



The first senior moment.



Kate Weiss

Executive Director
North Shore ElderCollege Society

It all started with shopping

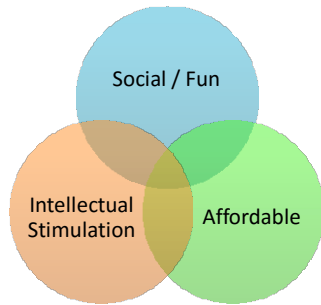
The Past

- ElderU was a program at Capilano University for nearly 25 years
- Changing priorities led to the decision for ElderU to become independent effective 31 December 2015
- In August 2015, we built a **plan** and got to work



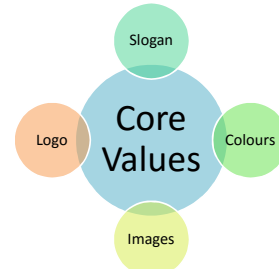
But how will our customers
know that?

Core Values



Branding

- Stand out from the crowd and reflect our core values



Colours

In colour psychology:

- **Orange** – energy, happiness, enthusiasm, creativity, stimulation
- **Blue** – stability, wisdom, confidence, intelligence



COME, learn with us



We are a group that believes learning should be engaging, affordable, fun and interactive.

It's what we do.

come, **LEARN** with us



We are volunteers who create the courses we believe have something to offer to everyone.

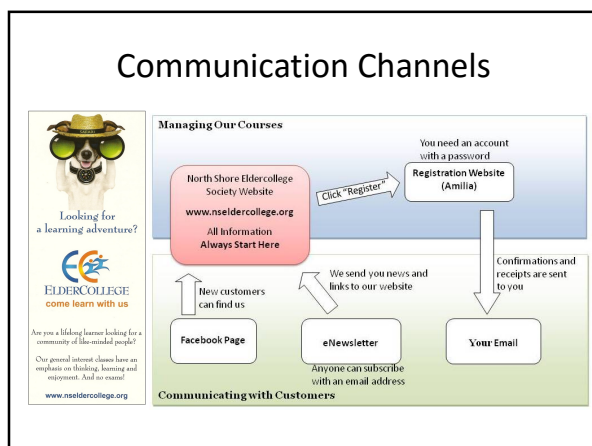
We learn from each other.

come learn, **WITH** us

Images

So what images would help us?

- Reflect learning & sociability
- Differentiate us from competing programs
- Be universally appealing
- Attention-getting



Did our marketing work?

Community Support

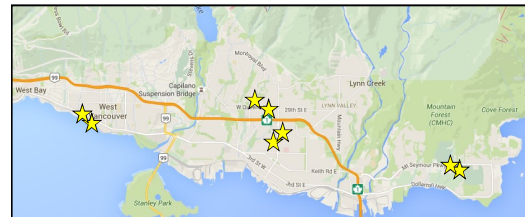
- 215 society members
- 435 eNewsletter subscribers
- Approximately 65 guests at Open House
- 75% enrolment rate
- Added an iPad, more space to History
- 3,200++ website visits since 1 October
- Many individual donations
- New volunteers
- Many, many phone calls
- Newspaper article

Enough about marketing
what about those other plans?

Greater Community Reach

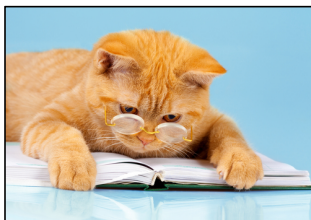


Where is ElderCollege ?



From Dunderave to Parkgate ...
and more coming as we grow.

Intellectual Stimulation



What are the courses and classes ?



A Positive Experience



Social, interesting, exam-free learning

Affordability



How much does an ElderCollege course cost ?



ElderCollege classes cost from
\$10 to \$60
for our regular classes.

What does the future hold?



The first senior moment.

Challenges

- Enough volunteers
- Affordable space
- Decentralization and impact on customer service
- Budget constraints

Fall Planning



Want to learn more?



www.nseldercollege.org


ELDERCOLLEGE
come learn with us

Questions?

