

Section A. The 2015 Masterminds Lectures

The ninth Masterminds Lecture Series in April 2015, supported by the Centre on Aging and the University of Victoria Retirees Association was very successful, attracting approximately 100 people to each of the four lectures from the UVic and the Greater Victoria communities. A total of 456 were in attendance for the series. Of those attendees, approximately 82% identified themselves as off-campus.

The first lecture, *Peak experiences in music*, was a collaborative presentation by Mary Kennedy (music education), Ian McDougall (music) and Gene Dene (music) based on their respective histories in vocal and instrumental music study and performance. The presentation featured both live and recorded music, lecture and audience participation.

This was followed by a lecture by Mary Sanseverino (computer science/environmental studies) on her activities in the Mountain Legacy Project and was entitled *Woman in the wild*. The presentation included extensive photography of specific mountain areas, contrasting their past and present state, and computer simulations of the changes.

The third lecture, *Zombie factory: Culture, stress, and sudden death*, was delivered by Peter Stephenson (anthropology). He identified factors related to various types of stress that can lead to unexpected and unexplained death and used a number of interesting case studies to explain the link.

John Esling (linguistics) presented the final lecture, *Seeing speech from the inside*, that was based on his extensive research on phonetics and the movements of specific vocal structures that contribute to sound production. His lecture was supported by excellent videos of the movements of the vocal folds in conjunction with other structures to produce culturally specific sounds.

All four lectures were rich in content and engaging in delivery and were very much appreciated by the attendees. (Table 1)

Table 1. Basic Statistics on 2015 Masterminds Lectures

| Date | Attendance | Percentage completing evaluations | Evaluation (5 point scale where 5=excellent) |
|----------|------------|-----------------------------------|---|
| April 8 | 95 | 62% | 4.47 |
| April 15 | 130 | 70% | 4.82 |
| April 22 | 142 | 59% | 3.57 |
| April 29 | 99 | 67% | 4.57 |

Section B. Venue

Due to procedural changes in the Office of the Registrar, we were unable to use the Harry Hickman Building lecture theatre, a venue that we have used since the inception of the lecture series in 2006. This venue is an environment with excellent acoustics, access, and ambience and has an entry hall that allows for presentation of information (e.g., posters and other displays) that would be of interest to attendees.

The 2015 Masterminds Lectures were relegated to the David Turpin Building lecture theatre (DTB A120), which is in the basement of that building. This venue is much less “psychologically” accessible than the HHB theatre, in that those who are able must take two flights of stairs from the main entrance to access the hall. For those who cannot use stairs, there is an elevator and a long, sloping, dark hallway that leads to the hall entrance area. Entry to the hall is on both sides of the presentation area, whereas in the HHB lecture theatre, the entrances are in the rear. The HHB rear entrances allow those, who arrive after the lecture has begun, to seat themselves without interrupting the presentation. Likewise, if an attendee must leave before the lecture and question period has ended, they can do so in a discrete fashion. In the DTB lecture hall, any entrance or exit of audience members during the lecture is disruptive to the speaker and other audience members.

Of greatest concern with the DTB lecture hall is that it has no natural light, very poor acoustics, and a relatively noisy venting system.

Each of the four lectures was marred, to a lesser or greater extent, by the acoustical problems and fan noise, despite the advance preparation with the excellent audio-visual support team and additional audio-visual equipment. Each presenter spent approximately one hour with the technicians to ensure that the sound quality was the best it could be. Arlene Senft spent time assessing the impact of the fan noise and advised that setting them at 70% was best. None-the-less, the sound quality was poor and disadvantaged those presenters who had softer voices or spoke in a low register.

In the first and third presentations, the acoustical problems were very obvious to all and both presenters and attendees made comment on this issue (see section D for Evaluation of the 2015 Masterminds series).

The majority of the attendees are from off campus. The DTB lecture hall does not represent the UVic campus well and we will seek to return to the Harry Hickman building venue, perhaps by adjusting the dates of the lectures to avoid the heavy use period for examinations in early April.

Section C. Communications

Suzanne Ahearne was our UVic communications' contact and ensured that the larger community was well informed of the series. She was instrumental in the preparations of the posters that were distributed to the UVic campus and some external sites, for the media releases, and for organizing media interviews. The series was also featured in the Times Colonist and other local publications. Mary Sanseverino was interviewed on both CFAX and CBC radio and Peter Stephenson was interviewed on CFAX. Eleven percent of the audience at Mary Sanseverino's lecture identified her interviews as their motivation for attending.

We thank Suzanne for her outstanding communications work.

Evaluation of the communications process, although it was a thorough one, received moderate ratings. Nineteen percent of respondents to the evaluation indicated that they learned about the lectures through the print media (newspaper -Times Colonist and other – and posters) whereas 42 percent were made aware of the lectures through electronic sources (20% email, 22 % COAG and UVRA website). Over \$6000 of the budget for Masterminds is spent on print media and perhaps a cost-benefit analysis should be done of this type of advertising.

It is notable that 23% of the respondents indicated that they learned of the lectures through friends, family and previous experience. This indicates that the past experience of the Masterminds Lectures, by those encouraging attendance, has been very positive. Maintaining the high quality of presentations and venue is critical to our future success.

Section D. Evaluation of the Masterminds Lectures.

As they entered the lecture hall, attendees were given short evaluation forms to complete at the end of the lecture. Three hundred and one forms were returned representing 66% of all attendees.

Overall, evaluations of the lectures were very positive. The rating of the lectures, on a 5.0-point scale, was a mean of 4.37. For a presentation to be satisfying, the audience must be able to hear the speaker clearly.

Based on comments and ratings of the venue, it appears that these lecture ratings were influenced significantly by the acoustical problems in lecture 1 and lecture 3. Comments such as the following suggest that the perception of the lecture would have improved if the acoustics were better.

*Speakers were v. good, but McDougall was sometimes hard to hear;
Audio had a few problems - Murphy's Law; Acoustics not the best, but OK*

Peter Stphensonn's (sic) voice is too soft. What we did hear sounded like it was an interesting topic, but very difficult, impossible to hear.

Very poor audio and his voice might begin a sentence strongly but his voice dropped off at the end. Need to enunciate! In this room with this audio system

The rating of the venue varied significantly from lecture to lecture with the average rating of 3.5 for auditorium for Lectures 1 and 3 and 4.3 for Lectures 2 and 4. It appears that the lower the venue rating, the lower the rating of the presentation.

Forty-eight percent of the attendees self-identified as 'senior' and, given the potential needs of this population, it is imperative that the venue for these lectures is accessible in every way, including accessible sound.

No other aspect of the Masterminds Lectures emerged as problematic and the past issue of paying for parking appears to have been accepted.

Section E. Volunteers

Coordination between the UVRA representative and the COAG volunteers was much improved this year and Lois Holizki provided excellent leadership in supporting this coordination. Leah Potter, Arlene Senft, and Nina Peresic of COAG were extremely helpful in the organization of the lectures, as were Jim Pearce and Kathy Harris (UVRA) in onsite registration.

Leah Potter and Nina Peresic managed the COAG website, email, and telephone communications. Marie Elliot of the UVRA distributed the posters on the UVic campus and arrange off campus distribution and COAG volunteers made an extra effort to ensure that attendees could find the new venue. As usual, their signage was excellent.

David Docherty, Scott Hofer, Lois Holizki and Peter Liddell, as representatives of UVRA or COAG, welcomed the audience and

provided some information on COAG and UVRA and the collaboration to produce the Masterminds series.

An individual familiar with the speaker's work introduced each of the presenters. Chair of the school of music, Susan Lewis Hammond, introduced the musical trio of presenters for the first lecture and Eric Higgs, director of the Mountain Legacy Project and member of the school of environmental studies introduced Mary Sanseverino. Anne Stahl, chair of the department of anthropology introduced Peter Stephenson and Hossein Nassaji gave the introduction of John Esling.

Arlene Senft and Leah Potter thanked each of our presenters and gave them a small UVic gift in appreciation of their contribution.

Nina Peresic prepared a report based on the evaluations completed by audience members at each lecture.

Lois Holizki is preparing updated organizational documents that will be used by both UVRA and COAG personnel to further improve the administrative processes associated with the Masterminds Lecture Series.

Section E Budget

As in previous years, the Office of the VP External Relations was instrumental in the support of this annual event.

We were quite concerned to learn that items in the budget that were charged to the UVRA (900) account would cost more than if that item was charged to the COAG (10000) account. This is a consequence of the larger issue in that UVRA is considered an external UVic entity, whereas COAG is considered internal. In future, charges for Masterminds will be made to the COAG account and UVRA will provide reimbursement as required. Please see Appendix 1 for the complete budget.

Section F. Recognition of Presenters and Volunteers

As in the previous year, I hosted most speakers after the lecture for a drink and snack as part of our thanks for their effort. One had to decline due to previous commitments. A thank you note from the President of the UVRA and the Director of COAG should follow up this informal gesture of appreciation. Thank you notes and the small gift to the speakers are appropriate recognition of their efforts.

Recognition of the Masterminds volunteers at the Volunteer Luncheon in March appeared to be a successful choice and this should be continued.

Section G. Potential Speakers

We have learned that issues of privacy disallow us from receiving a list of all retired UVic personnel. The ceremonies office do not retain print copies of the program of the retirees celebration and so that source is not useful in identifying past retirees. The person(s) who identifies speakers is, therefore, limited in identifying potential speakers to her/his knowledge of UVic faculty and the knowledge of others in the UVRA and COAG.

Other strategies for identifying potential speakers should be considered.

Respectfully submitted by

Geraldine H. Van Gyn, PhD
Professor Emerita

APPENDIX 1 BUDGET FOR LECTURE SERIES

2015 Mastermind Budget

| Item | Quantity | Who's Responsible | Cost | Paid by COAG | Paid by UVRA | Paid by UCOM | Requested from VP External |
|---|---|-------------------|-------------------|----------------|---------------|-------------------|----------------------------|
| Speakers' photos for website and publicity | none in 2015 | UVRA | \$0.00 | | | \$0.00 | \$0.00 |
| Design Adverts and Standardized all lecture Posters | | MKTG | \$245.70 | | | \$245.70 | \$0.00 |
| Printing standardized posters | 150 | MKTG | \$91.06 | | | \$91.06 | \$0.00 |
| | 100 on campus (50 to post on community boards, other 50 to be distributed to departments through campus mail) | | | | | | |
| | 50 distributed by Metropoli: 250-384-7653 or 50 distributed by Metropoli.com | UVRA/MAIL | \$36.75 | | | | \$36.75 |
| Distribution of posters (internal) | | UVRA | \$39.38 | | | | \$39.38 |
| Distribution of posters (external, stores in the downtown cc posters@metropol.com | | | | | | | |
| | Times Colonist - Monitor section | | | | | | |
| | April 6 - 3.092" x 8.93" (B&W) | | | | | | |
| | April 13 - 3.092" x 8.11" (B&W) | | | | | | |
| | April 20 - 3.092" x 7.509" (B&W) | | | | | | |
| | April 27 - 3.092" x 7.202" (B&W) | | | | | | |
| Place Adverts - Times Colonist | | MKTG | \$2,876.90 | | | \$2,876.90 | \$0.00 |
| | Black Press (five core papers: Saanich, Oak Bay, Victoria, Goldstream and Peninsula): | | | | | | |
| | Arts or Events section | | | | | | |
| | April 4 - 4.313" x 5.5" (B&W) | | | | | | |
| | April 11 - 4.313" x 5.2153" (B&W) | | | | | | |
| | April 18 - 4.313" x 5" (B&W) | | | | | | |
| | April 25 - 4.313" x 5" (B&W) | | | | | | |
| Place Adverts - Black Press | | MKTG | \$2,596.40 | | | \$2,596.40 | \$0.00 |
| Speakers' meals | | UVRA | \$136.00 | | | \$136.00 | \$0.00 |
| Masterminds website | | UCOM | \$225.00 | | | \$225.00 | \$0.00 |
| Podcasting (digital audio recording) of lectures | | COAG | \$22.00 | \$22.00 | | | \$0.00 |
| AV sound equipment | | UVRA | \$225.66 | | | | \$225.66 |
| Additional AV equipment | | UVRA | \$66.50 | | | | \$66.50 |
| Campus furniture delivery | | UVRA | \$175.70 | | | | \$175.70 |
| | subtotal requested funds | | \$6,737.05 | \$22.00 | \$0.00 | \$6,035.06 | \$679.99 |
| In-kind service (UVRA, COMM and COAG) | | | | | | | |
| UVRA | | | | | | | |
| Coordinator | Mastermind Coordinator (84 hours) | UVRA | \$3,249.96 | | | \$3,249.96 | |
| editor | Copy Editor (16 hours) | UVRA | \$619.04 | | | \$619.04 | |

2015 Mastermind Budget

| Item | Quantity | Who's Responsible | Cost | Paid by COAG | Paid by UVRA | Paid by UCOM | Requested from VP External |
|---|--|-------------------|-------------------|-------------------|-------------------|---------------|----------------------------|
| registration desk at lectures | Registration (15 hours) | UVRA | \$580.35 | | \$580.35 | | |
| mailout - Canada Post | Mailout clerk (4 hours) | UVRA | \$154.76 | | \$154.76 | | |
| mailout - computer lists | Computer mailout clerk (6 hours) | UVRA | \$232.14 | | \$232.14 | | |
| newsletter editing of ads | Newsletter editor (4 hours) | UVRA | \$154.76 | | \$154.76 | | |
| selection committee (for speakers) | Selection committee (10 hours) | UVRA | \$386.90 | | \$386.90 | | |
| meeting with speakers (AV training, etc.) | Meeting with speakers, AV etc. (6 hours) | UVRA | \$232.14 | | \$232.14 | | |
| Post info on Alumni website | Contact with Alumni | UVRA | \$38.69 | | \$38.69 | | |
| UVRA photocopying | use machine, toner, paper | UVRA | \$30.00 | | \$30.00 | | |
| set up and take down | Set-up/takedown (12 hours) | UVRA | \$464.28 | | \$464.28 | | |
| miscellaneous | Miscellaneous (10 hours) | UVRA | \$386.90 | | \$386.90 | | |
| | subtotal UVRA funds | | \$6,529.92 | \$0.00 | \$6,529.92 | \$0.00 | \$0.00 |
| COAG | | | | | | | |
| Design individual posters for each lecture | | COAG | \$774.40 | \$774.40 | | | |
| Print individual posters | | COAG | \$90.00 | \$90.00 | | | |
| meeting with speakers (posters and bio information) | | COAG | \$290.40 | \$290.40 | | | |
| meeting with speakers (AV training, etc.) | | COAG | \$290.40 | \$290.40 | | | |
| registration - online, in person and phone | | COAG | \$1,452.00 | \$1,452.00 | | | |
| COAG photocopying and printing of handouts and other lecture materials | | COAG | \$97.50 | \$97.50 | | | |
| Signage (interior and exterior) | | COAG | \$309.30 | \$309.30 | | | |
| event checklist | | COAG | \$193.60 | \$193.60 | | | |
| water for speakers | | COAG | \$6.00 | \$6.00 | | | |
| laser pointer | | COAG | \$5.00 | \$5.00 | | | |
| laptop | | COAG | \$500.00 | \$500.00 | | | |
| technical support | | COAG | \$580.80 | \$580.80 | | | |
| tableclothes and other display materials for UVRA, library and presenters | | COAG | \$10.00 | \$10.00 | | | |
| Post info on UVic online events calendar & social media | | COAG | \$96.80 | \$96.80 | | | |
| Post info on COAG events calendar & social media | | COAG | \$96.80 | \$96.80 | | | |
| Send info with Centre on Aging listserv | | COAG | \$96.80 | \$96.80 | | | |
| staff time at events | | COAG | \$580.80 | \$580.80 | | | |
| volunteered staff time at events | | COAG | \$871.20 | \$0.00 | | | |
| | subtotal COAG funds | | \$6,341.80 | \$5,470.60 | | | |
| UCOM | | | | | | | |

2015 Mastermind Budget

| Item | Quantity | Who's Responsible | Cost | Paid by COAG | Paid by UVRA | Paid by UCOM | Requested from VP External |
|--|----------|-------------------|--------------------|-------------------|-------------------|-------------------|----------------------------|
| photography at lectures | | UCOM | ? | | | ? | |
| One omnibus media release and four Coming Up At UVics | | UCOM | ? | | | ? | |
| Earned media: personal contact/calls/emails to seniors media | | UCOM | ? | | | ? | |
| The Ring | | UCOM | ? | | | ? | |
| subtotal UCOM funds | | | \$0.00 | | | \$0.00 | |
| TOTAL | | | \$19,608.77 | \$5,492.60 | \$6,529.92 | \$6,035.06 | \$679.99 |