

LIFELONG LEARNING: Not Just for Retirees!



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Objectives

- Share our program model and how we were successful in pivoting to provide offerings in an online and hybrid format
- Provide examples of programming that can be duplicated in other program settings
- Provide tips, tricks and tools to be successful in providing online programming for the lifelong learning population
- Provide marketing tips and tricks to expand membership and participation outside of immediate marketing area
- Share tips on launching business partnerships

Lifelong Learning Institute

Overview

- Community outreach and education program open to all members of the campus and greater Metro East communities
- Membership-based program open to both members and nonmembers with extra benefits for members
- Programming includes speaker series and trips during fall and spring semester; summer programming for children
- In person, online, and hybrid options
- Strive to provide access to academic topics and other topics of interest from faculty and community experts, encourage social engagement, and promote lifelong learning and exploration
- Advertised in OSEO catalog mailed to more than 80,000 households in the Metro East

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A Journey Through the Lifelong Learning Institute

- Lifelong Learning Program began in the 1980s with much smaller speaker series and area served
- No additional programming offered at off-campus venues
- In 2018, grown to 47 speakers and approx. 30 members for the year
- 2019, grew again to include 52 offers and approx. 35 members for the year with library speakers and trips now included
- Today, 48 speakers for just the speaker series and 53 members participate in speaker series, library speaker series and experiences
- Expanded to include both an in-person and virtual format

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The Speaker Series

- Signature program for Lifelong Learning Institute
- Hosted in person on Edwardsville campus during the fall and spring semesters; approximately 20-25 talks held each semester
- Talks held Wednesdays at 10:30 a.m. and 1:15 p.m.
- Speakers (usually faculty) volunteer their time to present on research areas or other area of interest; community experts also present
- Membership includes attendance at all speaker series talks; \$5 for nonmembers to attend talks; free for campus community
- How is this different from other lifelong learning programs?





Library Speaker Series

- Additional Speaker Series hosted in addition to signature series
- Hosted at area libraries with speakers from the signature speaker series
- Talks held in the evening for community members to attend
- Library staff decide what topics would be of interest; speakers volunteer to speak on their topics
- All events are free for the community and advertised in partnership with the libraries
- Another way to connect with the community; offer lifelong learning programming to everyone

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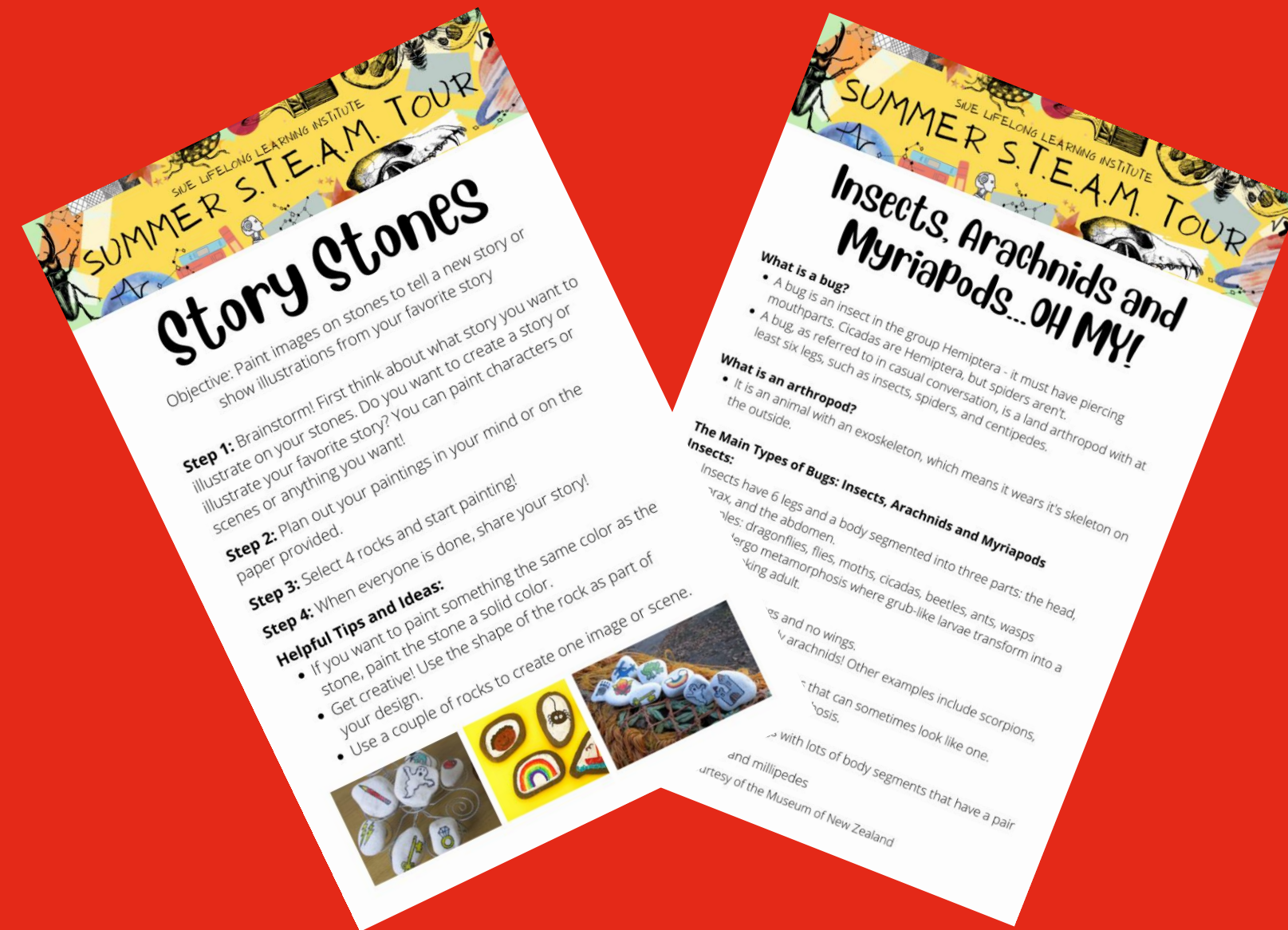
Experiences

- Supplemental to speaker series
- Take place of one Wednesday speaker a month
- Visit locations in St. Louis and Metro East for tours, educational experiences and demonstrations
- Lunch; transportation included sometimes
- Members receive discounted pricing for attending
- Ex: Cahokia Mounds, Missouri Botanical Gardens, Fort de Chartes, Culinary Tour of the Hill



STEAM Tour

- Hosted during the summer months when speaker series is done
- Intergenerational programming for lifelong learners to attend with family
- Hosted at area libraries in conjunction with their iRead program
- Activities are focused on STEAM areas with one STEM and one art activity offered per topic
- Partnership with University STEM center to for STEM activities
- Cost of \$50 per library to cover costs



Bioarchaeology

- Focus on the study of human remains from archaeological context
- Learn about people in the past:
 - Demography
 - Health and diet
 - Violence
 - Migration and mobility



We also learn a lot about health and diet. Infectious disease is notoriously difficult, because many diseases kill people before it affects their skeleton, but some are slow and lingering, and those ones we can study because we can see and including nutritional dietary stress

Tips

- Engaging Speakers
- Start Small
- Be patient!

Tricks

- Familiar Speakers
- Offer Training
- Most popular online

Tools

- Zoom
- Technology
- Registration Option

Lifelong Learning Online Programming

- Signature Series hosted in hybrid format utilizing Zoom
- Welcome to attend in-person at university or online via Zoom
- Utilizes a small video camera, tripod, 2 laptops, a lavalier microphone and University Zoom account
- Offered session to help with Zoom support
- Record for those unable to attend
- Expand offerings outside of geographical area

Marketing

- Catalog Feature – Cover; Layout
- Mail personalized letters to members
- Chambers of Commerce – Email blasts
- Constant Contact – Businesses; Participants
- Contact Senior Living Centers/Assisted Living – Zoom
- Social Media – Facebook mainly
- On-Campus Options



Business Partnerships

- Launched in 2022 with an area assisted living facility
- Goal is to bring Lifelong Learning to those unable to make it to campus
- Talks are zoomed into the facility each week
- Assisted living facility played recorded sessions on closed circuit T.V.s in each residents room on weekends
- Occasionally bused participants to campus for select speakers so could see in person
- Cost = \$200 per membership; includes remote viewing option, recordings, ability to bring residents to on-campus lectures and trips
- Looking to expand memberships to libraries in future





Questions?

Thank you for attending!

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