

## Academy Survey 2024 Analysis

January 9, 2025

### Introduction

The following report analyzes the data collected in the 2024 annual Academy member survey. There were 28 questions asked on five topics – Workshops, Inspiring Talks, Special Events and Activities, Volunteering, Membership and getting information (communications). These categories align with the working committees of the Academy. The online survey was emailed to all members and was live from November 17 to November 25. There were 134 responses from the 290 members.

Overall, the responses show that members value what is on offer and enjoy the workshop subject matter and the opportunity to engage in an academic setting. From a “big picture” perspective, here’s what the survey tells us about each topic.

For the **Workshops**, there is a high rate of satisfaction, with respondents mentioning topic quality, engaging peers and good facilitators. Significantly noted are the need for better technological support, an 82% preference for a two semester system and 65% support for in-person workshops.

For **Inspiring Talks**, many respondents indicated attending all or some of the Forums and the spring Distinguished Speaker Series. People are mostly drawn by current events, politics, arts and history topics.

For **Special Events and Activities**, members indicated that they would attend a fall opening event and a spring luncheon opportunity. A personal cost of \$70 or less was most favoured.

For **Volunteering**, a notable 74% of the respondents already volunteer for the Academy. The highest response for a volunteer role of interest is workshop facilitation.

For **Membership**, some respondents indicated having to leave a workshop, mostly for health reasons and schedule conflicts.

For **Communications**, 93% of respondents prefer to get their Academy information via email/blast. Members have read both the Academy News and the Echo but question the need for two publications.

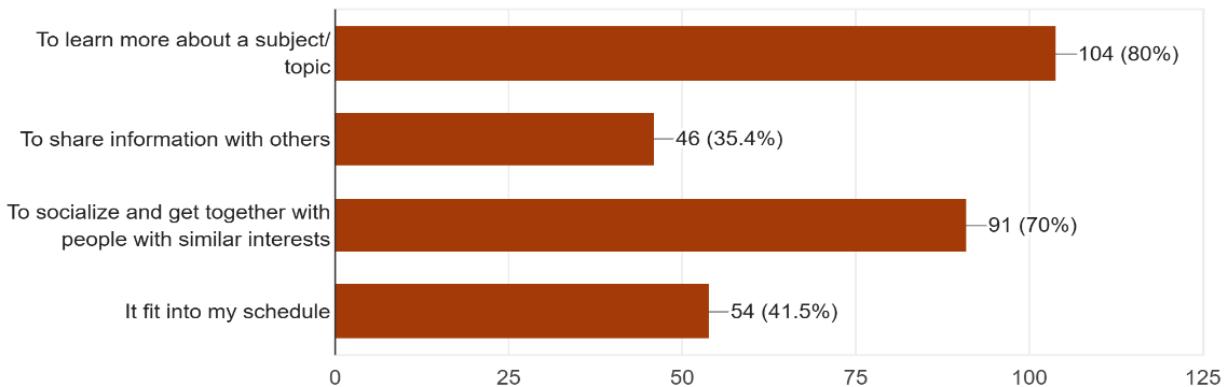
In conclusion, it is reasonable to interpret that the Academy delivers a valuable product to its members, who are willing to volunteer to maintain both an educational and social organization.

Attached is a more detailed synopsis of information from the survey. Academy leaders will also benefit from reading the detailed comments captured within the survey’s raw data.

## Section 1 - Workshops

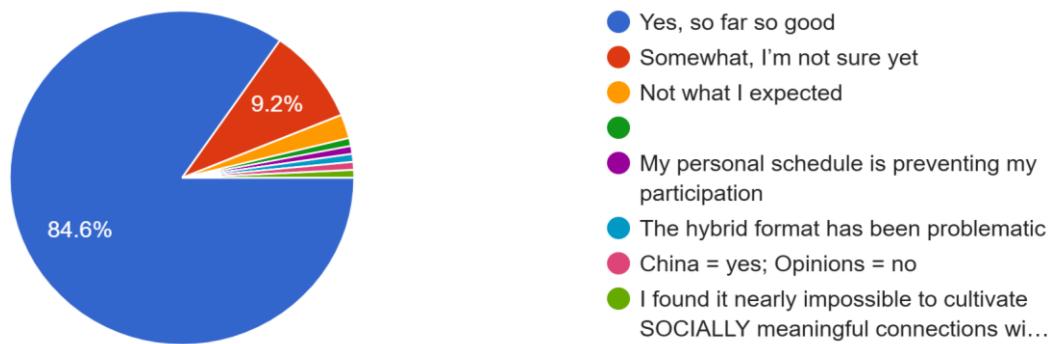
### **Q1.1 Why did you sign up for the Workshops this year? (130 responses)**

**Summary:** Most members want to learn more about a topic (80%) and want to socialize with people with similar interests (70%).



### **Q1.2 Are the Workshops meeting your expectations?**

**Summary:** Most members (84.6%) responding to the survey feel that the workshops are meeting their expectations. (130 responses)



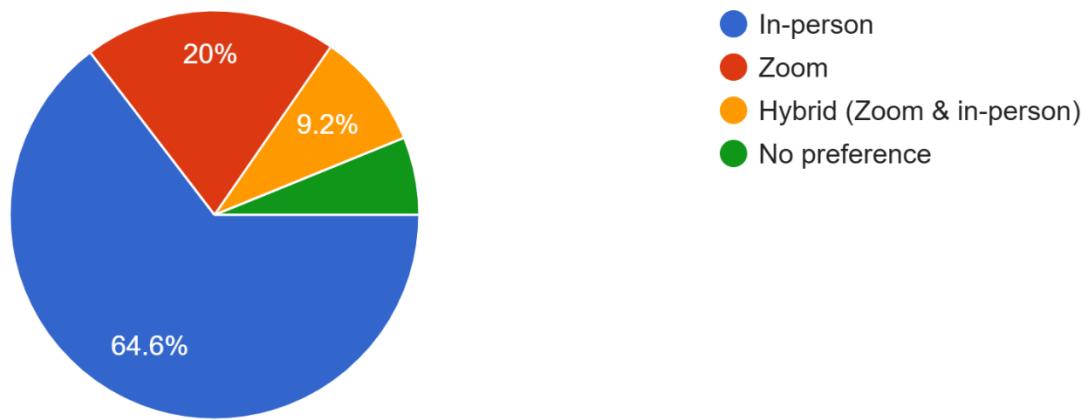
### **Q1.3 What do you like best about the workshops you are taking? (122 responses)**

**Summary:** What members liked most about the Workshops are the lively discussions and topic learning/sharing opportunities. Overall, comments were very positive and enthusiastic.

Key Topics Mentioned	# of Responses	Comments
People/Members	42	Mainly strong comments about the people (and facilitators) being smart, having good content, like minded; words used like camaraderie
Discussion	27	Mentioned good, lively, interesting, well-informed discussions.
Learn	24	Liked learning new things and ideas, about new techniques, and sharing what they learned
Knowledge	8	Both facilitators and participants mentioned
Participation	6	Strong, good, lively
Variety	6	Positively referring to both people and topics

#### **Q1.4 What suggestions do you have for the improvement of your chosen workshops? (91 responses)**

**Summary:** Overall, the most common comments (16) are about the technical issues – the need for tech support on site, the problems with Hybrid connectivity and wanting better Zoom connections. Other key issues mentioned are class size – too big or too small – both detract from quality of discussion which is key; and facilitation which gets the most comments pro and con (excellent leaders but noting the need for good discussion moderation.

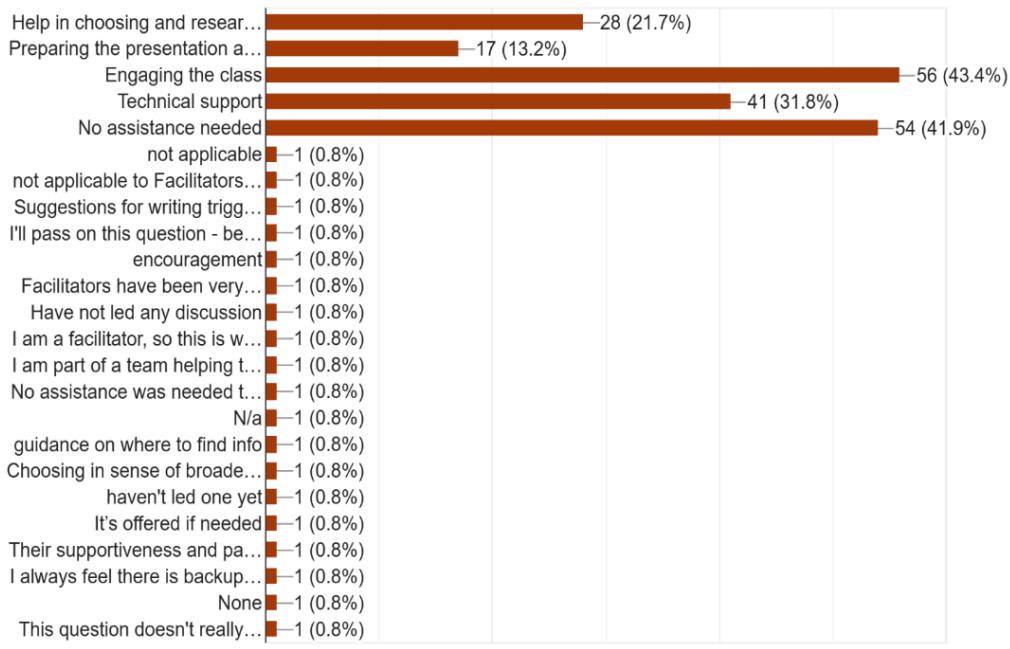


#### **Q1.5 How have your workshop facilitators assisted you in preparing your personally led workshop discussion? (129 responses)**

**Summary:** Most members found that facilitators helped with ways to engage the class (43.4%), followed by a high response of those who didn't need assistance to prepare a presentation (41.9%). Equally, 41% stated that they utilized the facilitators' technical support. Interestingly, all other available responses were negligible. (129 responses)

#### **Q1.6 What is your preferred workshop delivery method?**

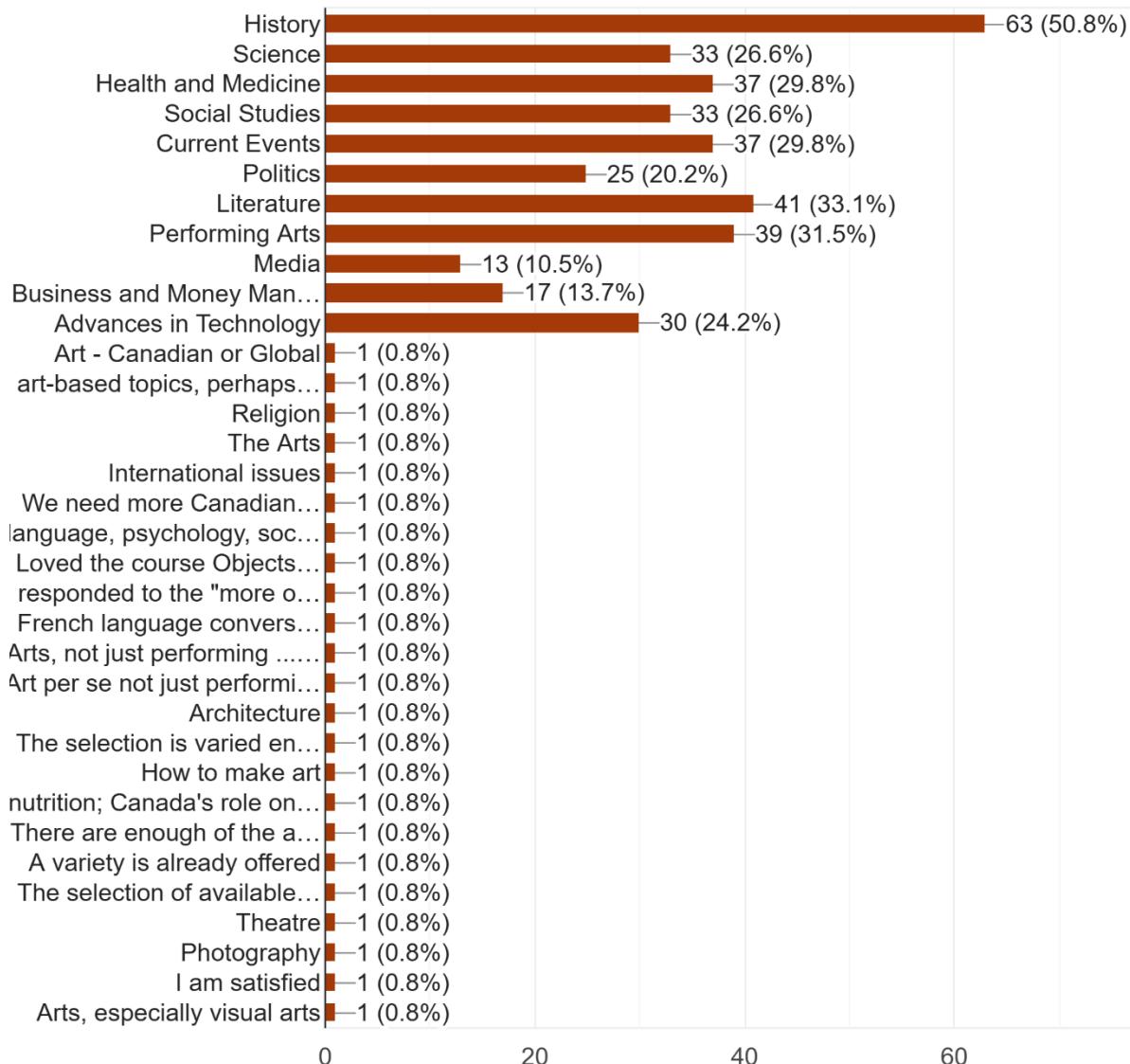
**Summary:** Most respondents prefer in-person workshops (64.6%) while Zoom workshops accounted for 20% of the responses. (130 responses)



## Q1.7 What workshop themes would you like to see more of at the academy next year?

(124 responses)

**Summary:** The top request is for history workshops (50.8%) while several other key topics were clustered together at 27 to 33 % of responses (social studies, science, current events, health and medicine performing arts, and literature).



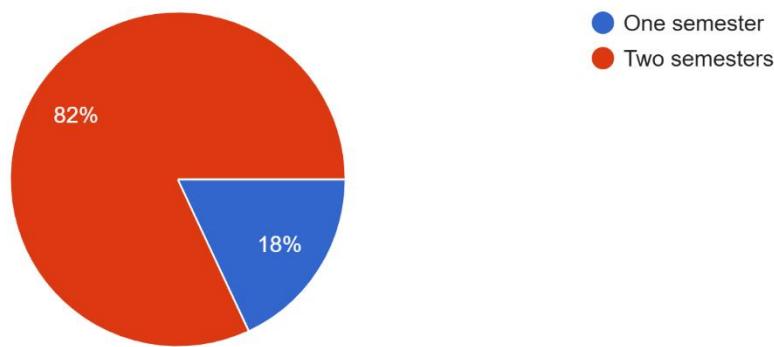
## Q1.8 Is there a new Workshop ideas that you would like to participate in or lead? (61 responses)

**Summary:** There were 31 responses giving some version of yes. This includes respondents who suggested topics for consideration, individuals who simply answered yes and three respondents who said that they are already working on topics for the coming year.

Diverse topics for possible workshops had suggestions such as theatre and performing art, climate and climate change, the environment, health care, business and tech, and the remaining responses were diverse or unspecified.

### **Q1.9 Do you prefer one semester workshops, or two semester workshops? (122 responses)**

**Summary:** a significant number of respondents, 82%, prefer two semesters while 18% prefer one semester workshops.



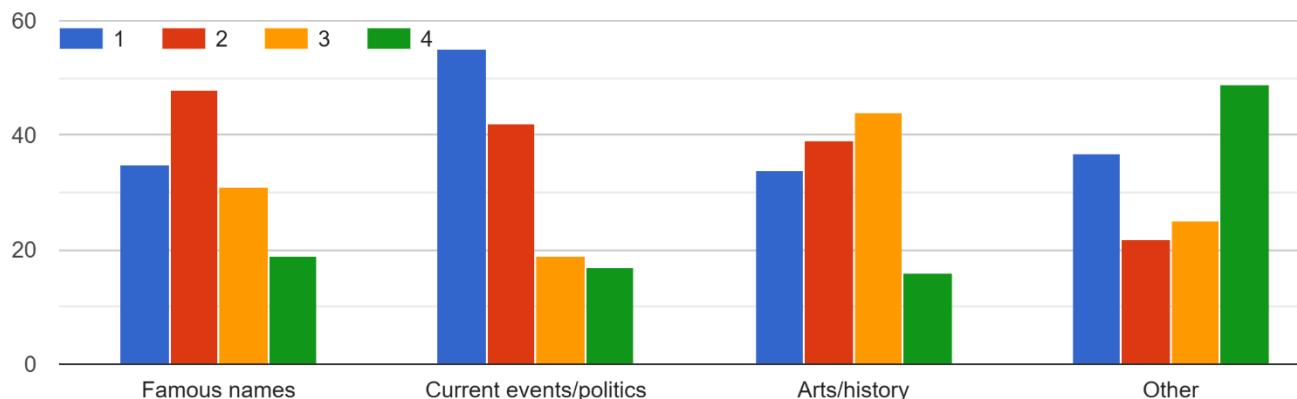
## **Section 2 – Inspiring Talks**

### **Q2.1 Did you attend the Academy Distinguished Speakers Series (formerly Spring talks) at Innis College last year? (127 responses)**

There were 21 yes responses, with most indicating that they attended one or some of the series, and many positive comments on the series. There were 20 no responses indicating conflicts such as travel, scheduling, Zoom only access, etc.

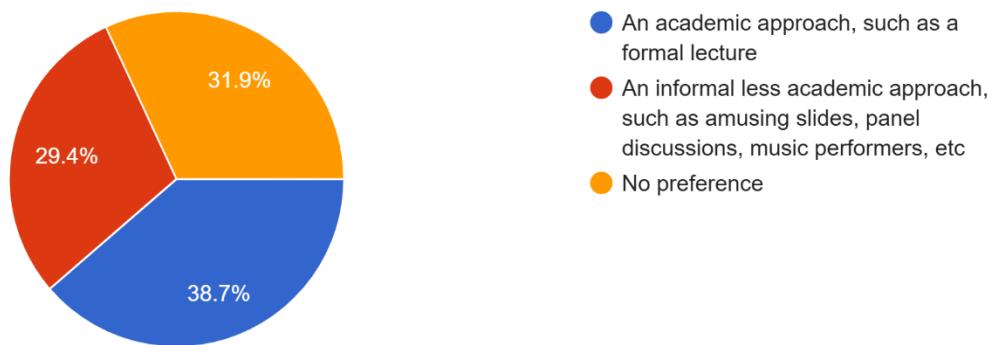
### **Q2.2 Please prioritize what most influences your attendance at the Academy Distinguished Speakers Series. (1 is most and 4 is least favourite)**

**Summary:** In the three specific topic categories, current events/politics is the most favourite topic, followed by famous names and arts/history. In the “other” category, the most repetitive response indicated an interest in science topics, and a variety of reasons why members attend a portal to attend the series.



## **Q2.3 What is your preferred presentation style for the Academy Distinguished Speakers Series? (119 responses)**

**Summary:** the responses were evenly distributed, with a slight preference for an academic approach, such as a formal lecture (38.7%).

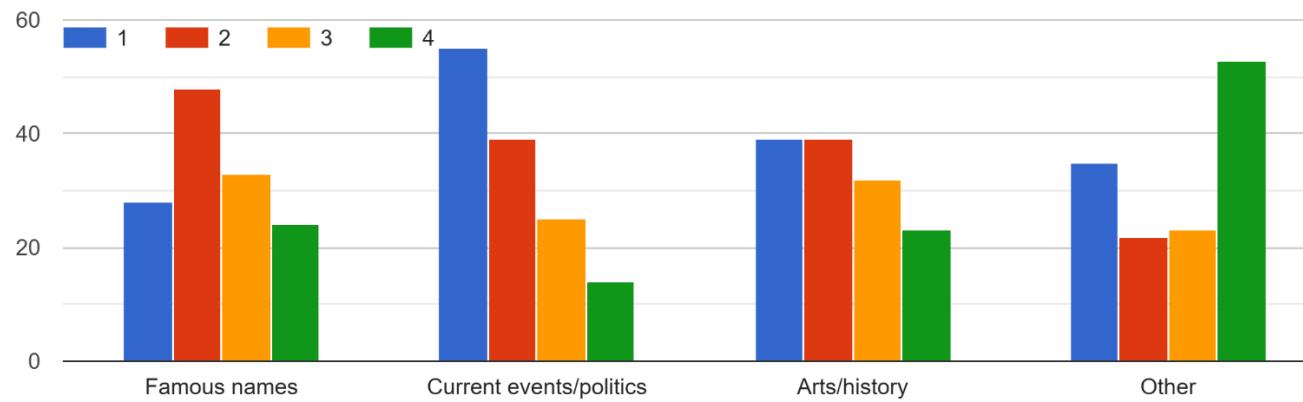


## **Q2.4 Did you attend any Academy Forums at Tartu last year? (125 responses)**

**Summary:** there were 15 yes responses, indicating attendance at all forums or some forums. Respondent had various reasons for not attending such as lack of Zoom access or conflicting schedules.

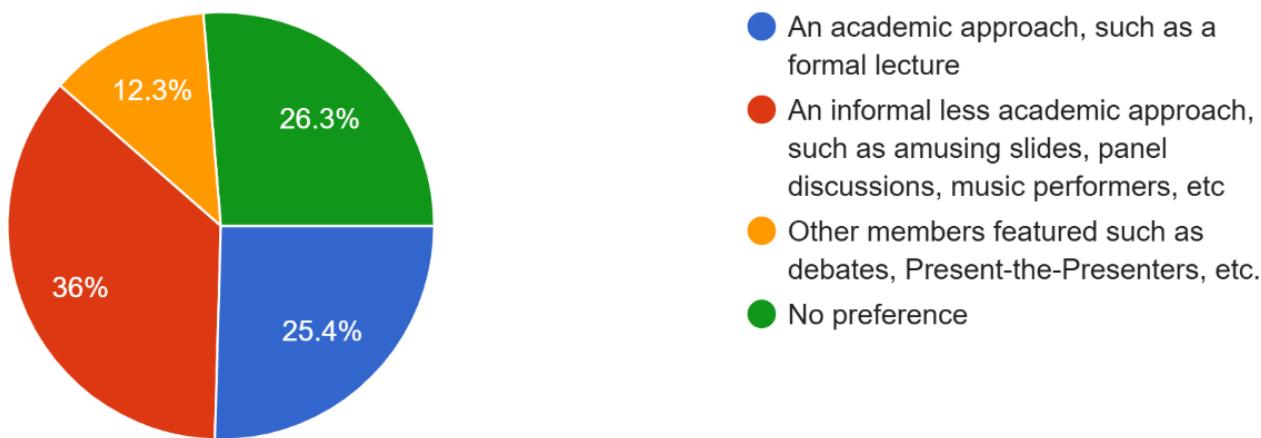
## **Q2.5 What attracts you most to the Academy forums? (1 is most and 4 is least)**

**Summary:** Within the three categories, the first choice was current events/politics followed by famous names, and both famous names and arts/history being equally responded to. In the “other” category comments included suggestions of interesting topics, local speakers, and a variety of other suggestions.



## Q2.6 What is your preferred presentation style for the Academy Forums? (114 responses)

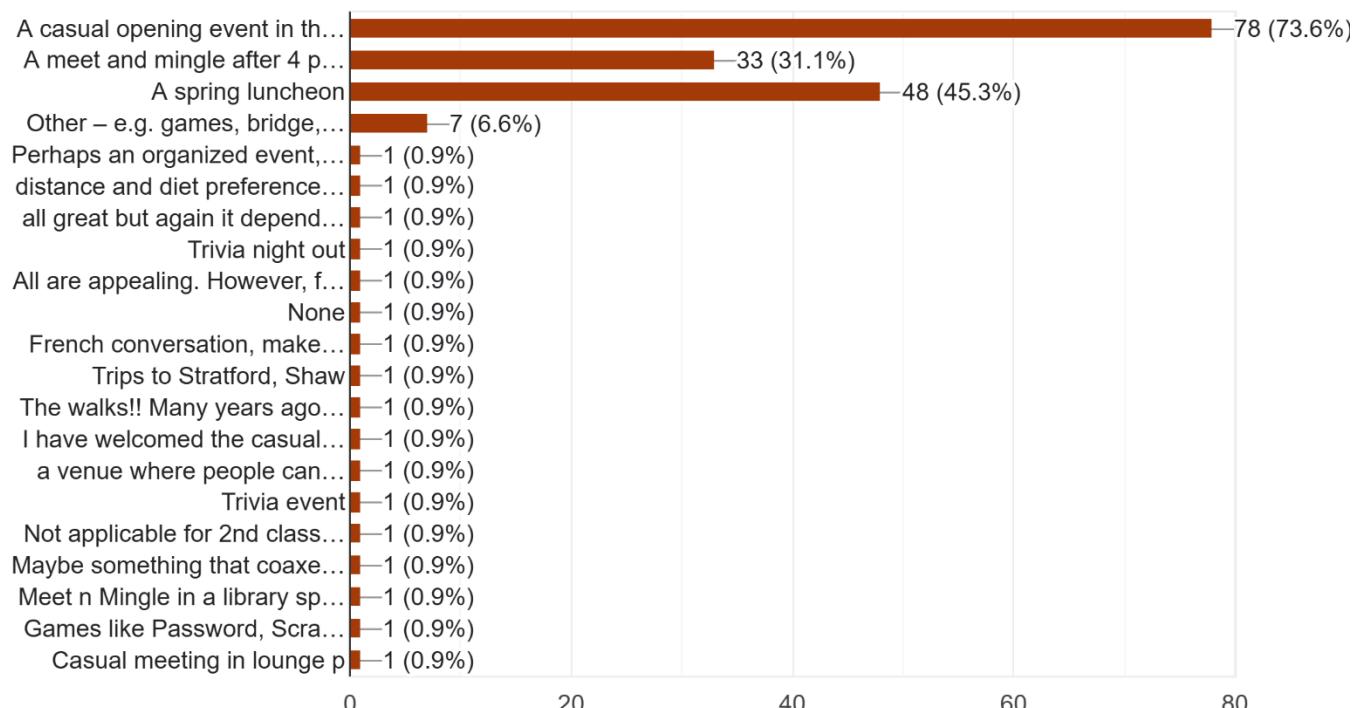
**Summary:** The largest response indicated that forums can be a less formal and less academic event (36%) while the two categories of “no preference” (26%) and “an academic approach” (25%) had a near equal responses.



## Section 3 – Special Events and Activities

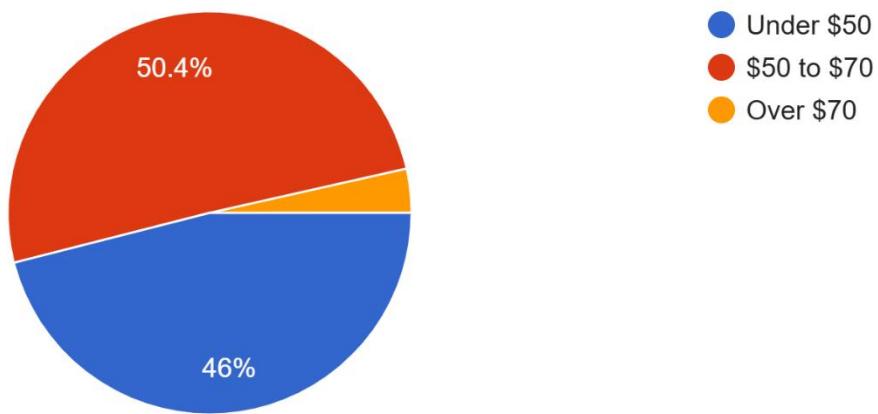
### Q3.1 The Academy's only all- member social activity is the holiday lunch. Would you like to see other events? All would operate as member self-pay events. (106 responses)

**Summary:** The highest response rate was in favour of a casual opening event in the fall (73.6%) followed by support for a Spring luncheon (45.3%), and a meet-and-mingle after 4 PM at a nearby pub (31.1%). Notably, the “other” category suggesting in games, garnered a 7% response followed by a string of suggestions such as theatre trips, French conversation, casual meetups.



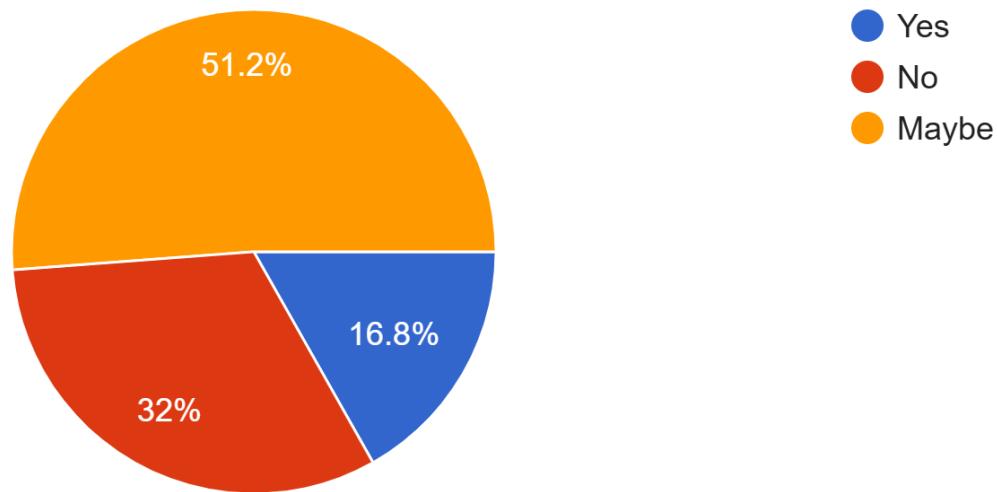
**Q3.2 This year's holiday luncheon is partially subsidized by our pre-Covid deposit which we will not happen in the future. Please indicate the price range you would prefer for some type of holiday event we could offer in future years knowing that no subsidy would be available. (113 responses)**

**Summary:** Most respondents are good with a holiday event price of \$50-\$70 (50%) while the price of less than \$50 was preferred by 46% of respondents.



**Q3.3 Our Clubs (formerly the Special Interest Groups), are held via Zoom. If others were offered, would you attend in person? (125 responses)**

**Summary:** The majority of respondents (51%) indicated that they may attend Clubs in person, while 32% of respondents said they would not. Only 17% of respondents said that they would attend in person.

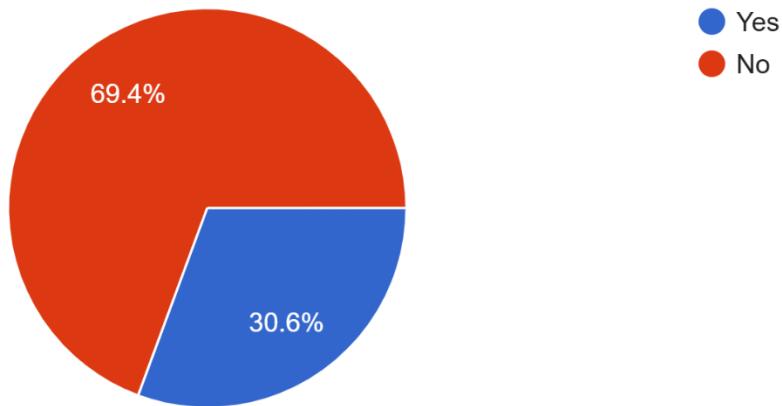


**Q3.4 Is there a new Club idea that you would like to participate in or lead? (48 responses)**

**Summary:** Various responder indicated an interest in cooking, photography, video club, current social changes, French conversation, and a discussion articles in the Globe and Mail. Several indicated no further interest, while one respondent noted that the Academy should keep its focus on in-person workshops while recognizing that Clubs do have merit.

### Q3.5 Do you participate in the Academy walks? (124 responses)

**Summary:** Many respondents (69%) do not participate in walks, while 31% do.



## Section 4 – Volunteering

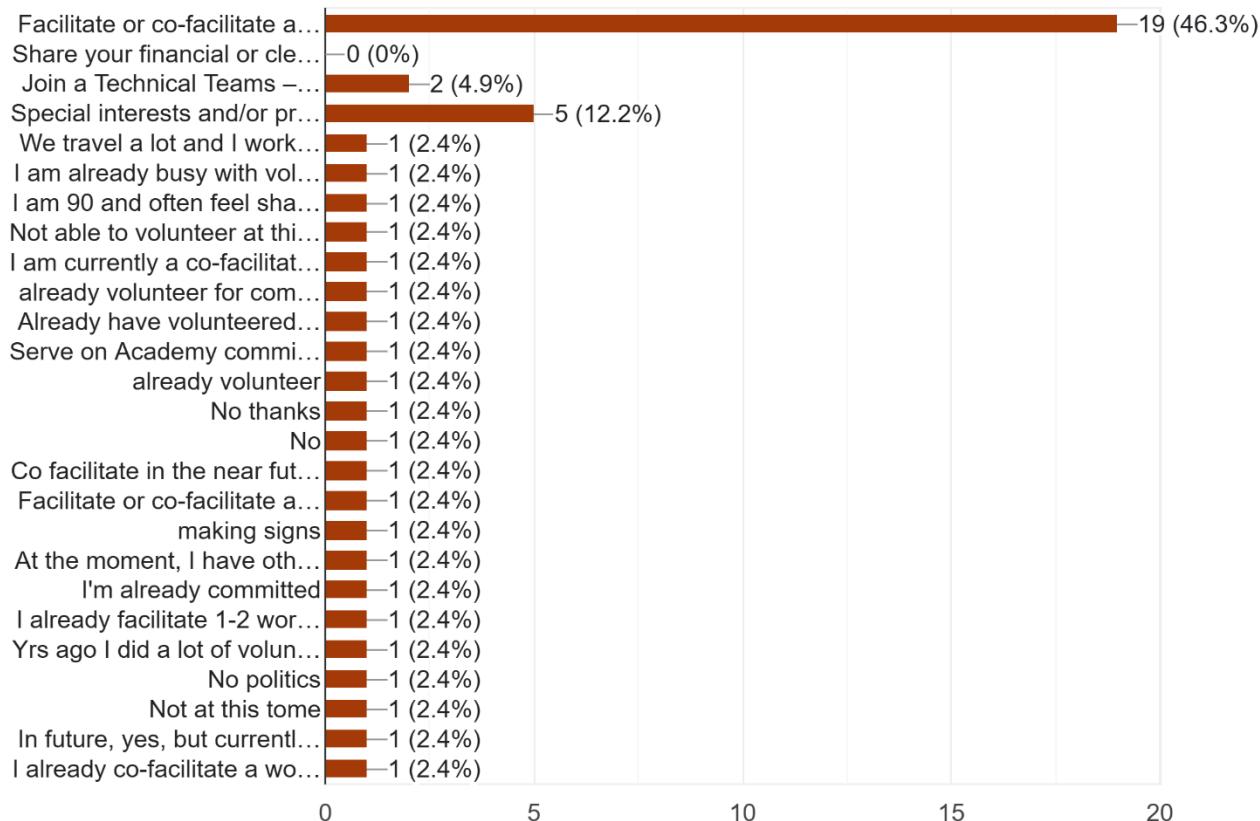
### Q4.1 The Academy is a volunteer-led organization that thrives on your participation. Would you like to share some of your volunteer time? If so, in what area? (62 responses)

**Summary:** Most respondents already volunteer for the Academy (74%). The most popular committee respondents are willing to join is curriculum at 11%.



#### **Q4.2 Are you interested in these opportunities? (41 responses)**

**Summary:** Most respondents indicated a willingness to facilitate or facilitate workshops (46%) while 12% of respondents would consider sharing their special interests or professional skills.



#### **Section 5 – Membership**

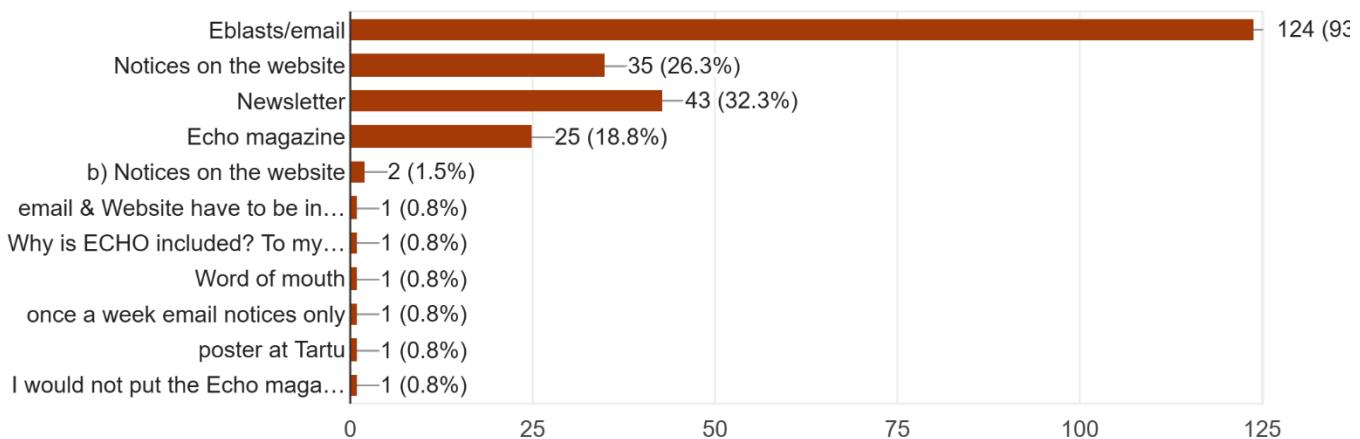
##### **Q5.1 Did you stop attending a workshop in the last year? If so, why? (81 responses)**

**Summary:** There were nine respondents indicating that they stopped attending a workshop in the past year with some indicating it was due to health reasons, schedule conflict, travel, too few participants for discussion, and a few were dissatisfied with the workshops.

## Section 6 – Getting Information from the Academy

### **Q6.1 How would you like to receive information about Academy activities? (133 responses)**

**Summary:** Most respondents indicated a preference for E blasts or email (93%). Other communications forms mentioned were via newsletter (32%), Echo Magazine (19%) and notices on the website (26%).



### **Q6.2 The Echo is an Academy emagazine. Have you read the Echo? (122 responses)**

**Summary:** 22 respondents indicated that they have read some or all of the Echo, with a few comments on the type size and an inability to read it with low vision.

### **Q6.3 What is the most interesting Echo content that you read? (61 responses)**

**Summary:** Most don't remember or recall while others mention the articles about members, and the beluga article. There were also several questions about why there are two publications.

### **Q6.4 Academy News is our quarterly newsletter. Have you read Academy News? (114 responses)**

**Summary:** 26 respondents indicated they have read some or all of the Academy News.

### **Q6.5 What is the most interesting Academy News content that you read? (85 responses)**

**Summary:** Some members don't remember the articles, while others indicated interest in membership information, member news such as obituaries, and generally timely information about upcoming events and activities.