









## DIRECTOR'S MESSAGE

# OLLI at UC Berkeley continues to stand as a beacon of innovation and inspiration in lifelong learning.

The 2023-2024 academic year was one of transition, as we continued to navigate our way out of the post-pandemic passage, increase the diversity of our offerings and formats, develop a more robust financial model, and strengthen our role with the university and beyond.



We began the year with a commitment to sustain and refine the new course formats we had developed

during and after the pandemic. We were determined to experiment with hybrid learning: offering courses that are simultaneously in person and streamed, as well as recorded for later viewing.

This meant that faculty were learning how to teach in a classroom of "Zoomers" and "Roomers," staff was innovating ways to enhance the experience for all participants, and members were engaging and conversing as robustly as ever across these multiple formats. Bravo to all! At OLLI's heart was the programming: new courses, beloved local faculty and new faculty from across the country, a second year of our coaching program, continued intergenerational dialogues with UC undergraduates, and the broadening of our Town Halls and Speaker Series to include national experts and voices.

Finally, we met the fiscal moment. We started the year faced with our first deficit (a legacy of the pandemic), and the heartbreaking loss of Mark Medress, cochair of our Development Committee and a beloved advisor, champion and friend.

Our entire community responded to our Meet the Moment annual fund campaign with zeal. 268 donors gave directly to our fund (100 more than the year before), while many more participated in two fundraising events, contributing a total of \$127,193.

On behalf of our remarkable staff and faculty, our campus and off-campus partners, and our entire community of learners and doers, thank you!

Susan Hoffman Director, OLLI @Berkeley

# Meeting the moment

# By the numbers



# LEARNING

Our more than 100 courses and dozens of events reverberated with topics in the news and on the edges, sparking new and deeper ways of understanding the world. From explorations of AI, global populism, Israel and Palestine, and the rise of authoritarianism, to jaunts through music, art, writing and film, we strove to meet the moment, providing needed context and, at times, a joyful escape, for our members.

## HERE, THERE, ANYWHERE, ANY TIME

In 2023-24, we strengthened our commitment to deliver the fully-hybrid, multi-dimensional classroom experiences our members prize.

In 2023-24, many of our courses were held in person and streamed live at the same time, with video recordings available to view and enjoy through the end of term.

## HELLO AGAIN, LAFAYETTE

In addition to holding classes at Freight & Salvage and OLLI HQ in downtown Berkeley, we were

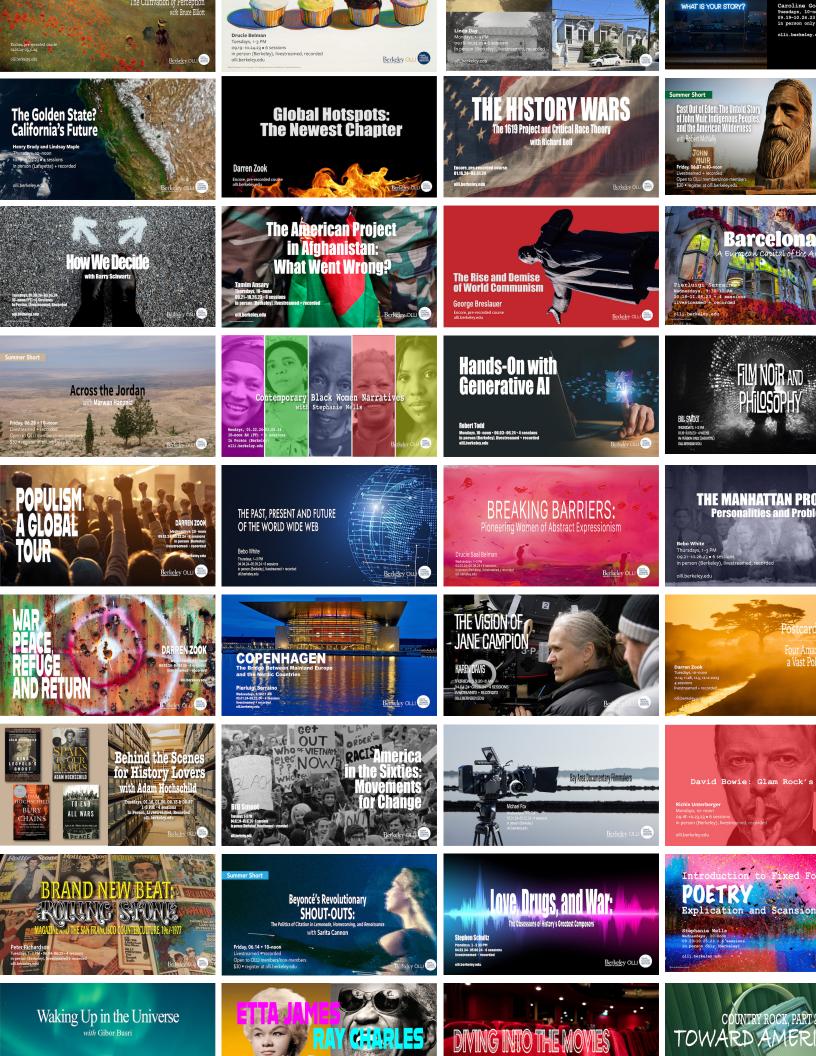


Darren Zook UC Berkeley continuing lecturer and OLLI faculty member delighted to once again offer courses at the Lafayette Library and Learning Center, a venue we had spent many years teaching in prior to the pandemic.

## **NEW FACULTY AND SPECIAL GUESTS**

We welcomed a number of new faculty to our community in 2023-24, including best-selling author and Berkeley faculty member **Adam Hochschild,** professor emeritus and TED-Talk favorite **Barry Schwartz**, technology innovator **Robert Todd,** and physicist **Bebo White.** 

Our classrooms also popped with dozens of guest speakers whose stories and expertise deepened the curriculum. For example, In "Brand New Beat: Rolling Stone Magazine and the San Francisco Counter-Culture" taught by author **Peter Richardson**, members were wowed by conversations with **Greil Marcus** (considered one of the greatest rock critics of all time), **Ben Fong-Torres** (who conducted many of the publication's famous rock star interviews) and **David Weir** (co-founder of the Center for Investigative Reporting.)



## LEARNING

## **Speakers and Town Halls**

Our speaker events and Town Hall gatherings provide opportunities for our members, campus colleagues and the community to reflect on and wrestle with some of the most critical issues of our time.

Among the many influential speakers who came to share their expertise were Lawrence Rosenthal, Chair and Lead Researcher of the Berkeley Center for Right-Wing Studies, who spoke with alarm and clarity about Trumpism and the rise of authoritarian rule; Berkeley professor Daniel Kammen, currently serving as the Senior Advisor for Energy Innovation at the United States Agency for International Development (USAID), on how to accelerate energy innovation; Raed Charafeddine, a former first vice-governor at Lebanon's central bank, on governance and development in the Arab world; Berkeley professor emeritus David Hollinger on the role of Christianity in U.S. politics; and Berkeley professor emerita Christina Maslach, on lessons learned from burnout.

We also conducted two Town Halls facilitated by **Darren Zook**: "How to Discuss Politics and History in the Era of Cancel Culture" with Afghani-author **Tamim Ansary** and activist and educator **Cynthia Kaufman**; and "Addressing Berkeley's History" with Berkeley faculty **Tony Platt, Nazune Menke** and **Seth Davis.** 



In the winter of 2024, we hosted a screening of the award-winning documentary "100 Years from Mississippi" followed by a conversation with the director/producer **Tarabu Betserai Kirkland.** 



International law expert **Dr. James Armstead** joined us in the spring of 2024 to discuss the rule-based international order created in the wake of WW II and whether current institutions are sufficient to protect us from modern-day perils.

## **Coaching Program**

In 2022, we proposed developing and offering a for-credit course "Coaching for Self-Actualization" as part of Berkeley's Discovery Initiative. The goal was to help junior and senior undergraduates increase their personal agency, self-efficacy and resilience through 12 hours of instruction and 16 hours of 1:1 coaching with a trained OLLI older adult coach.

After conducting a successful pilot in the spring of 2023, the course was approved again for the 2023-24 academic year. We're grateful to **Cheryl Brewster** for developing, coordinating and being the undergraduate course instructor for this incredibly worthwhile program, as well as to **Sara Orem** who served as the coaching trainer the first year and **Annette Segal** the second year.

# *Words Over Time* Intergenerational Dialogues

In 2023-24, we hosted two intergenerational dialogues with Berkeley undergraduates that examined topics shadowing much of life today: free speech in the age of cancel culture and the politics of identity. The conversations were substantive and revelatory.

Established in the fall of 2019, *Words Over Time* is intended to forge a civil discussion that spans generations and experiences in a way that is engaging, innovative, transformative, and empowering. The dialogues are facilitated by Berkeley's **Darren Zook.**  I feel like this course shaped who I am going into the world after graduation. The way I view myself and others has completely shifted into a more positive and confident mindset.

> Berkeley undergraduate/ coaching student

I loved doing this work and am interested in pursuing more learning in this field. What a beautiful way to give back and be a part of this community. – OLLI member/coach

## COMMUNITY

## **Out and About**

We continued to build community outside of the real and virtual walls of the classroom by creating and encouraging opportunities for members to connect with one another and with us.

Throughout the academic year, members explored Bay Area museums, ventured behind the scenes of local utilities, cheered the home team at baseball games, took guided walking tours of campus and San Francisco neighborhoods, gathered for Happy Hours and Jazz fetes, and more, savoring the experience of being together and learning together in community.

We also participated in several East Bay fairs and gatherings, including the Solano Stroll, an exuberant, all-day street scene filled with more than 150,000 festival goers, and the East Bay Senior Pride luncheon hosted by a number of senior centers in the area.

## **Growing Connections**

In 2023-24, we were honored to work collaboratively with a number of campus, community and national partners:

#### Campus

Alumni and External Relations Berkeley-AMENA Center for Entrepreneurship and Development Berkeley Art Museum and Pacific Film Archive Berkeley Center for Right-Wing Studies Berkeley Center for the Study of Higher Education Berkeley Graduate School of Journalism Berkeley School of Law Discovery Initiative The Nordic Center



## **Community and Beyond**

#### AgeWave

Commonwealth Club World Affairs Council of the East Bay Lafayette Chamber of Commerce Pacific Center for Human Growth PEN America













## SUPPORTING AND HONORING



In November of 2023, we held the first of two fundraising events — "Season to Taste" — an interactive guided tasting workshop led by OLLI faculty member and cookbook author extraordinaire **Linda Carucci.** 

Thirty members and friends came to learn the difference between taste and flavor, experience (first hand) how and why dairy mitigates spicy heat, and sample salts and get the scoop about which one chefs prefer. Plus walk away with a gorgeous coffee table cookbook.



Photo by Alexis Sanchez Mejia

We were delighted to honor two longtime Berkeley and OLLI faculty members — **Dr. Beverly Crawford** and **Dr. Bruce Elliott** with the Osher Lifelong Learning Institute's Excellence in Teaching and Learning award. "We instituted this award as a way to formally recognize the contributions that UC Berkeley faculty make to OLLI," says OLLI Director Susan Hoffman. "Both Beverly and Bruce have deepened our understanding of the world in their own unique ways. We are grateful to them for sharing their passion for lifelong learning with our members."





Photo by Alan Zucker

In March of 2024, we hosted the first-ever "Beatles Singalong: An OLLI @Berkeley Musicganza & Fundraiser" — a rockin' event featuring OLLI faculty **Pete Elman** performing with **Joe Cadora, Carol Curtis**, and **Lisa Goulder**. More than 350 members and friends came to channel their inner Fab Four, singing dozens of hits, dancing in the aisles, reveling in backstories, games, quizzes, and having a whole lot of fun. While the primary purpose of the event was to raise funds, its greatest legacy was as a celebration of our amazing community.

# FISCAL YEAR OVERVIEW

The story of fiscal year 2024 is one of financial recovery and regrowth — the result in large part to significant increases in contributions to our Annual Fund and in income from membership dues and course fees.

## Revenue

Our Meet the Moment annual fund campaign was a resounding and heartening success, raising a recordsetting \$127,193 — a 27% increase from FY23. Of that total, \$111,828 came from direct donations, and \$15,365 from two fundraising events, the Beatles Singalong and Season to Taste.

Revenue generated from membership dues and course fees increased by 12% with 85% of our community choosing to join as annual members and enroll in more courses than ever — a testament to their belief in the work we're doing now and into the future. We were also delighted to welcome 618 new members in 2023-24, a record number.

We did, however, experience a decrease in revenue in two areas. Interest earned from the Osher Endowment was an unanticipated 8% less than the previous year, and, with the successful conclusion of our National Science Foundation grant the previous year, there was no revenue from grant monies.

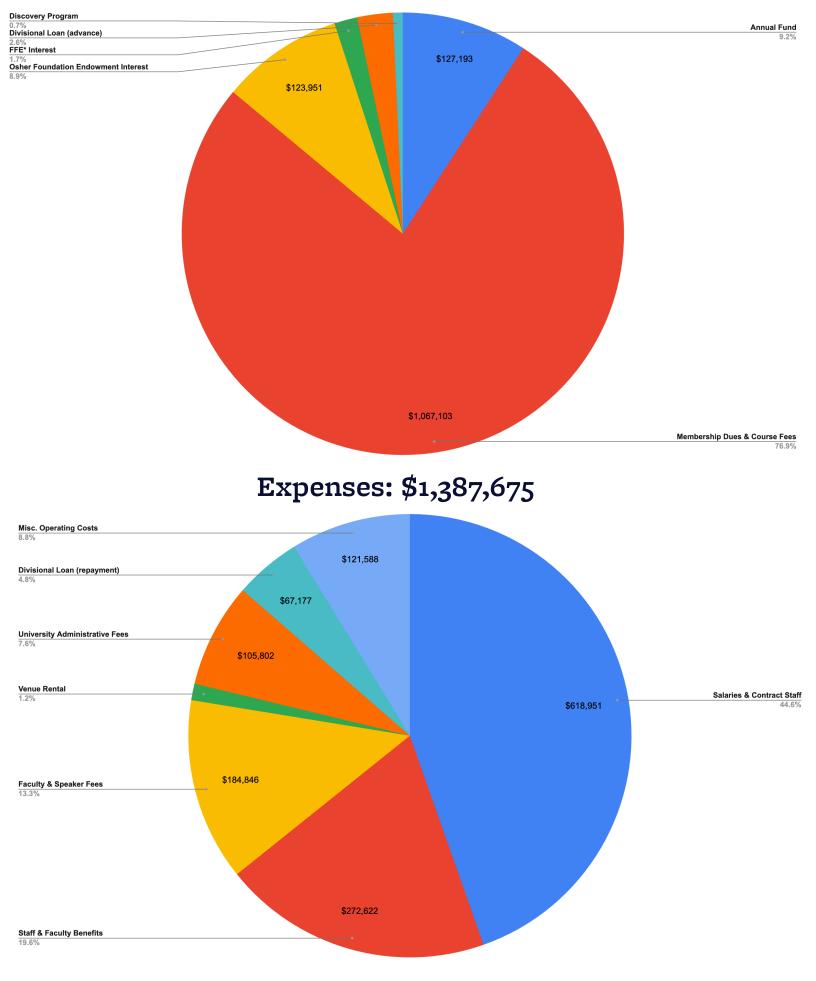
#### **Expenses**

We continued to keep a tight lid on expenses. We realized significant savings by reducing the size and distribution of our print brochure and by limiting the need for costly venue rentals whenever possible. We also chose not to fill our open research associate position. In July of 2023, UC instituted a system-wide cost-of-living increase, which raised staff salaries by 4.6%.

## **Bridge Funding**

In 2023, our unit — Summer Sessions, Study Abroad, Lifelong Learning and Extension (SSALLEx) provided us with necessary bridge funding to cover a pandemic-era shortfall, enabling us to end the year with a balanced budget. Thanks to generous gifts to our Annual Fund and increased revenue from membership dues and course fees, plus a reduction in expenses, we were able to pay off 46% of the loan in FY24 and are budgeted to retire the remainder in FY25.

## Revenue: \$1,387,675





We gratefully acknowledge the many members and friends who generously gave between July 1, 2023 and June 30, 2024, contributing directly to our Annual Fund, including several gifts to support our coaching program, and through two fundraising events. Because of their extraordinary support, we raised a record-setting \$127,193.

## Golden Bears

Gifts of \$2,000 and above

David L. Anderson & Beichen P. Li Judith Harris-Frisk B.A. '71, M.A. '74, Ph.D. '83 & Jerome Frisk Terri Diane Hearsh B.A. '69, M.A. '70, M.B.A. '80 Cheryl D'Accardo Hornberger B.A. '73 Christina J. Janssen P' 92 & Howard Arthur Janssen P' 92 Paul Bock Lim B.A. '71 Michael Maidenberg & Katherine Maidenberg Barbara Malina & Scott Wachter Marjorie Medress (*in memory of Mark Medress*) Diane K. Plank M.B.A. '83 Deborah Jean Reiling B.A. '78, M.L.S. '80 Steve Tak-Shu Tai M.S. '81 & Kin-Ching Wu M.S. '82

Every effort has been made to avoid errors. If your name was listed incorrectly or omitted, please accept our apology.

## Dean's Circle Gifts of \$1,000-\$1999

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## Gifts of \$250-\$999

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## In Memory of Mark Medress



Mark with his beloved wife Marjorie in July 2023

Our community was heartbroken by the passing of **Mark Medress**, one of our founding members and dearest champions, in the fall of 2023.

Mark was an extraordinary human being a loving husband, father, grandfather and friend. He was also a tireless OLLI volunteer, serving as co-chair of our Development Committee for many years.

Mark's kindness, compassion, energy, optimism, generosity, and unfailing wisdom touched the lives of many in our community.

We miss him greatly.

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## **Planned Giving**

IRA rollover gifts and other planned gifts are an excellent way to make a meaningful contribution to a program you love and to help sustain our community of lifelong learners for many years to come.

Visit **planyourlegacy.berkeley.edu** for helpful tips on making your gift, or contact the Office of Gift Planning at 800.200.0575 or **ogp@berkeley.edu.** 

## Volunteers

We are grateful to the members who served on committees in 2023-24 and to the many others who supported our community in numerous other ways, working as coaches for undergraduates, helping in the classroom, contributing to the blog and newsletter, leading discussion groups, serving as OLLI ambassadors, pitching in at fundraisers, analyzing data, and more. Thank you, all!

## **Curriculum Committee**

*Co-chairs:* Susan Chamberlain & Linda Wing *Chair Emeriti:* Ann Peden & Lucille Poskanzer *Members:* Clint Boswell, Amy Chung, Susan Driscoll LaMay, Linda Perkins, Hugh Winig

## Member Services Committee

*Co-chairs:* Joan Greer & Jerry Kaminski *Members:* Valerie Knepper, Hugh Livingston, Stella Livingston, Susan Sperber

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*Members:* Gerry Kaminski, Mike Maidenberg, Paul Raskin

## Volunteers

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Pari Khodayari Allen King Clare Klein Nancy Koeing Ellen Kolowich Karen Kramer Ann Lage Judy Langlois Michael Ann Leaver Nikki Masiasz Gary Mizono Lori Morris Sara Orem

- Veronica Ortega Olga Paly Michael Pierce Catherine Poe Dare Porter Amy Reisch Randy Roig Barbara Rowe Sheila Ruhland Gloria Saito Neil Sand Sondra Schlesinger Sharon Schroeder
- Joan Schwartz Martha Swartz Holly Scott Jacqueline Shonerd Eleanor Smith Sonia Sohn Virginia Stambaugh Craig Stewart Joan Swartz Marcia Valenstein Laurie Westley Lynn Worley Alan Zucker

# Faculty, Guests and Speakers

Heartfelt thanks to our more than 100 faculty and guest speakers for sharing their scholarship and perspectives with our community.

## Faculty

Alexandra Amati Tamim Ansary Amelia Barili Richard Bell Drucie Belman Henry Brady George Breslauer Cheryl Brewster Sarita Cannon Lauren Carley Linda Carucci

## **Class Guests**

Harry Chotiner Bill Cleveland Kip Cranna Karen Davis Peter Davis Linda Day Art Eckstein Pete Elman Michael Fox Jane Ganahl

Mick Chantler

John Geoghegan Caroline Goodwin Jon Haveman Adam Hochschild Deborah Lichtman Lindsay Maple Yoni Mayeri Robert McNally Louise Nayer Karina Palau Abhijeet Paul

Alan Perper Dave Radlauer Peter Ralston Peter Richardson Hilary Roberts Harlow Robinson Pamela Rose Linda Haverty Rugg Christine Schoefer Stephen Schultz Barry Schwartz Annette Segal Pierluigi Serraino Caroline Smadja Bill Smoot Robert Todd Richie Unterberger Susan Van Dyne Bonnie Weiss Stephanie Wells Bebo White Darren Zook

Andrew Abrahams	Ben Fong-Torres	Bob Justice	Tom McCord	David Weir
John Burr	Ariana Garfinkel	Paul Kotapish	Rick Moody	
Joe Cadora	Cynthia Gorney	Fabrizio Leoni	Brian Murphy	
Carol Curtis	Lisa Goulder	Madeleine Lim	Stephen Porges	
David DeStano	Michael Jacobs	Greil Marcus	Bethany Sorkey	

## **Event Speakers**

Tamim Ansary James Armstead Michael Baker Jenny Berg Tarabu B. Kirkland Margit Birge Robert Brandon Raed Charafeddine David Cohen Seth Davis Susan Driscoll Maddy Dychtwald Anastasia Edel Riane Eisler Barry Friedman Miriam Goodman Lynn Winter Gross Marwan Hanania Jon Haveman David Hollinger John Holme Daniel Kammen Cynthia Kaufman Christina Maslach Nazune Menka Brian Murphy Thomas Oliphant Sara Orem Leonard Pitt Tony Platt Belvie Rooks Lawrence Rosenthal Joanna Smith Shannon Thomas Eva Vigran Dariush Zahedi

# **OLLI** Team

Our team is dedicated to making our community a vibrant and welcoming place for all to learn, grow and connect.

Matt

Susan Hoffman

Director

Patricia Carvalho Business & Operations Manager

Matt Shears Curriculum Coordinator

**Rob Chew** Classroom Coordinator

Max Godino

Classroom & Facilities Coordinator

**Nancy Murr** 

Communications & Marketing Manager

## Mayra Gonzalez-Gomez

Student

## Violet Tahsini

Student