

WHAT CAN CURA LEARN FROM OTHER ASSOCIATIONS (CURAC CONFERENCE 2018)?

Notes from David Holmes

Membership Models:

- Saskatchewan includes anyone over 55 who has been at the institution more than 6 years.
- McGill funds the association by contributions from active employees (negotiated with the unions). All retirees are then automatically members of the association and don't pay anything. They recruit actively at pre-retirement workshops.
- Memorial makes all retirees members and gets funding from the university.
- Windsor uses an incentive system. The bait is a free subscription to MS Office for one year upon joining.
- McMaster has around 2,000 members with no dues. It collects money from the President's Office and from unions. They get a letter at retirement asking permission to contact. Main contact tool is a newsletter.
- Lakehead has a reduced fee for the first year of membership (\$10).
- Dalhousie collects membership fees by payroll deduction. This tends to keep members as stopping deduction is a chore. About 50% of 1,200 retirees are members.
- Manitoba also use payroll deduction (\$50/year). They get an office and an assistant for 3 days/week. They also get a list of retirees from the university with contacts.

Ideas for Incentives to Join:

- Raising funds for a student bursary.
- Regular speakers.
- Learning in Retirement programs that are linked into retiree association.
- Sub-groups for various activities: golf, bridge, etc.
- Writing institutional histories.
- Providing university with a list of willing volunteers.
- Mentoring, etc. Make sure that university knows what retirees contribute.
- Publish a newsletter on a regular basis.
- Get a representative on pension committee and feed back information regularly to members.
- Host CURAC to give members a sense of purpose.
- Arrange with university that all perks for active employees (discounts at stores, hotels, travel, cell phones, etc.) apply also to retirees.
- Get an office on campus.
- Seek active involvement and support of the unions. Try to get them to provide financial support – all members will be retirees in the future. Get active members to pay in advance.
- Consider using PayPal as a way to collect dues over the Internet.
- Maintain an up-to-date website with interesting content. Academics love to write. Harness their talents.
- Teach people how to use social media – a big gap in many older people's knowledge.