

Under the Microscope:

Investigating the Benefits and
Impact of Retirement
Organizations in Higher
Education

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Why did we conduct a study of higher education retirement organizations (ROs)?



- To learn more about their operations, benefits, and impact
- To collect information needed to;
 - **Build a case** for ROs on campuses
 - **Win support** for ROs from stakeholders (e.g., faculty nearing retirement, administrators, foundations)
 - **Improve RO performance**



Our Study:

- Over 200 higher education retirement organizations in our database
- We surveyed 164 (due to issues with contact information)
- 90 responses, 55% response rate (good response rate for an online survey)
- We also surveyed 70 “*Institutional Liaisons*” who are contacts between an RO and affiliated college or university concerning their perceptions of RO’s performance and value (47% response rate)
- Data analysis is a work in progress



Goal today is:

- Highlight key findings
- Discuss with you:
 - The implications of our findings
 - Questions ROs should be discussing



Membership & Mission:

Membership Demographics



ROs may be missing opportunities to expand membership while also increasing their visibility, value, and political influence

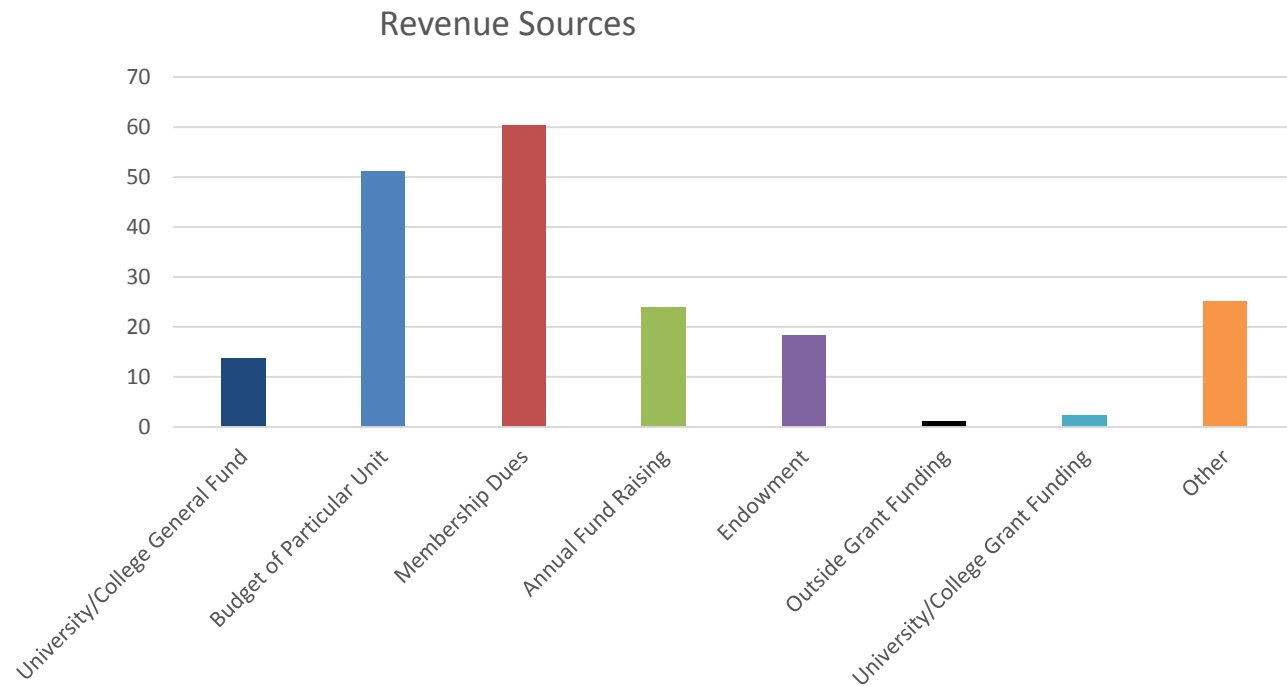


Membership & Mission:

- Percentage of retirement organizations offering:
 - Social events, 89%
 - Learning opportunities, 87%
 - Service opportunities, 62%
 - Advocacy, 62%
- Less than half offer: Recognition/awards for retiree achievements, research support, programs for colleagues nearing retirement
 - **Should ROs consider the merits of expanding their mission and services to enhance their appeal, value, and impact?**



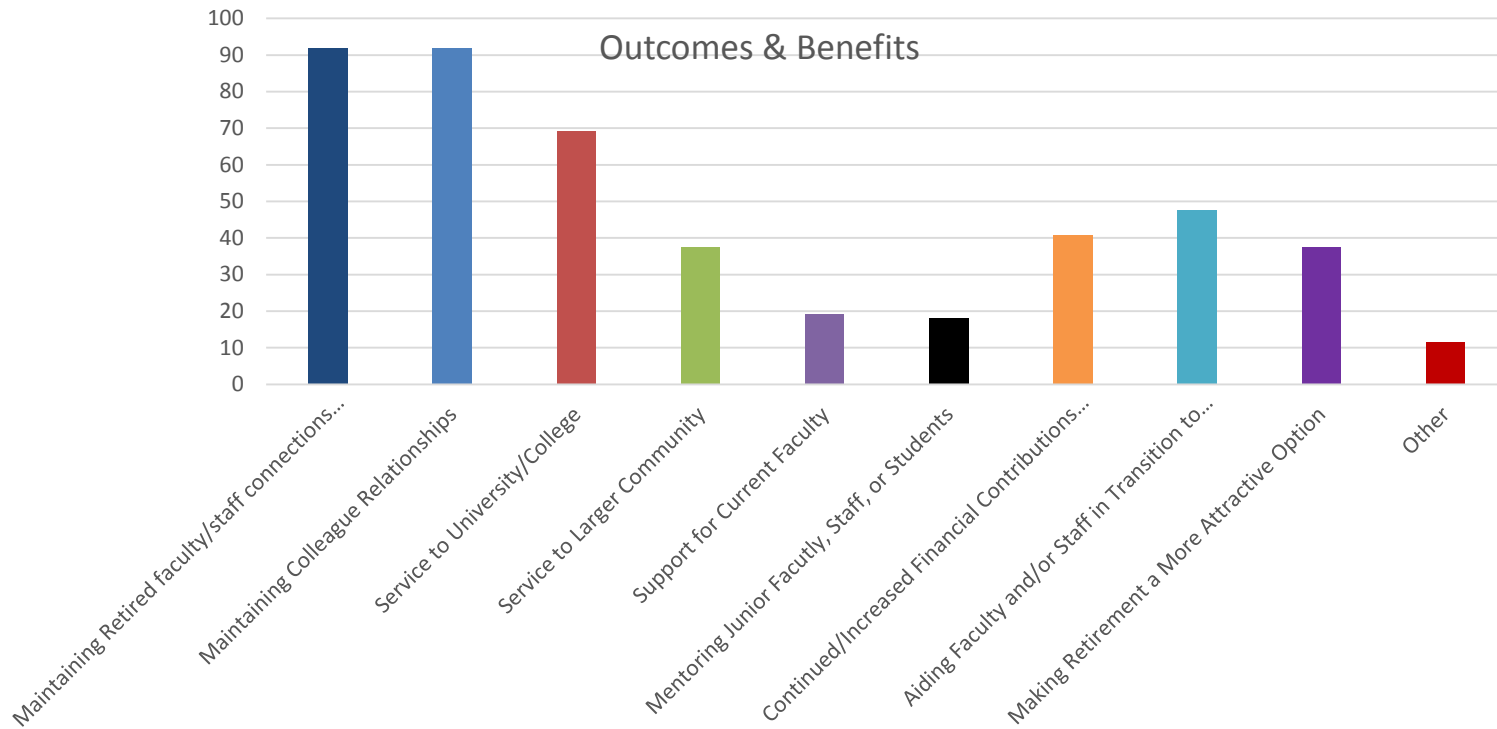
RO Revenue:



There appears to be potential for more strategic RO fund raising beyond normal revenue sources



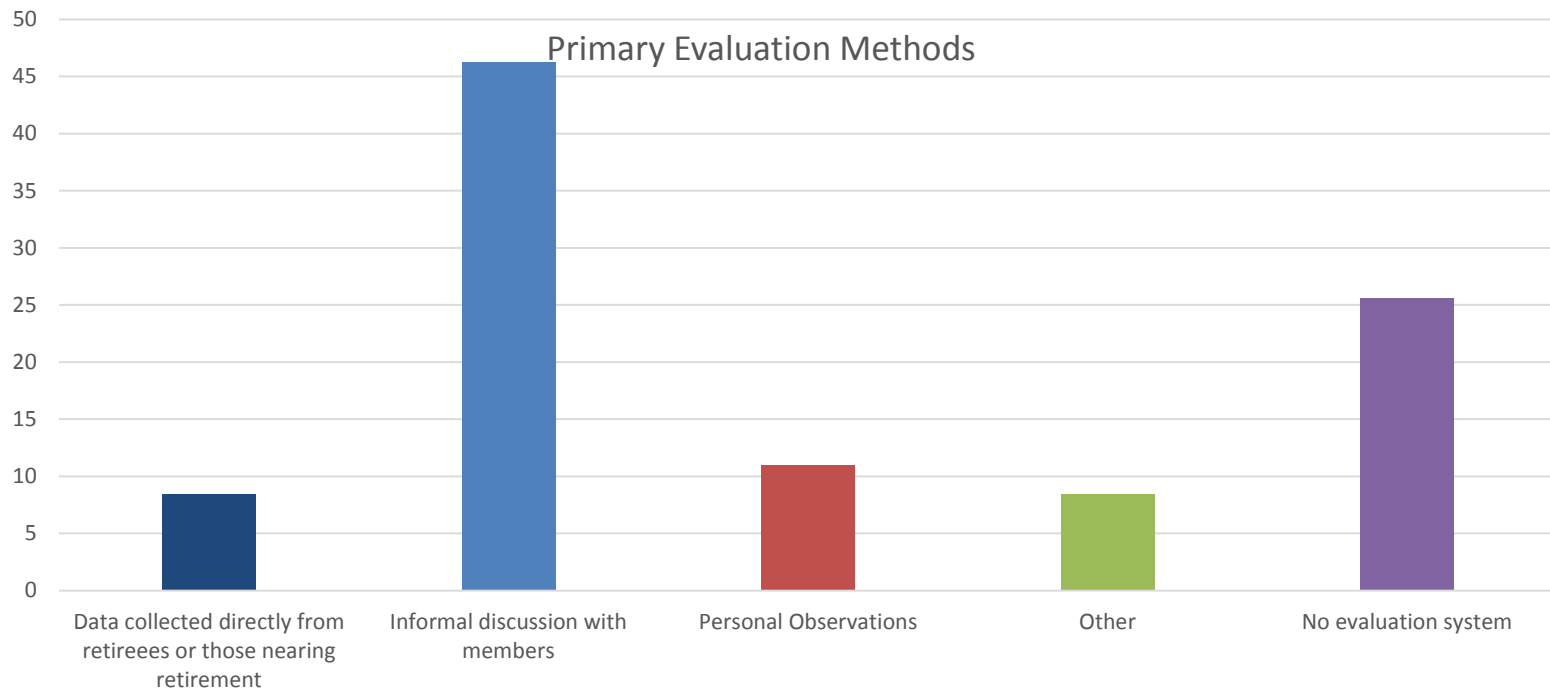
Outcomes & Benefits



Less frequently cited benefits may offer opportunities for RO initiatives and impact.



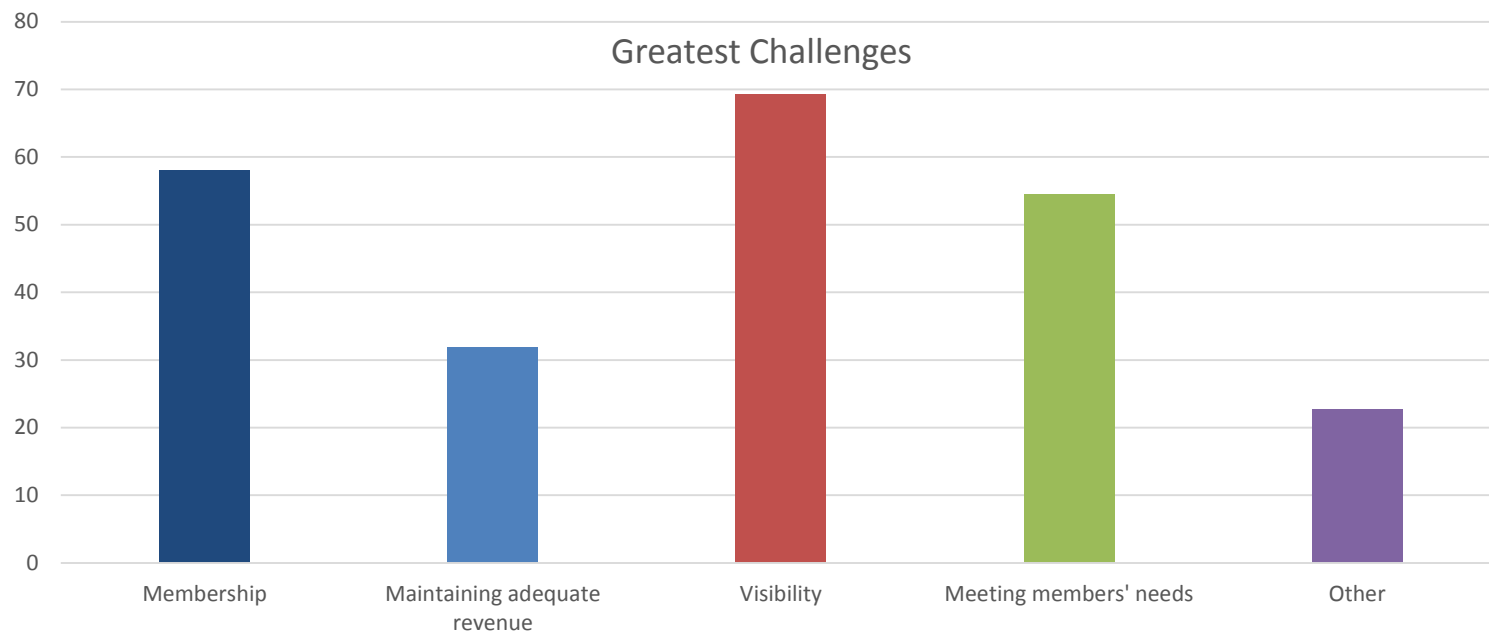
Assessment & Adaptation:



More systematic evaluation may help ROs to monitor, publicize, and strengthen their performance.



Challenges & Sustainability:



Sustainability may be an issue for ROs that do not address key challenges effectively.



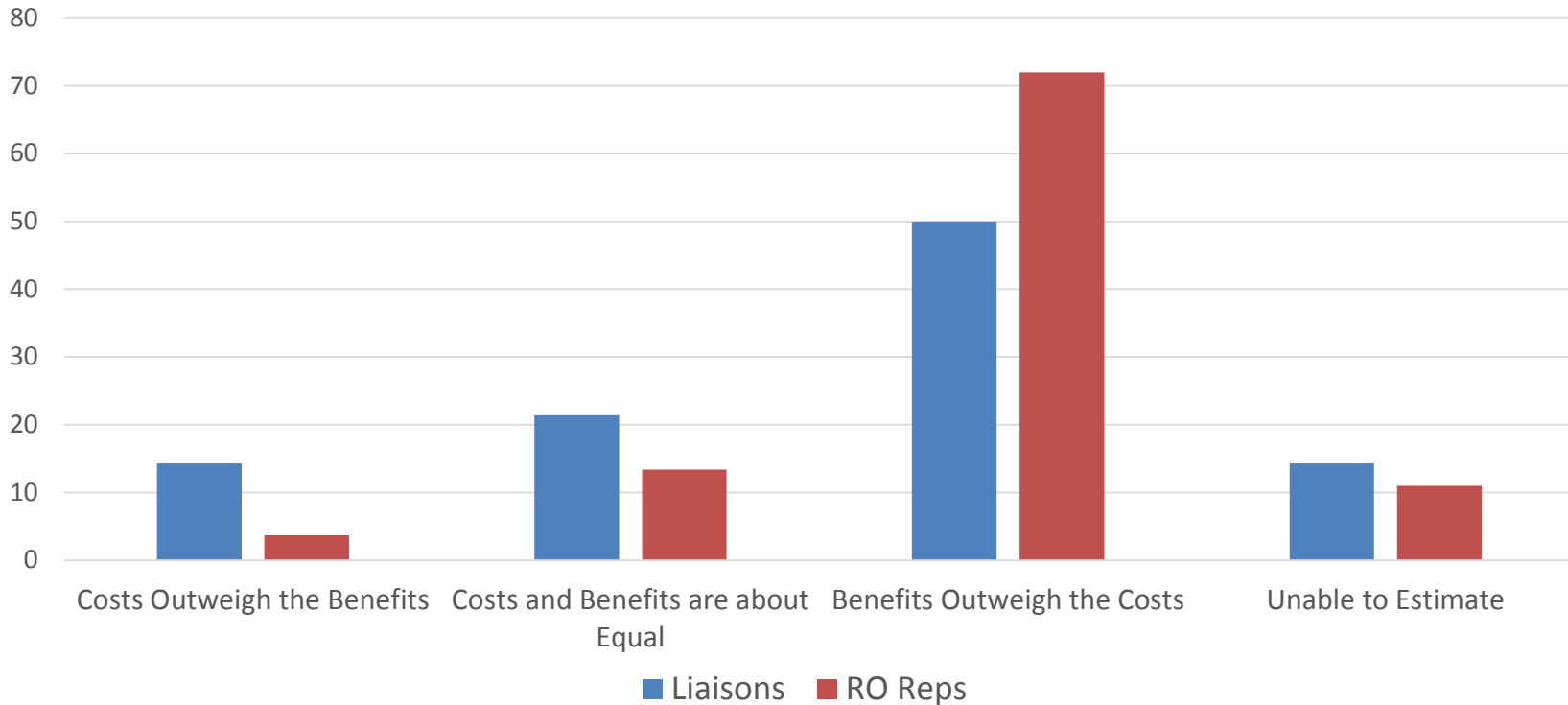
Comparing Views of RO Representatives and Institutional Liaisons

Category	RO Member	Liaison
Outcomes and Benefits		
Maintaining Institutional Connections	92%	85%
Maintaining friendships/relationships	92%	85%
Service to Institution	69%	58%
Service to Community	37%	45%
Aiding faculty/staff to transition to retirement	48%	51%
Challenges		
Visibility	69%	61%
Membership	58%	48%

Considerable agreement on RO benefits and challenges

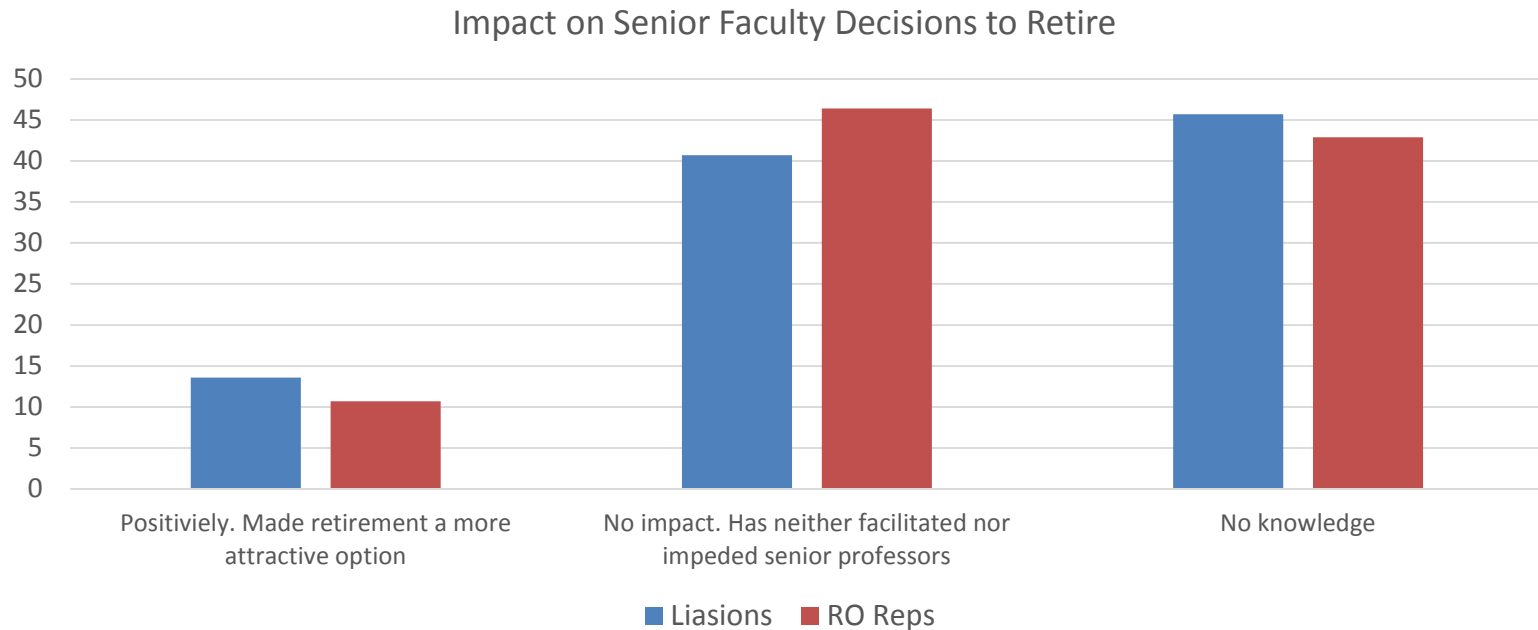


Cost/Benefit Analysis: Retirement Organization Representatives vs. Liaisons



Less agreement on the cost effectiveness of ROs. ROs may need to communicate their value more explicitly to their institutional community.

RO Influence on Senior Faculty Decisions to Retire



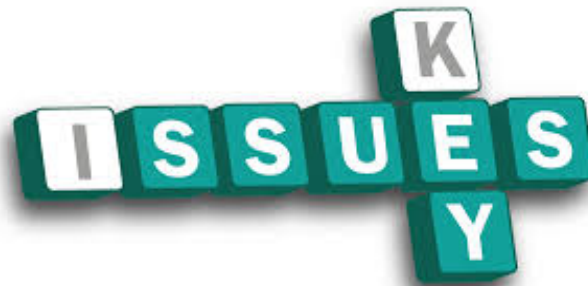
Lack of knowledge of RO's impact may limit its stature, role, and influence at its institution.

Issues & Opportunities for ROs to Consider :

- **Overlooked/Missed opportunities are apparent**
 - Expanding mission and membership?
 - Potential for revenue enhancement?
 - Increasing visibility and publicity?
 - Outreach to the institution?
 - **Other opportunities you see?**



Questions? Insights? Issues for discussion?



Report available at: <http://chae.msu.edu/people/roger-baldwin>

