

OUTREACH TO THE AFRICAN
AMERICAN COMMUNITY
OLLI AT FURMAN

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Outreach Director

- 2010-OLLI at Furman Council member
 - Interactions with community organizations
 - Involvement of underrepresented ethnic groups
 - Later involvement with OLLI NRC on research topics
- Focus of today's discussion: efforts to involve the African American community

Steps in OLLI at Furman Outreach to the African American Community

- 2010-Focus group (African American leaders and OLLI leadership)
- 2011-Follow up with fraternal organizations, retired teachers groups, church leaders
- 2012-2013-Work with Long Branch Baptist Church (one of the largest African American churches in Greenville) facilitated by SC Diversity Leadership Initiative

Steps in Outreach to African American Community (cont.)

- 2014 (Fall)-pilot “OLLI Sampler” series offered at this church, drawing on our most gifted instructors and topics selected in partnership with Long Branch leadership
- 2015 (Fall)-“OLLI for Newcomers” offered as a regular Fall semester course, targeting participation by African Americans and other newcomers

OLLI Sampler Series at Long Branch Baptist Church

- Sacred Music in the South
- Greenville's Rosenwald Schools
- Senior Fitness
- Great Decisions: Climate Change
- In Conversation With (interview with director of Bridges to a Brighter Future)
- Digital Photography
- Contextual Bible Study
- Estate Documents that Almost Everyone Needs
- Ella Fitzgerald: Her Life and Her Songs

Lessons and Questions

LESSON

- Importance of champions within an organization (senior pastor, key retired lay person)

QUESTIONS

- Additional steps to broaden the involvement of the African American community of Greenville?
- African American church be a promising entry point in other cities?
- Promising entry points into other ethnic communities (e.g., Hispanic)?