

*Masterminds 2013 Lecture Series Report*

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## Masterminds 2013 Lecture Series Report

### Introduction

The Masterminds lecture series highlight the continuing contributions of the University of Victoria's retirees to the University and to the community. With the generous support of the University of Victoria, the UVic Retirees Association and the Centre on Aging, a series of four free lectures by UVic Retirees were presented each Wednesday from April 10<sup>th</sup> through May 1<sup>st</sup>. This report contains an overview of the presentations, results from the questionnaires that were completed by those in attendance, some areas of concern and some accolades associated with the 2013 Masterminds Series.

### Presentations

#### **April 10, 2013 • Dr. Ed Ishiguro: "Probiotics for Better Health – Time to Switch Gears"**

Claims that preparations of certain live microorganisms, known as probiotics, are beneficial to human health date back over 100 years. The most popular probiotics are yogurts and related fermented milk products. This presentation focuses on recent research into the validity of these health claims and the prospects of using probiotics to treat infectious diseases.

#### **April 17, 2013 • Dr. Howie Wenger: "Gearing Up For High Performance: The Athlete's Quest"**

In the world of elite sport, the difference between winning and losing or achieving a personal best is very small. This presentation attempts to pull together many of the critical factors that must be developed and then meshed together to make success possible. A person's genetic endowment is the initial piece that provides the potential for success. These gifts must then be crafted and augmented through hard work, integrated support, and quality competition. We will explore a number of factors that are critical in building a high performance athlete and citizen.

#### **April 24, 2013 • Dr. Reg Mitchell: "Using Chemistry to Enhance Our Bodies – the Good, the Bad and the Ugly"**

Chemicals are often thought of as bad! That is unless we really need them – for example to remove wrinkles and make our skin look young again; to enhance our sexual prowess; to stave off the effects of aging. Reg will take a light-hearted look at the effects of some of the chemicals we happily use to enhance our bodies, be they good, bad or ugly. Questions are very welcome.

#### **May 1, 2013 • Professor Emeritus Juliana Saxton: "An Unusual Job for a Lady: The Intriguing Role of an Orator"**

Professor Emeritus Juliana Saxton in her role as University Orator has had the opportunity to introduce many remarkable people during UVic's Convocations and other important gatherings. In this presentation she will share the delights and challenges of this unusual job, and meditate on some of the individuals whose lives she has researched and summarized, driven always by the question with which all orators wrestle: How do you catch lightning and bottle it, in just five minutes?

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## Questionnaire Results

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.

Date	Attendance	Questionnaires returned	Percentage
April 10, 2013	168	126	75
April 17, 2013	166	109	66
April 24, 2013	194	154	79
May 1, 2013	99	76	77
<b>Total</b>	<b>627</b>	<b>465</b>	<b>74.16</b>

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 that several individuals who identified themselves as “community members” may in fact also be “Seniors”. However, based on the information provided, the following data indicates that 58% were seniors (Seniors and UVic Retirees), 43% were “Community members”, 7% were “Students”, and a further 10% had an affiliation to UVic. (Other category- faculty and/or staff).

Date	Senior	UVic Retirees	Students	Community	UVic Affiliation
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
<b>Total</b>	<b>226</b>	<b>42</b>	<b>33</b>	<b>118</b>	<b>45</b>
<b>Percentage</b>	<b>48.71</b>	<b>9.05</b>	<b>7.11</b>	<b>25.43</b>	<b>9.70</b>

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 used to inform the public about the Masterminds Series.

4) Attendees were asked to rank the following items on a scale of 1 through 5 (1= poor, 2=fair, 3= satisfactory, 4=good and 5=excellent). An analysis of the individual items resulted in the following scores. It is interesting to note that all speakers received outstanding scores (4.67-4.80) for their presentations. For all speakers to receive such high scores is remarkable. The audience was most

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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
<b>Overall Rating</b>	<b>4.22</b>	<b>3.99</b>	<b>4.61</b>	<b>4.72</b>	<b>4.09</b>	<b>4.32</b>	<b>4.53</b>

## Areas of Concern

The ratings for the 2013 Mastermind Lecture Series indicate that the Series was well received by the general public. However, from the organizational aspects, there were a few areas associated with the delivery of the 2013 Masterminds Series that need to be addressed.

1) Public Address system- During session 2, the system failed to operate- screen would not deploy, computer would not start. In fact, earlier in the day, the system was checked out by our team and found to be ready for the presentation, but upon arriving at 6:00pm, the system would not function. Eventually, one of our volunteers was able to get the system up and running, but the sound was not up to the necessary standard for a public presentation. The remote microphones were actually a problem during all presentations. They had a tendency to shut off at the most inconvenient time. In addition, the microphones were extremely sensitive to the speaker's head movement. It is recommended that the system be checked out prior to the lecture by a qualified technician, and further that the microphones be upgraded to "broadcast" standards.

2) Once again we received many complaints about UVic's policy of charging for parking in the evening. To make matters worse this year, one of the ticket machines was not functioning. This led to a great inconvenience for many of the patrons, who had to walk some distance to find another machine. This, of course, is difficult for many senior citizens. Although it might not be possible to change this policy, the University should be made aware of the adverse effect it has on the general public.

3) It is recommended that UVRA and COAG establish a Masterminds working committee, in order to spread the workload over several people. Within this committee, there is a need to have a speakers selection committee, publicity committee, luncheon committee, registration committee, evaluation committee, and setup committee. The task is too large for a few individuals to do each year.

## Accolades Associated with Masterminds 2013

1) This year the cooperation by UVic's Communications Department was outstanding. Our thanks go to the Department, and in particular, Mitch Wright. He was easy to work with, cooperative and very

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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 staff in COAG's office- Arlene Senft, Leah Potter and Cara Pearson: Your effort in registering all attendees, posting signage from parking lot to Hickman 105, setting-up and taking down the display materials at each session and entering the raw data from the questionnaires, was excellent and much appreciated by the Coordinator.

### **In Closing**

It has been my pleasure during the past two years to be the Coordinator of the Masterminds Lecture Series. The workload has been substantial, but the outcome has made the effort worthwhile. My thanks to Beverly Timmons for establishing this series, and the guidance she gave to me while I was learning what it was all about. I hope my replacement will be able to address the areas of concern that are identified in this report.