

Funding and Resources for Retiree Associations

GA-HERO

Georgia Perimeter College

October 17, 2014



Kennesaw
State **UNIVERSITY**
Retirees Association

The logo features a stylized yellow mountain range above the text. The word 'Kennesaw' is in a large, bold, serif font. 'State UNIVERSITY' is in a smaller, bold, serif font, with 'UNIVERSITY' being significantly larger than 'State'. 'Retirees Association' is in a smaller, regular serif font below the main text.

Dr. Dorothy Zinsmeister
Emerita Professor of Biology

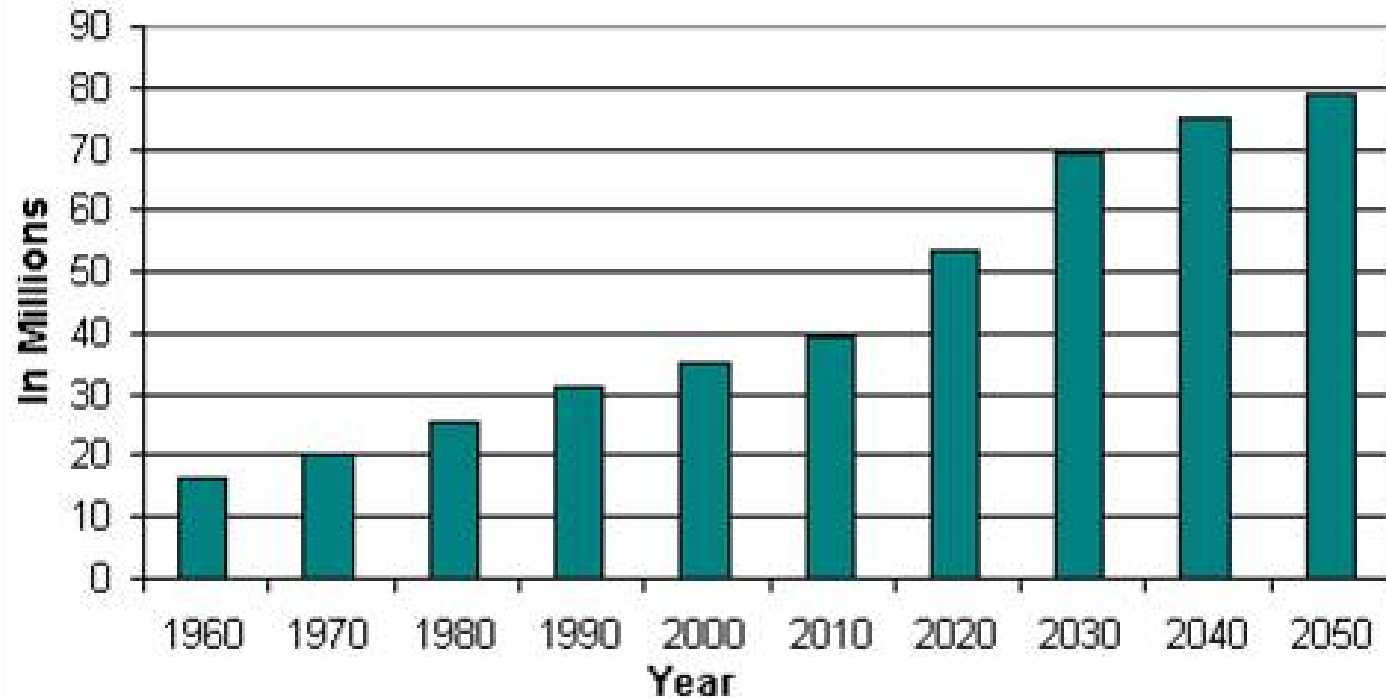


Overview

- 1. Retiree stats**
- 2. Retired Faculty/Staff Associations—one model for retiree engagement**
- 3. Resources to Start your Retiree Association**
- 4. Q & A**

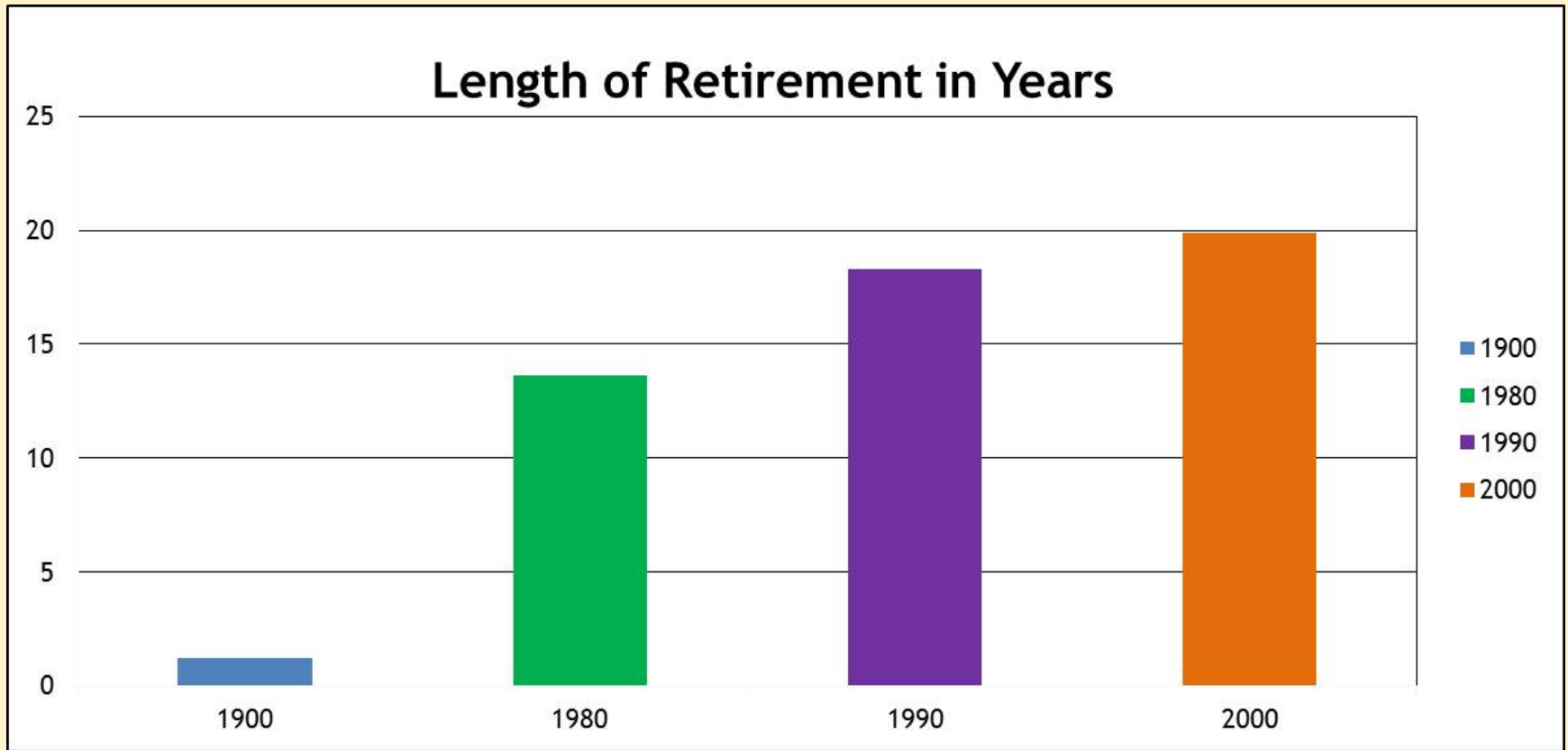
Baby Boomers reach age 65

Chart 1. Population age 65 and over, 1960-2000, and projections to 2050



Source: U.S. Bureau of the Census

We are retired longer

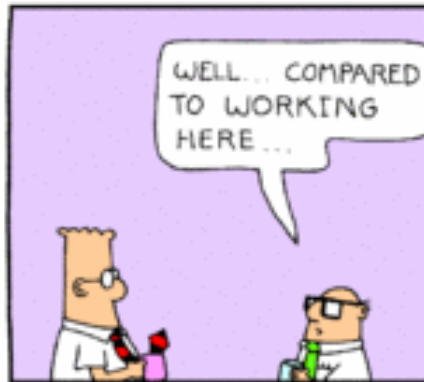




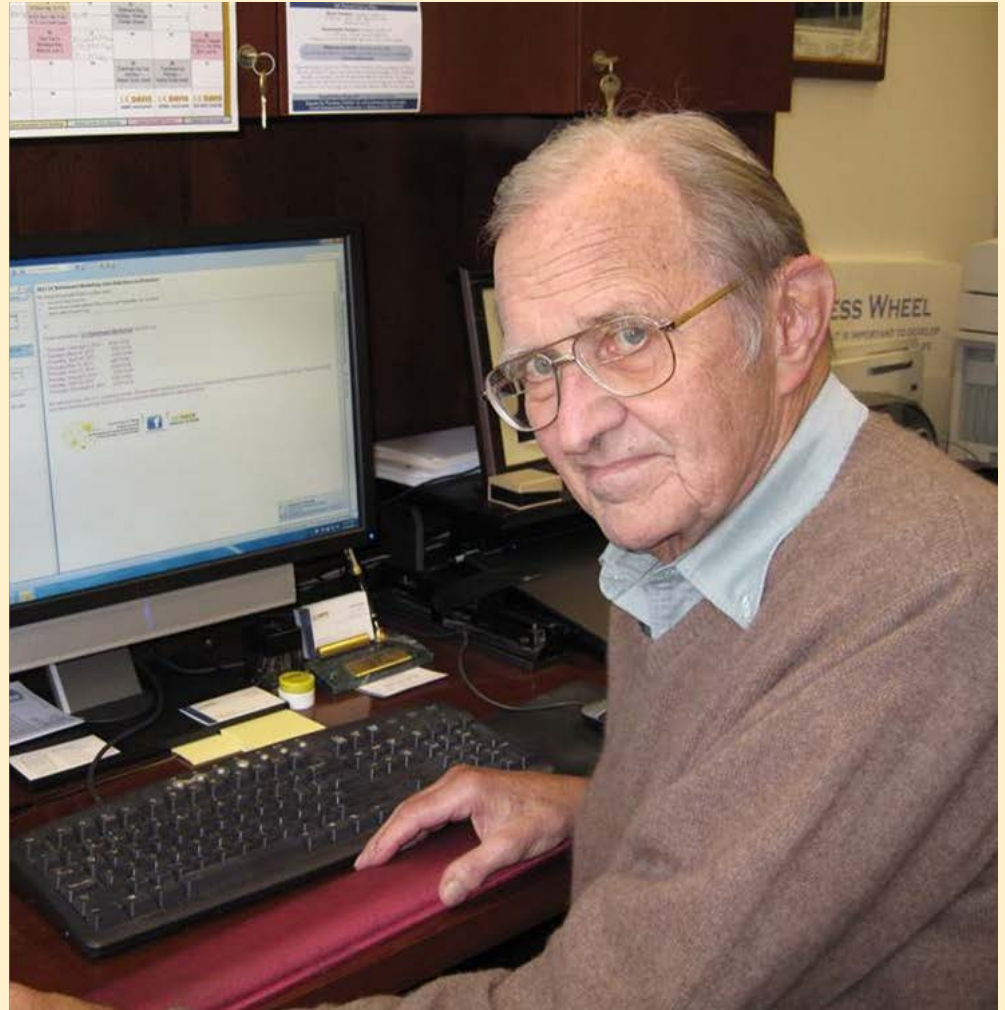
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“After I retired, it was like I had never been a part of the university. After 28 years, I suddenly became invisible.”



"I retired five years ago and the only time I hear from the college is when they call during dinner to ask me for a donation."



Retiree Engagement

- ❖ **Retiree Associations**
 - ❖ Development/Advancement Offices
 - ❖ Human Resources Offices
 - ❖ Academic Affairs Offices
 - ❖ Alumni Affairs
- ❖ **Emeriti Colleges**
- ❖ **Retiree/Emeriti Centers**

KSU Retirees Association

- Founded in 2009
- Membership-based
- Office of Development*
- Volunteer-leadership*
- 0.5 part-time administrative assistant added in 2013
- Student intern*
- Programs = Social, trips, educational, athletic, arts, honoring service to university, scholarships*



Resource Issues

First steps

- Identify a champion on the campus (an affiliation)*
- Develop a written proposal to the institution that includes office space, administrative support, student assistant, computer, printing, copying, and mailing privileges
- Build a steering committee/board (volunteers)

Written Proposal-Key Elements

1. Survey data from retirees
2. Assess your campus needs & how association can add value
3. State contributions retirees make to the institution
4. Comparison of other associations at peer institutions
5. Budget/funding sources
6. Space/staff needs



So, what are the lessons we learned?

- ❖ Survey your retiree population & those within 5 years of retirement
- ❖ Talk to your administration
- ❖ Written proposal to the University
- ❖ Form an advisory body which widely represents your retirees (volunteers*)
- ❖ To dues or not to dues?
- ❖ Privileges / Campus access / Perks
- ❖ Communicate with retirees*

Resources & References

AROHE – Association of Retiree Organizations in Higher Education
www.arohe.org

Change, The Magazine of Higher Learning – Making Emeritus Matter
www.changemag.org

ACE/SLOAN Foundation Grants
<http://www.acenet.edu/>

Ohio Council of Higher Education Retirees
<http://www2.bgsu.edu/offices/ohr/BGSU-Retirees/page670.html>

PBS News Hour - Colleges and Universities See Graying
Workforce Holding On to Coveted Positions

Questions?

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Funding Sources

	USC	Emory	KSU
Campus funding	4.5 FTE, 7 WS students + \$120,000 oper.	2 FTE, 1 WS + \$57K operating	.5 FTE, .5FTE 1 WS \$10K operating
Revenue (events, svcs)	\$500-\$1,500 donations at events	None	\$500-\$2,100 donations at events
Business sponsorship	None	None	Lunch N Learn
Grants, foundations	\$15K to \$100K annually	\$145K in endowments	None
Association contributions	RFA \$10K, SRA \$500	\$28K	\$4K annual "dues" \$6K scholarship
Fundraising	\$15K - \$100K	\$25K-\$36K	\$10K-\$12K