

# Meet OLLI's Marketing/PR Committee *by Jan Stein, Chair*

## Building Brand Awareness

Promoting the OLLI brand with the goal of increasing membership is the primary mission of the Marketing/PR Committee. When this working group was established, the strategies employed included a speakers bureau making presentations to community and civic groups and the development of new collateral materials, including brochures. While these functions are still in place, the Committee has ramped up its marketing activities with an emphasis on paid advertising in local newspapers including the Grunion Gazette, Seal Beach Sun, Event News-Enterprise and most recently the Long Beach Post (digital newspaper) focusing on the promotion of registration for each OLLI session. The Committee also writes and disseminates press releases to seven local media outlets and sends emails with a copy of The Sun to over forty community groups including senior centers, service clubs, senior communities, government agencies and libraries.

During the pandemic, the messaging used in OLLI ads promoted our Zoom courses and the opportunity to continue lifelong learning in the comfort and safety of one's home. Advertising has emphasized the benefits that OLLI affords to seniors from developing a new skill to rekindling an old passion and becoming a member of a learning community.

Periodic member surveys and new member feedback consistently rank "word of mouth" as the number one way they learned about OLLI. At the same time, marketing has proven to be a worthy vehicle to build brand awareness, drive people to our website and encourage them to join the OLLI family.



Jan Stein,  
PR Marketing Working  
Group Chair

Learning for the Fun of it  
In the Comfort of your Home

OLLI  
Older Learners  
Lifelong Learning Institute

This Spring, OLLI at Cal State Long Beach offers 60 online Zoom classes designed for adults 50 and over – Current Events, History, Music, Art, Finance, Computer Skills, Wellness, Exercise and more.

Stimulate Your Mind • Rekindle an Old Interest • Develop a New Passion  
• Make Friends • Learn More & Age Less

Registration Begins March 12<sup>th</sup> – Call 562-985-8237 or Visit Our Website for Registration and Course Information: [www.csulb.edu/olli](http://www.csulb.edu/olli)

## Stepping Into The Digital World

OLLI's across the nation have recently ventured into the space of social media and digital marketing to reach new audiences that fit membership demographics. These efforts have pointed to measurable results in using paid Facebook advertising to expand the reach of OLLI and obtain new members. Recognizing that new and dynamic marketing approaches are necessary to reach "the young old" demographic who are more digitally inclined, our Marketing/PR Committee has taken the leap into the digital world. Finding the resources and expertise to make this happen was the first step. Thanks to Barbara White's successful efforts to connect with the CSULB College of Business Administration, OLLI was selected as a student team project by a digital marketing class. Five students developed and implemented a digital marketing campaign including paid ads on Facebook and Instagram along with several generic posts on our OLLI Facebook page highlighting specific classes and member testimonials. This project gave these students "real world" experience and the opportunity to develop their digital marketing skills. Our committee is committed to sustain their efforts, ensuring that OLLI has a more consistent presence on social media.

## Joining Our Committee

The Marketing/PR Committee is comprised of OLLI volunteers Jan Stein (chair), Mary Kay Toumajian and Shari Faris working in partnership with Barbara White and Becky Low. New volunteers with expertise or interest in marketing, advertising, public relations, social media, graphics, public speaking, or writing are encouraged to join us in developing strategies, campaigns, and outreach activities to promote the OLLI brand.

**Just Like Summer Camp**  
— But in The Comfort of Your Home!

OLLI

Not sure about your summer plans?  
Then the Osher Lifelong Learning Institute at Cal State Long Beach offers you a virtual summer of fun and interest.

- Learn to Play
- Become Motivated
- Stay Physically Fit
- Get Personal
- Discuss Current Events
- Critique Movies
- Discover Organic Gardening
- Talk About Cooking

*The GRUNION*  
A Weekly News E-mail from the Grunion Gazette Newspaper

**LONG BEACH POST**

Registration for our eight-week session begins June 14th.

To find out how you can enjoy call 562-985-8237 or visit our website for registration and course information [www.csulb.edu/olli](http://www.csulb.edu/olli).

"OLLI has been a rainbow in the pandemic storm! Interesting classes, engaged students and fascinating discussions. Thank you so much!" (From OLLI member)