

Hybrids: Positives & Pitfalls in Today's Post-Covid World

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Quest Lifelong Learning Community
Tuesday, July 23, 2024

WHO WE ARE

Founded 1995

Peer-learning

All-volunteer organization

Independent

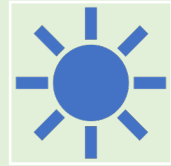
Self-Governing



Business Model



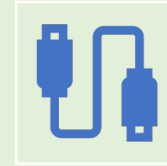
Yearly tuition



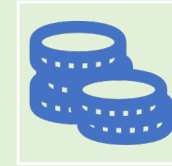
AY
2 Semesters
+ Summer
Encores
[free summer
trial]



No class
registration



Cap: 270



Committee
budgets



Collaborative Relationship



QUEST **Q** CURRICULUM

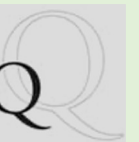


Post-Covid Membership Trends



New Member Survey: March 2024

- AY 2023-2024: 65 new members
- Satisfaction/Expectation
 - 60% classes exceeded expectation
 - 99% exceeded or met
- Remote viewing: 56% occasionally
- Key benefits of membership
 - 100%: flexibility/no-registration required
 - 50%: cited 'opportunity to meet new people'
 - 41%: Quest Extra/extracurricular activities



THE QUEST HYBRID EXPERIENCE



March 13, 2020:

**COVID shuts down Quest –
*remaining spring semester classes canceled***

Do We Wait Out COVID?



Is Zoom the Answer?

March 20, 2020:

**A dozen Quest members volunteer for
hastily formed Zoom Committee**



Most have little or no Zoom experience

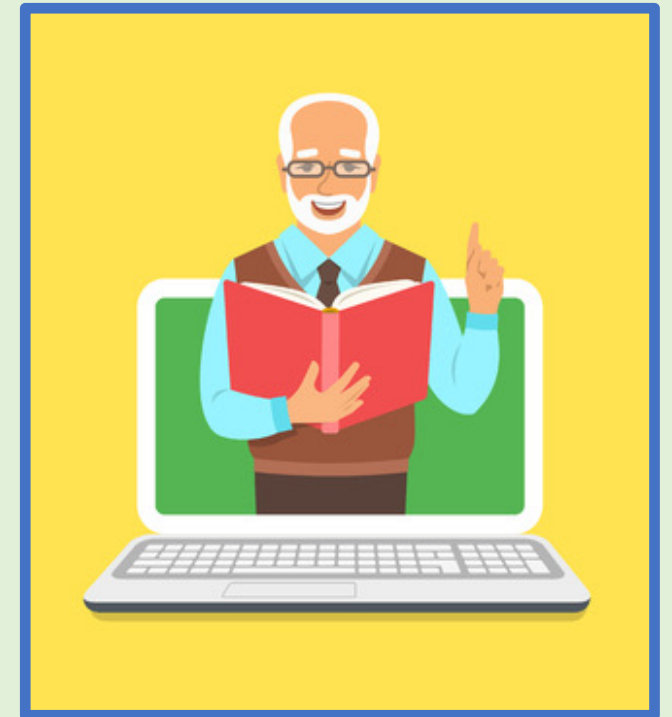
May 26, 2020:

Quest begins successful summer Zoom program

Summer 2020:

**Upcoming fall classes at
25 Broadway canceled**

**35-course fall
semester scheduled
to run fully on Zoom**



FALL 2020:

Zoom-only classes go well

**Tech issues lessen as
semester progresses**

**Many Quest members
plagued by “cabin fever”**

Will we have to do this again in the spring?

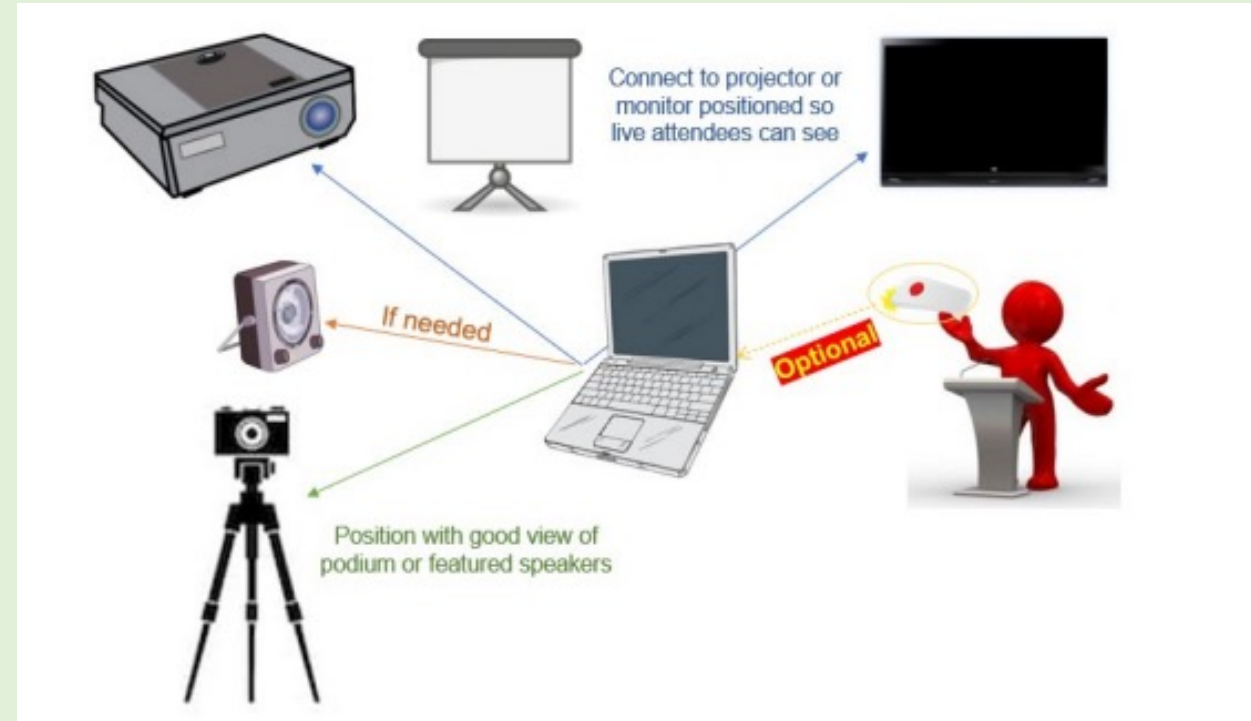


Spring 2021:

Quest cancels spring 2021 classes. Zoom-only continues

Quest explores hybrid options for the fall

Approves \$30K for upgrading equipment for fall hybrids



Spring 2021:

Tech team faced with new learning curve

Many members still reluctant to attend in-person

Quest approves an ambitious experiment – *nearly all its fall 2021 classes to be hybrid*

A mistake?

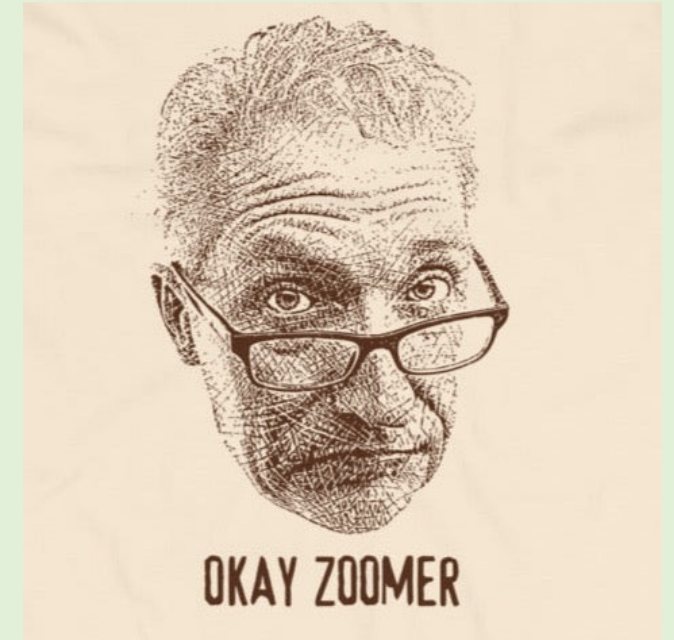


Fall 2021/Spring 2022:

Hybrid approach successful

Many classes also recorded

“Zoom-only” memberships offered



Few – if any – lifelong learning centers offer as many hybrids

Fall 2021/Spring 2022:

However, far fewer Quest members attending in-person classes

Also difficulties attracting new members

Question – Have we made it too easy for Quest members to stay home?



Fall 2022/Spring 2023:

To counter low in-person attendance, hybrids scaled back to 60% of all courses. No Zoom-only classes

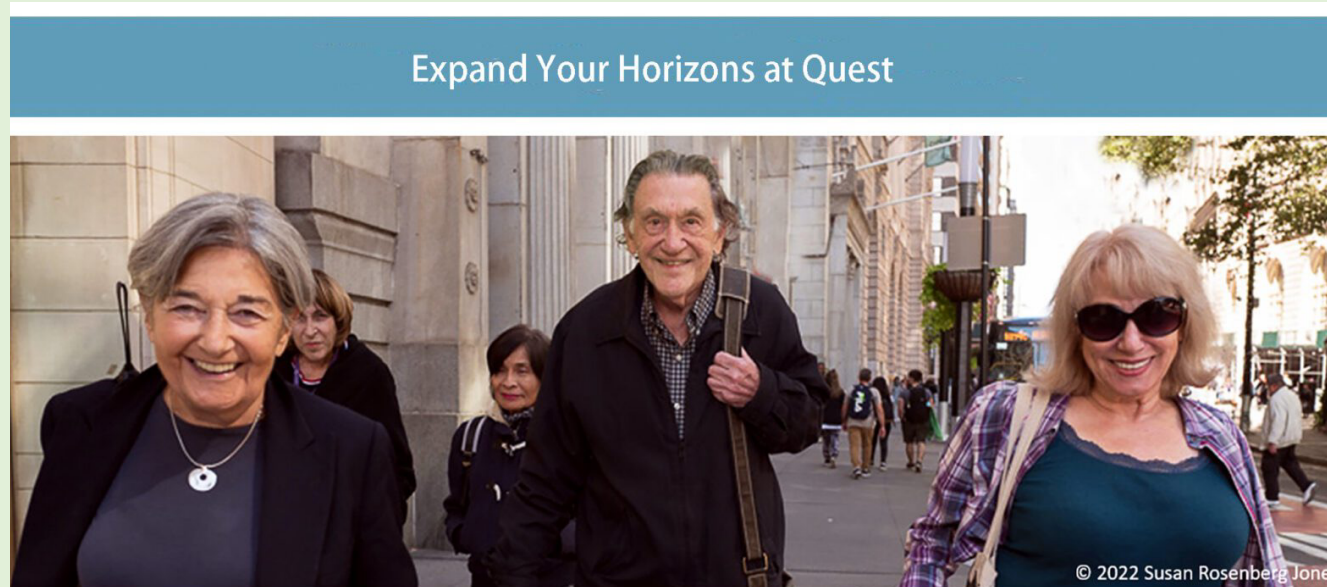


Blowback from membership

Question: *By offering fewer hybrids is Quest unfairly impacting those unable to attend in person?*

Fall 2022/Spring 2023:

In-person attendance skyrockets to near pre-COVID levels



**Marketing efforts and reduced COVID concerns
spark interest from New York retirees seeking
educational and social opportunities**

Fall 2023/Spring 2024:

Using federal grants, CCNY invests \$300K to upgrade its ten-year-old tech equipment

Our tech team expands and Quest hires full-time CCNY technical assistant



Fall 2023/Spring 2024:

Percentage of hybrids offered continues at 60%

Few complaints from members

Membership soars from 205 to 270 (our current max)



Most new members far more attracted to social interaction than hybrids

The Future?

- Quest will continue its:
 - ✓ hybrid program
 - ✓ **tech investments**
 - ✓ course recordings - *but fewer*
- **More tech volunteers needed**
 - Increase in 270 membership cap likely

