

*Masterminds 2013 Lecture Series Report*

*Submitted by  
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# UVic Retirees Association

The Masterminds lecture series highlight the continuing contributions of the University of Victoria, the UVic Retirees Association and the Centre on Aging, a series of four free lectures by UVic Retirees were

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1) This year, the overall attendance was record setting. In total, 627 individuals attended the sessions. It is interesting to note that this total included 456 different individuals. It was pleasing to see that nearly 75% of these individuals chose to complete the questionnaire.

April 10, 2013	168	126	75
April 17, 2013	166	109	66
April 24, 2013	194	154	79
May 1, 2013	99	76	77

2) Those in attendance were asked to describe themselves as fitting into one of the following categories; a) UVic retiree, b) Senior, c) Student, d) Community member or e) Other. It is quite possible seniors (Seniors and UVic) further 10% had an affiliation to UVic. (Other category- faculty and/or staff).

April 10, 2013	69	9	5	28	15
April 17, 2013	43	5	17	31	13
April 24, 2013	76	15	6	44	13
May 1, 2013	38	13	5	15	5

3) Attendees were also asked to indicate how they heard about the Mastermind Lecture Series. It is interesting to note that responders indicated that they heard of the talk through the variety of means. The top six methods were: 1) Times-Colonist Newspaper -38.58%, UVic Websites -15.48%, Newsgroup Newspaper- 12.69%, Direct mail/email- 12.69%, and Friends- 9.39%. There were several individuals who asked that advertisement on campus be increased. It is apparent that a wide variety of communication tools must be

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appreciative for the manner in which the presenters delivered their interesting speeches. Many positive comments were received from those who completed the questionnaire, and from those who gave comments to the Coordinator.

Date	Display	Advertise.	Auditorium	Lecture	Parking	Signage	Average
April 10, 2013	4.09	3.89	4.64	4.67	3.82	4.18	4.48
April 17, 2013	4.16	3.91	4.52	4.71	4.15	4.34	4.50
April 24, 2013	4.31	4.11	4.67	4.80	4.25	4.40	4.62
May 1, 2013	4.32	4.05	4.59	4.71	4.15	4.34	4.50

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skilled in producing outstanding material, and in arranging for all speakers to be interviewed on CFA. This significantly reduced the workload of the Coordinator, and assisted in drawing in our record setting attendance.

2) To the Society of Friends - Arlene Senft, Leah Potter and Cara Pearson: Your effort in