



**Washington University
in St. Louis**

Membership Outreach Volunteers for Engagement and Retention (MOVERs) Committee Overview

Overview. The Membership Outreach Volunteers for Engagement and Retention Committee contributes to the OLLI community by serving as hosts and planning social events that welcome new members and create social connections between existing members. They provide personal outreach to new and lapsed OLLI members to encourage participation and a sense of belonging. They also engage in activities to raise awareness about OLLI.

Composition. The Committee is comprised as follows:

- The chair of the Membership Outreach & Retention committee also serves as the Vice-Chair of the OLLI Executive Advisory Committee. This individual serves as a strategic advisor to the OLLI Director on membership engagement tactics.
- A Secretary who records meeting minutes.
- One or two Vice-chair(s) for New Member Engagement, who have particular focus on helping to create welcoming experiences for OLLI members in their first year of participation.
- A Vice-chair for Corporate Engagement, who has particular focus on sharing information about OLLI with human resources departments at local employers, helping to build awareness of OLLI with individuals at the time of retirement.
- One or two Vice-chairs for Bring-a-Friend programs who design, plan, and help implement tactics and events through which current OLLI members are asked or incentivized to encourage friends to join OLLI.
- At-large members support the activities of the group. They may be asked to make phone outreach to new OLLI members, to serve as greeters during the first week of OLLI's term, or to attend events designed to welcome new members as part of the hosting team.
- The OLLI Executive Advisory Committee Chair is ex-officio to this committee, participating as is helpful to advance the work of either group.

The Committee meets 2-4 times per year for planning and coordination. Additional OLLI members involved in creating visibility for OLLI and social opportunities for members may be

invited to be part of the Committee, although not all who serve as hosts and greeters for OLLI need attend meetings.

Scope of responsibility. Ultimately, OLLI outreach and member welcoming activities are the responsibility of the OLLI Director with oversight from the Associate Dean of University College. The committee provides counsel on social events and engagement activities of interest to OLLI members and multiplies the Director's efforts through engaging new and existing OLLI members.

Terms. Committee membership is a renewable annual commitment reflecting the OLLI business year (July 1 – June 30). There are no term limits, except that it's understood the chair serves a 2 year term.

Minutes. Minutes of the meetings are recorded by the Committee Secretary and distributed by the OLLI Director.

The Role of the Membership Outreach Volunteers for Engagement & Retention Chair is to work with the OLLI Director to support the committee. Duties of the Chair include:

- Convening 2-4 committee meetings each year
- Serving as a member of the OLLI Executive Advisory Committee
- Encouraging Vice-Chairs to advance tactics related to their role and providing them counsel on tactics and priorities.
- Serving as a spokesperson for the Committee and a resource regarding OLLI in public settings of various sorts.

The role of the Vice-Chairs is to advance OLLI's outreach and relationship building in their designated areas.

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