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

- Social / Fun
- Affordable
- Intellectual Stimulation

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

ElderCollege

COME, learn with us
Images

So what images would help us?
• Reflect learning & sociability
• Differentiate us from competing programs
• Be universally appealing
• Attention-getting

Communication Channels

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

Greater Community Reach

Where is ElderCollege?

From Dundarave 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?

What does the future hold?

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

Challenges

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

Want to learn more?

www.nseldercollege.org

Questions?