OUTREACH TO THE AFRICAN AMERICAN COMMUNITY
OLLI AT FURMAN

Jack Hansen, Clarence Whittenburg, Nancy Kennedy
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)?