



SCANS Membership Survey Report

Executive Summary

June 2013

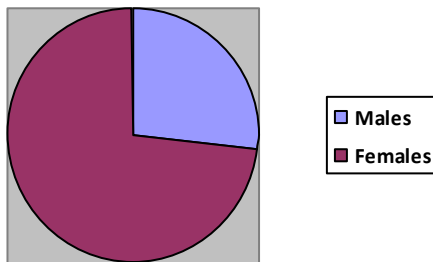
Introduction

In the spring of 2013, the SCANS Board of Directors engaged the organization's membership as part of its strategic planning process. Over 40% of SCANS members responded to a member survey, providing views on membership structure, methods of membership engagement, geographic growth, location of the SCANS office and classrooms, as well as future priorities for the organization.

SCANS Membership Profile

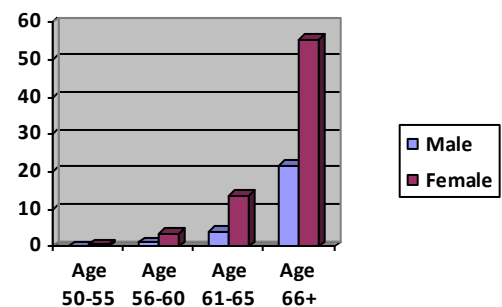
GENDER

73% Female



AGE

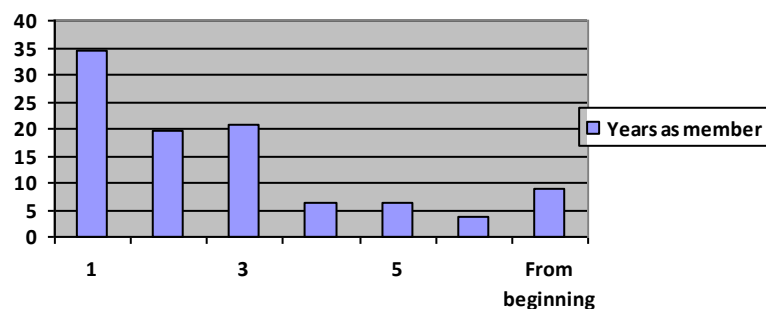
77% of members are 66+ yrs



LENGTH OF MEMBERSHIP IN SCANS

75% of respondents have been members for less than 3 years

Approximately 10% have been members since inception



CHAPTER INVOLVEMENT OF RESPONDENTS

<p>91% responded to this question)</p> <p>Chapter Involvement</p>	Halifax	60.3%	38% participation rate of chapter members
	Truro	14.0%	39% participation rate of chapter members
	Liverpool	9.0%	34% participation rate of chapter members
	Mahone Bay	14.0%	29% participation rate of chapter members
	Chester	2.7%	83% participation rate of chapter members

SCANS Membership Structure

Top reasons for joining SCANS

1. An interest in life-long learning
2. The variety and quality of academic courses & lectures
3. Spend time in retirement years exploring new subjects and interests
4. Socialization

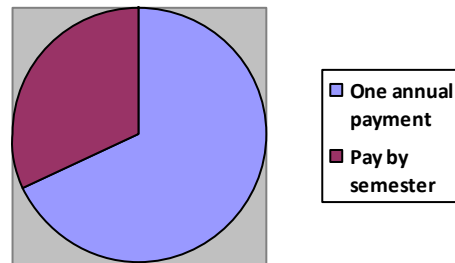
SCANS membership fee



At \$135.00 annually, members feel SCANS membership is a good value for the services provided.

Payment of Membership

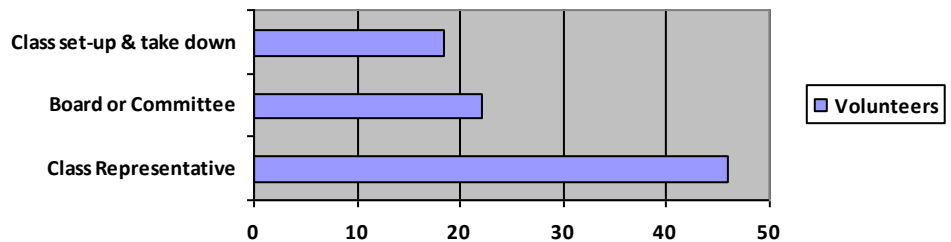
68% prefer one annual payment for membership fee.



SCANS Membership Engagement

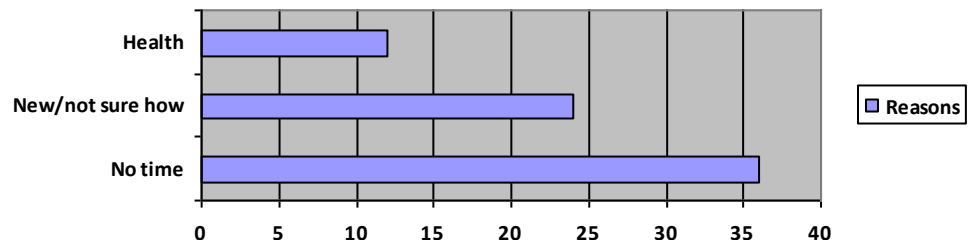
Members as Volunteers

35% - YES
I have volunteered



Almost half of members indicated an interest in volunteering to assist with class set-up and take down.

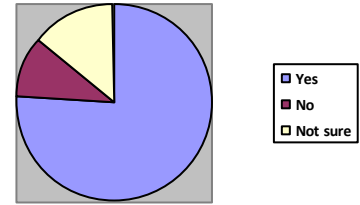
65% - NO
I have not volunteered



Geographic growth of SCANS

Should SCANS develop new chapters across Nova Scotia?

76% say YES¹



Members indicate key criteria for new chapter development as:

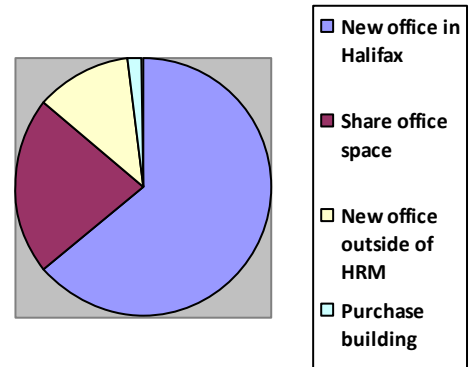
1. Strong community interest to support a new chapter
2. Academic resources for course development
3. Financial capacity of SCANS to expand

Location of SCANS Office

The SCANS office must seek a new office location due to the scheduled closure of its current building.

Members say...

- 64%- seek a new office in the Halifax area.
- 22% - share office space with another group
- 12%- relocate the office outside of Halifax



Parking

80% of members state available parking is important when attending classes

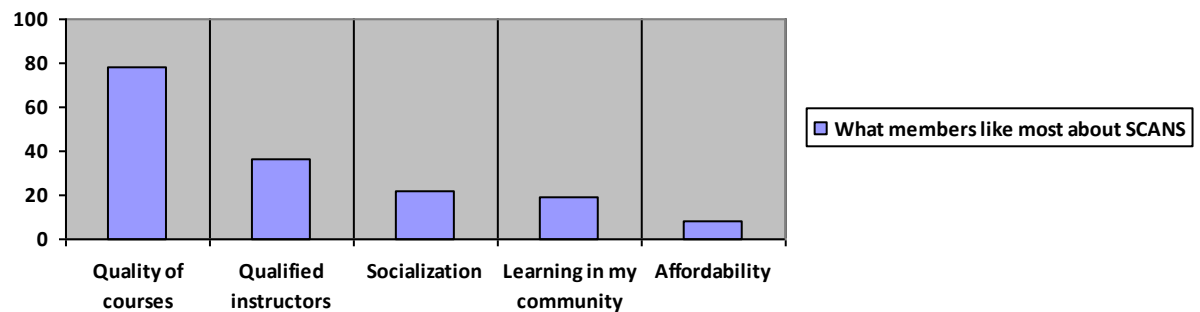


¹ The top 3 locales identified for potential chapter development are Annapolis Valley, Cape Breton and Pictou County..

What members like about SCANS

Top Five

1. Variety and quality of university-level courses
2. Quality and enthusiasm of instructors
3. Socializing with other seniors
4. Learning in my community
5. Affordability of classes



The future of SCANS

Potential Improvements

- ✚ Upgrade website
- ✚ Enhanced technology for classes and lectures
- ✚ More field trips, theatre groups & other activities that augment a course
- ✚ Consider offering some non-academic courses relevant to seniors
- ✚ Travelling lecturers and videotape lectures to share topics amongst chapters

Top Priorities

1. Maintain current professional standards for quality instructors, classes and lectures
2. Broaden the range of courses offered
3. Secure affordable and accessible office and classroom spaces
4. Promotion of SCANS to reach more seniors
5. Engagement of membership