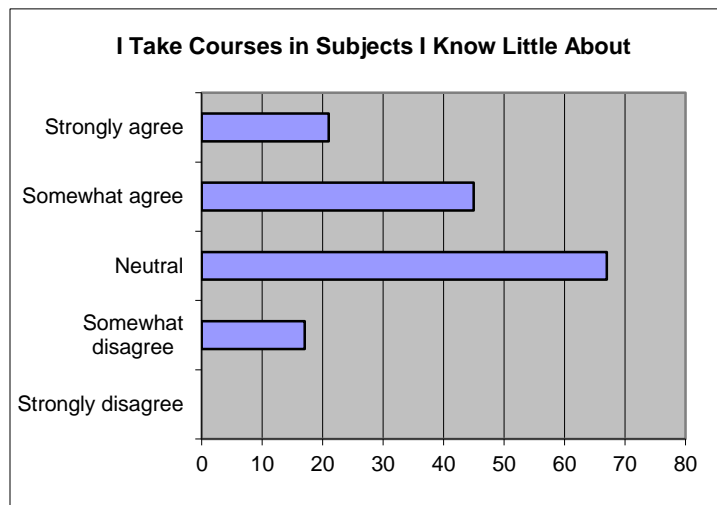
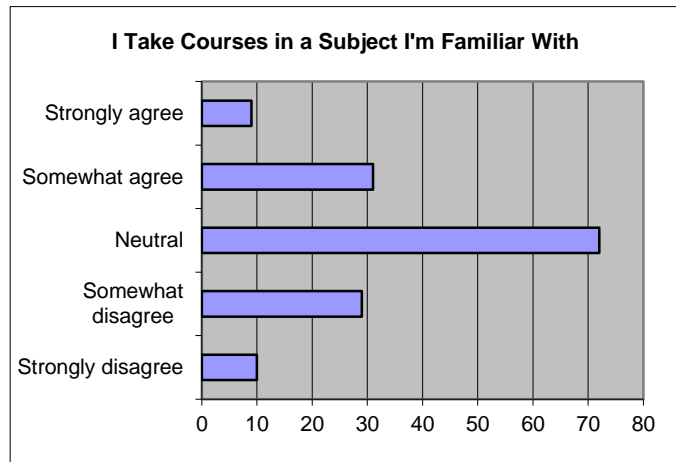


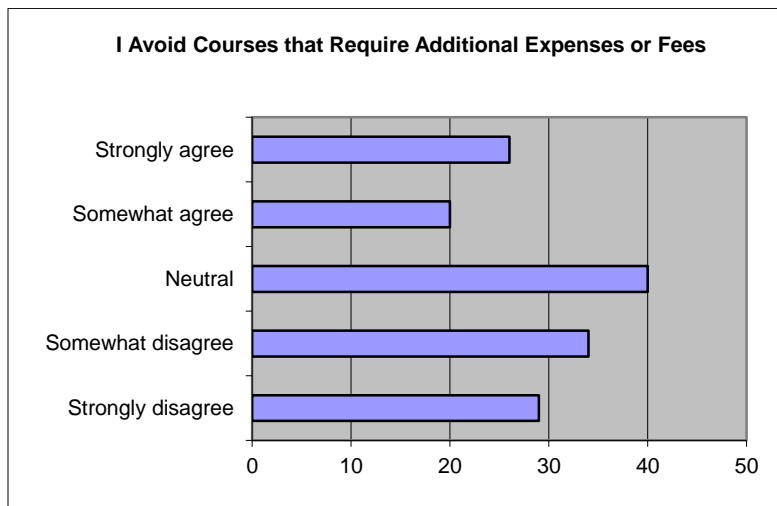
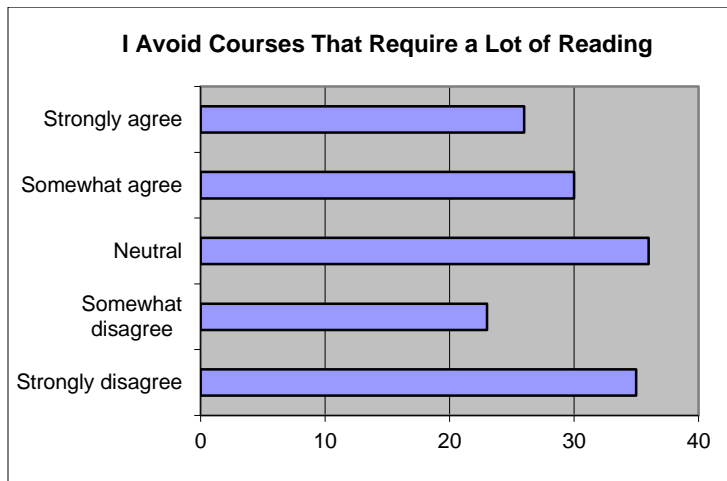
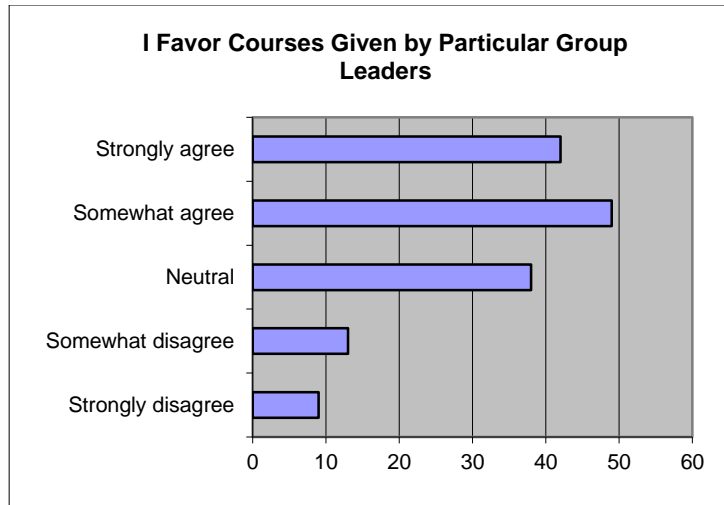
Under the title of “How You Use WISE?” we asked some more general questions about how you choose to attend particular courses. Do you sign-up for courses in a subject you’re familiar with, or choose to take a course in a subject you know little about? Do you prefer to take courses with particular Group Leaders? Do you favor mostly lecture courses or those with a lot of class discussion?

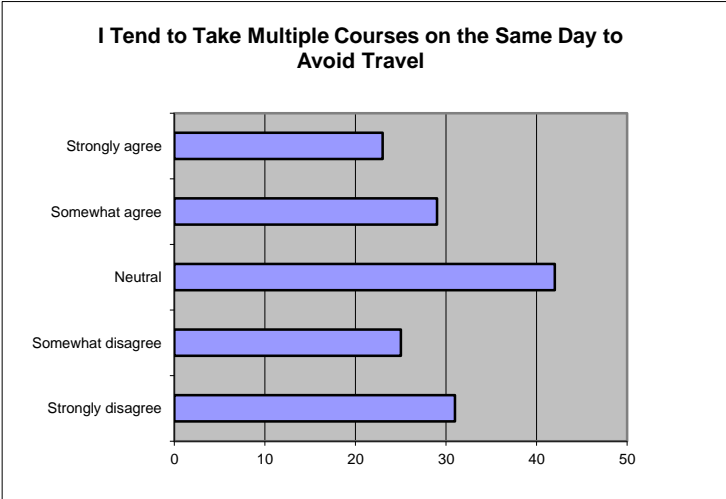
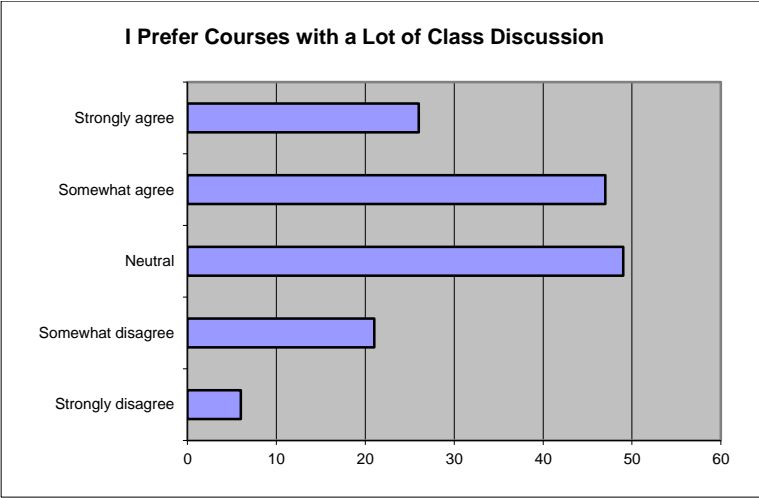
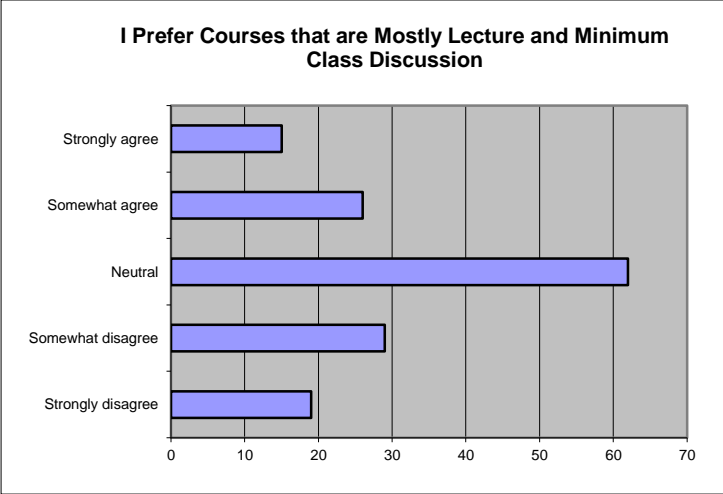
Most members were neutral about whether or not they preferred courses in a subject they were already quite familiar with, with the remainder split almost evenly between “agree” and “disagree”. For attending courses where the subject was unfamiliar, again most people were neutral, but of the rest, most agreed they would take a course on a subject they knew little about. Almost two-thirds of members either somewhat agreed or strongly agreed that they take courses from particular Group Leaders they like. The responses were fairly evenly divided whether members take or avoid courses that require a lot of outside reading or other work.

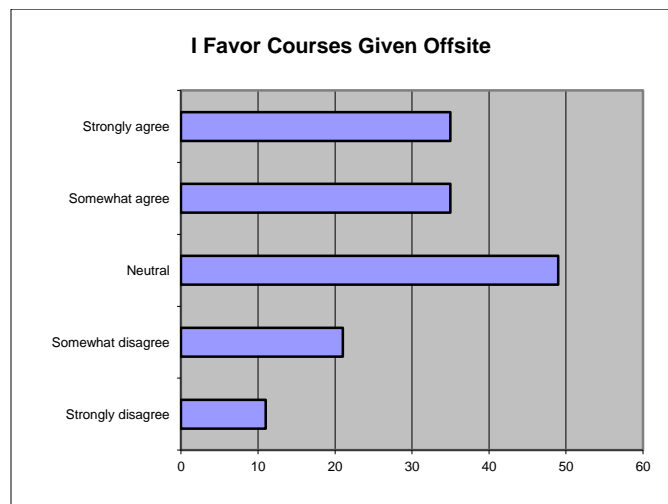
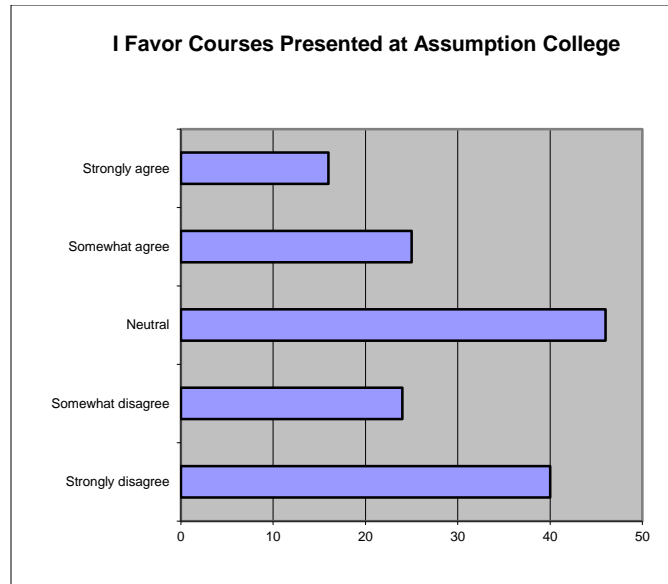
More members were neutral about avoiding courses with an additional expense than any other response, and of the rest, more “disagreed” than “agreed” that they would avoid such a course. The majority were neutral about favoring courses that were primarily lecture, with the remainder evenly split between “agreeing” and “disagreeing” with their preference. Regarding course preferences for those with a lot of group discussion, again, the most common response was neutral, but of the remainder, most favored such courses.

When asked whether members select multiple courses on a given day to minimize commuting, most members were either neutral, or disagreed that this was a criterion for selecting courses. Regarding favoring courses because they were presented at Assumption College, the responses were fairly split, but with more disagreeing with that statement. The response for favoring off-site course venues was also fairly split, but with more favoring off-site courses.





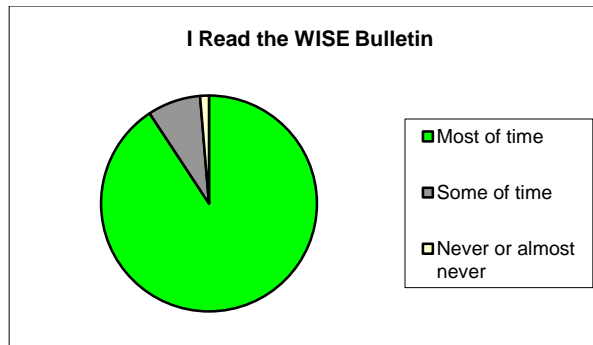
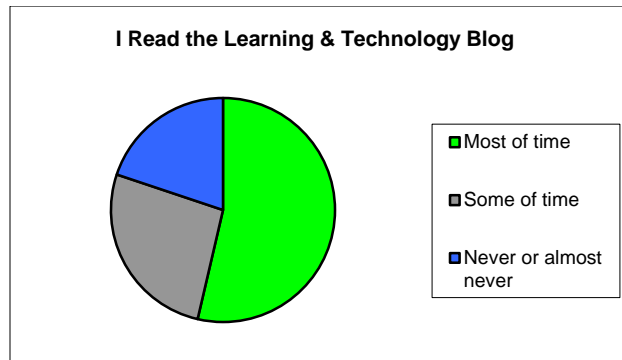
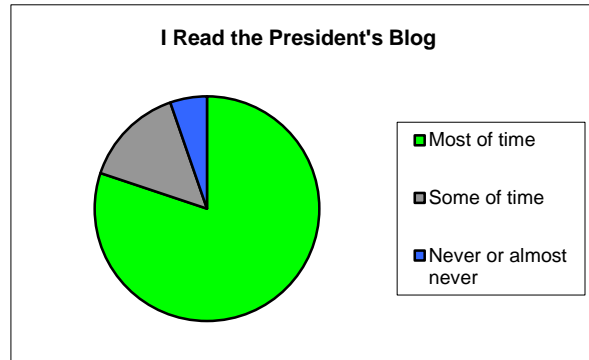


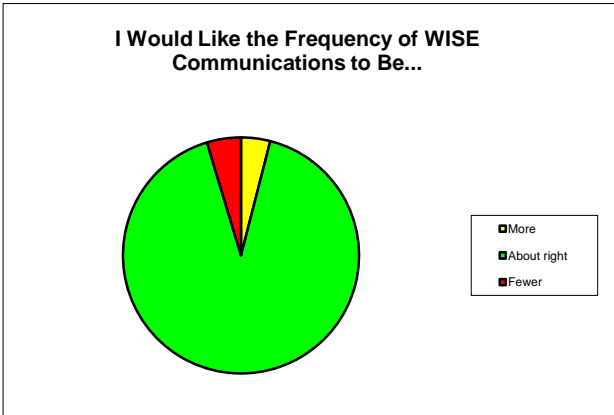
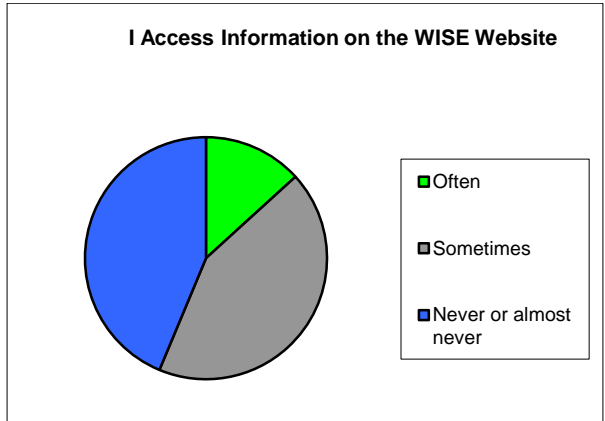
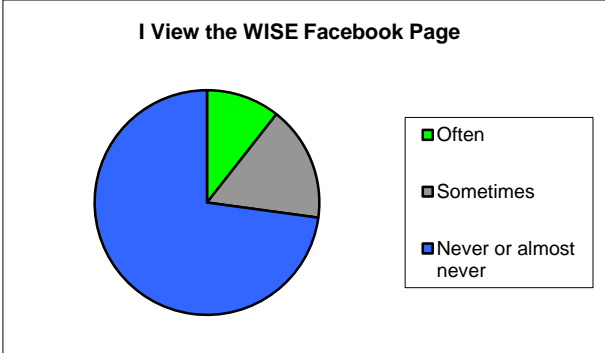


The next set of questions related to WISE communications: Which blogs to you read and how do you feel about the quantity of communications you receive?

WISE issues three monthly blogs and bulletins – the *President’s Blog*, the *Learning and Technology Blog*, and the *WISE Bulletin*. The majority of members read all three monthly communications, although the *L&T Blog* was read by just over 50%, while the *President’s Blog* is read over 80% of the time, and the *Bulletin* over 90% of the time. Many fewer, less than 30% of members, frequently or occasionally read the WISE Facebook page. About 60% often or occasionally access the information on the WISE website. The vast majority, over 90%, believe the frequency of communications is “about right”. One noticeable difference in responses was

that those who do not have computers and completed a paper-copy of the survey were much less likely to read the WISE communications blogs or visit on-line sites.

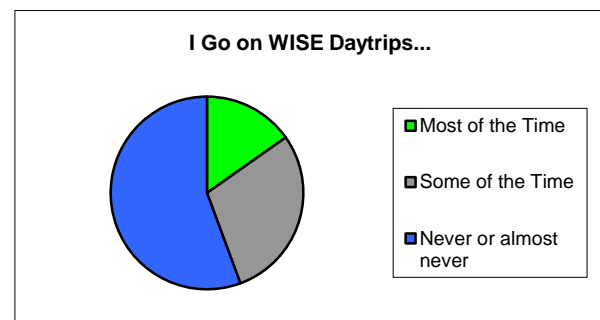
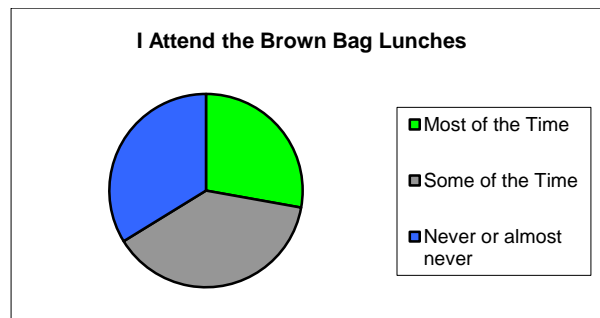
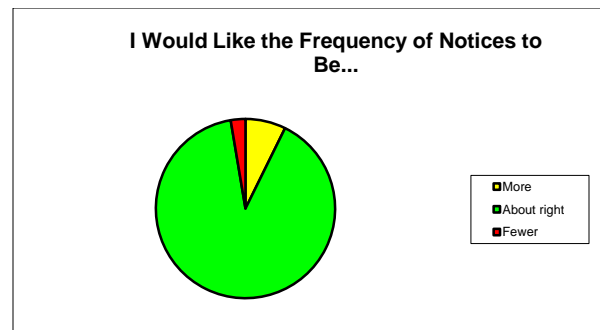
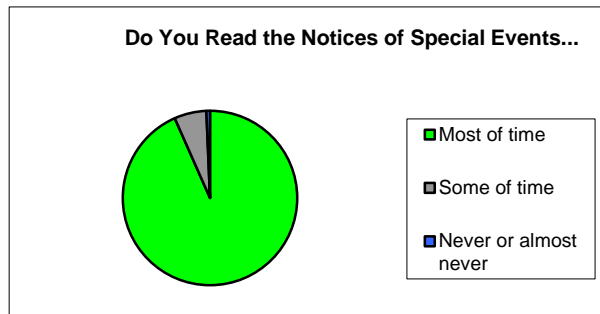


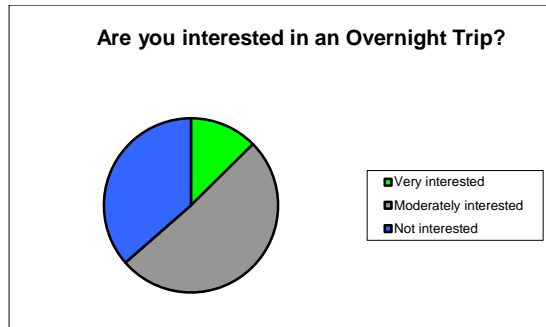


The next questions asked about your preferences for Special Events. How often do you read the notices, and which events to you attend and prefer?

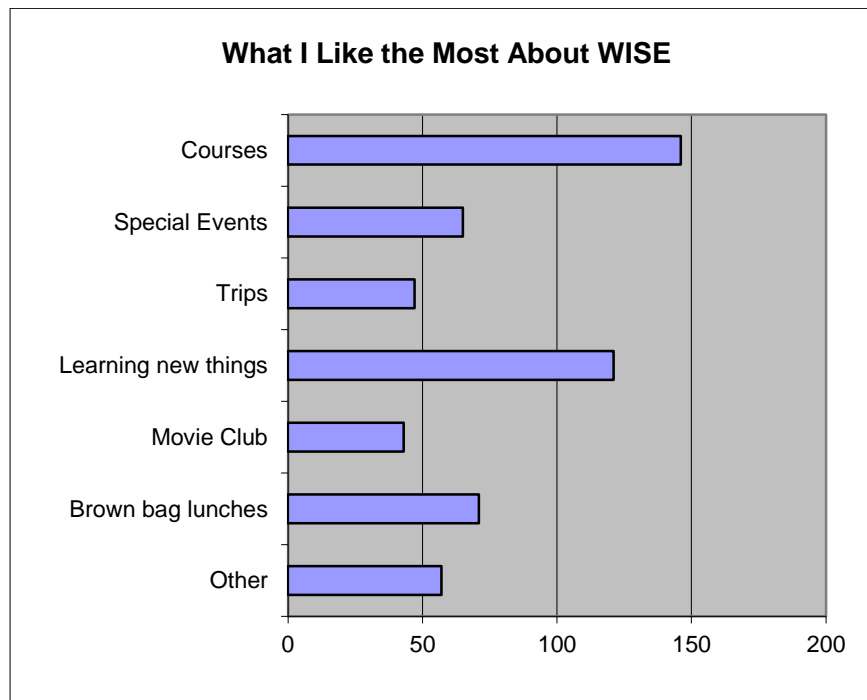
The great majority, over 90%, read the notices of upcoming Special Events all or most of the time, and find the frequency of the notices “about right”. About one-third of members attend Brown Bag lunches most of the time, about a third some of the time, and about a third rarely or

never. Just over half do not take the day trips, and about 30% take them some of the time. Almost half the members are at least somewhat interested in an overnight trip.





Finally, we asked members what they liked *the most* about WISE – multiple responses were permitted. Virtually everyone, over 96%, said “the Courses”. “Learning New Things” was also answered by 80% of the respondents. All of the activities, from Special Events to Brown Bag Lunches to the new Movie Club all showed strong support by the membership.



Revision -: 24 May 2016