

UPDATE ON VILLAGE RESEARCH 2017



VILLAGE TO VILLAGE NETWORK
ANNUAL GATHERING
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Andrew E. Scharlach, PhD
Carrie Graham, MGS, PhD
Center for the Advanced Study of Aging Services
University of California, Berkeley

Roscoe Nicholson, MA
Mather Lifeways, Institute on Aging



UC Berkeley Village Research

- Study of 7 Villages in California (The Archstone Foundation)
 - Village development, service delivery, sustainability
 - Longitudinal follow up with CA Village members (n=700)
- National Survey of Village members (Retirement Research Foundation)
 - Surveyed 2,000 Village members to measure perceived impacts
- National Survey of Village organizations
 - Survey of 29 Villages in 2010 (The SCAN Foundation)
 - Survey of 69 Villages in 2012 (Silberman Foundation)
 - Survey of 115 Villages in 2016 (Mather Lifeways Institute on Aging)

Survey of US Villages in 2016

- Collaboration between UC Berkeley and Mather Lifeways Institute on Aging.
- Survey of 115 operational Villages in 2016
- Reporting period 2015, or January 1, 2016
 - Village member characteristics
 - Village organizational structure
 - Human resources
 - Financial resources
 - Challenges and best practices

Villages have proliferated rapidly:

- In 2010 UC survey, the number of eligible, operational Villages was 35
- In 2016, that number had more than quadrupled to 160

Village Organizational Characteristics in 2016

- 85% freestanding
- 15% agency based (declined from 25% in 2012)
 - Most common “lead” agencies
 - Social Service Agencies
 - Senior housing providers
 - Government agencies
 - Neighborhood associations

Village Characteristics

- 28% opened prior to 2010
- 35% between 2010 and 2012
- 37% between 2013 and 2015

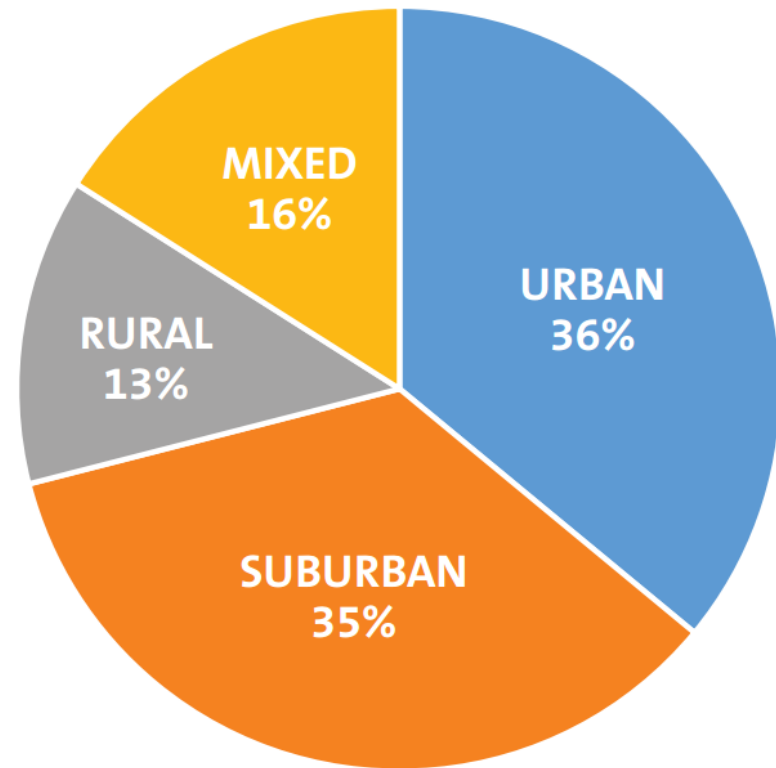


Figure 1. Geographic locations of Villages

Village Membership

- Average # of members: 146
 - increased from 136 in 2012
- Average individual membership dues: \$417 (\$10-\$900)
- Average household membership dues: \$607 (\$15-\$1,309)
- 51.5% of Villages have “tiered” memberships
 - No services
 - Social memberships
- 72% offer discounted memberships

Services Offered Internally by Village Staff & Volunteers

- **Volunteer or staff services offered by >90% of Villages**
 - Transportation
 - Companionship
 - Village-sponsored social events or outings
- **Volunteer or staff services offered by >80% of Villages**
 - Shopping
 - Providing information, advice or referrals to outside service providers
 - Technology assistance
 - Home repair or maintenance

Services Offered Internally (2012 vs. 2016)

Compared to 2012 Villages are more likely to offer:

- Village-offered social events or outings
- Technological assistance
- Shopping
- Health promotion programs
- Light housekeeping
- Discounted memberships, discounted services

Less likely to offer:

- Assistance coordinating health care or social services
- **Almost 90% of Villages refer members to outside preferred providers in the community.**

2016 Village Staffing and Volunteers

- **Staffing**

- 80% of Villages had paid staff
- Average of 1.75 paid staff members
- Ratio of 80 Village members to each paid staff person

- **Volunteers**

- Average number of volunteers = 82 (increase since 2012)
- Average ratio of members to volunteers = 2.74 to 1

Village Finances

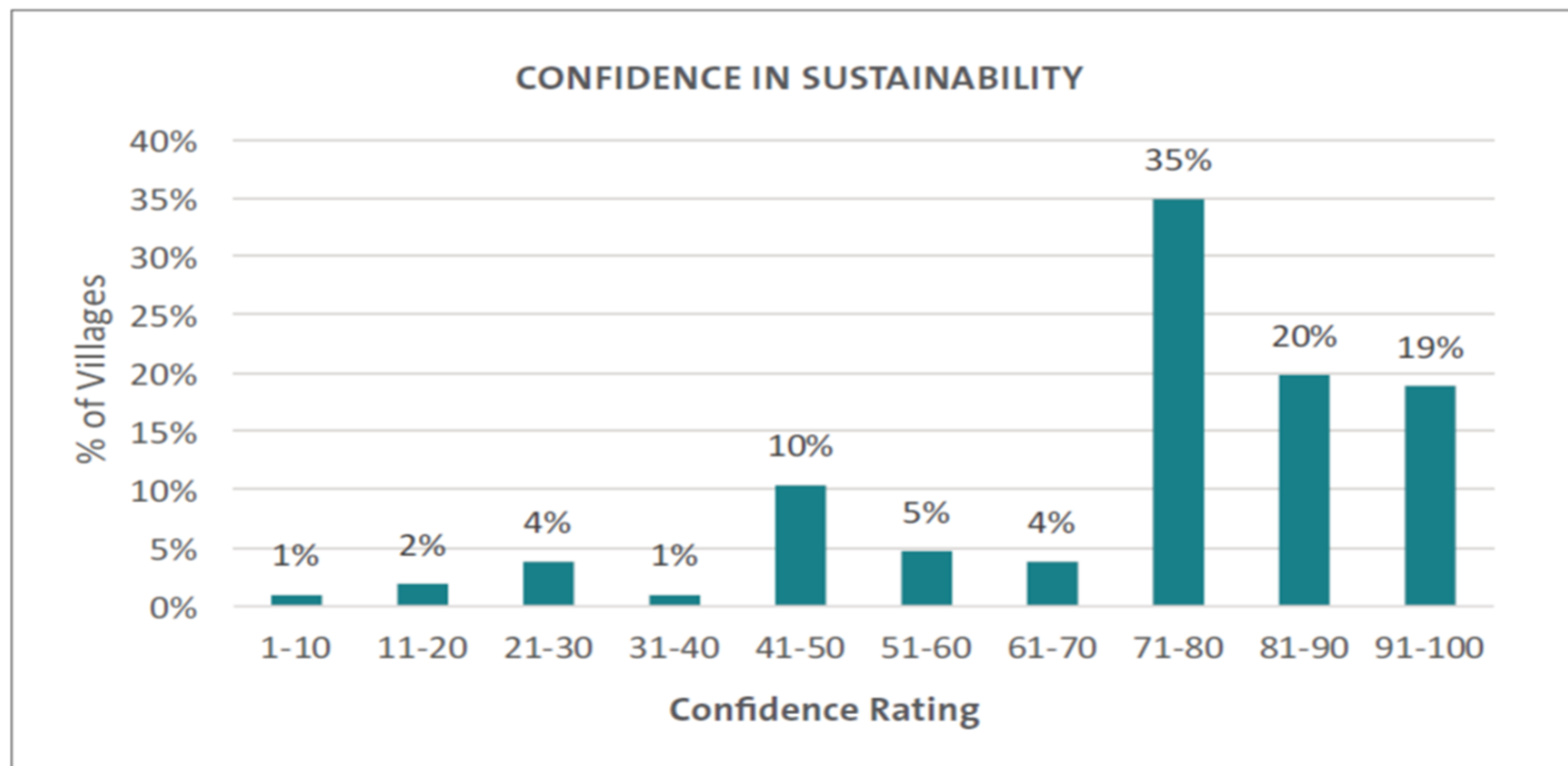
- Average annual revenue: \$111,888
 - Range: \$0-716,000
- 43% have endowments or reserve funds

Sources of Revenue	
Membership dues	47%
Individual donations	19%
Grants from private foundations	12%
Fundraising events	8%
Business or corporate donations	6%
Government grants or contracts	5%

Confidence in Sustainability

“On a scale of 0-100, how confident are you that your Village will be in operation 10 years from now?”

- Average rating: 77
- No significant change from 2012 (Average: 75)

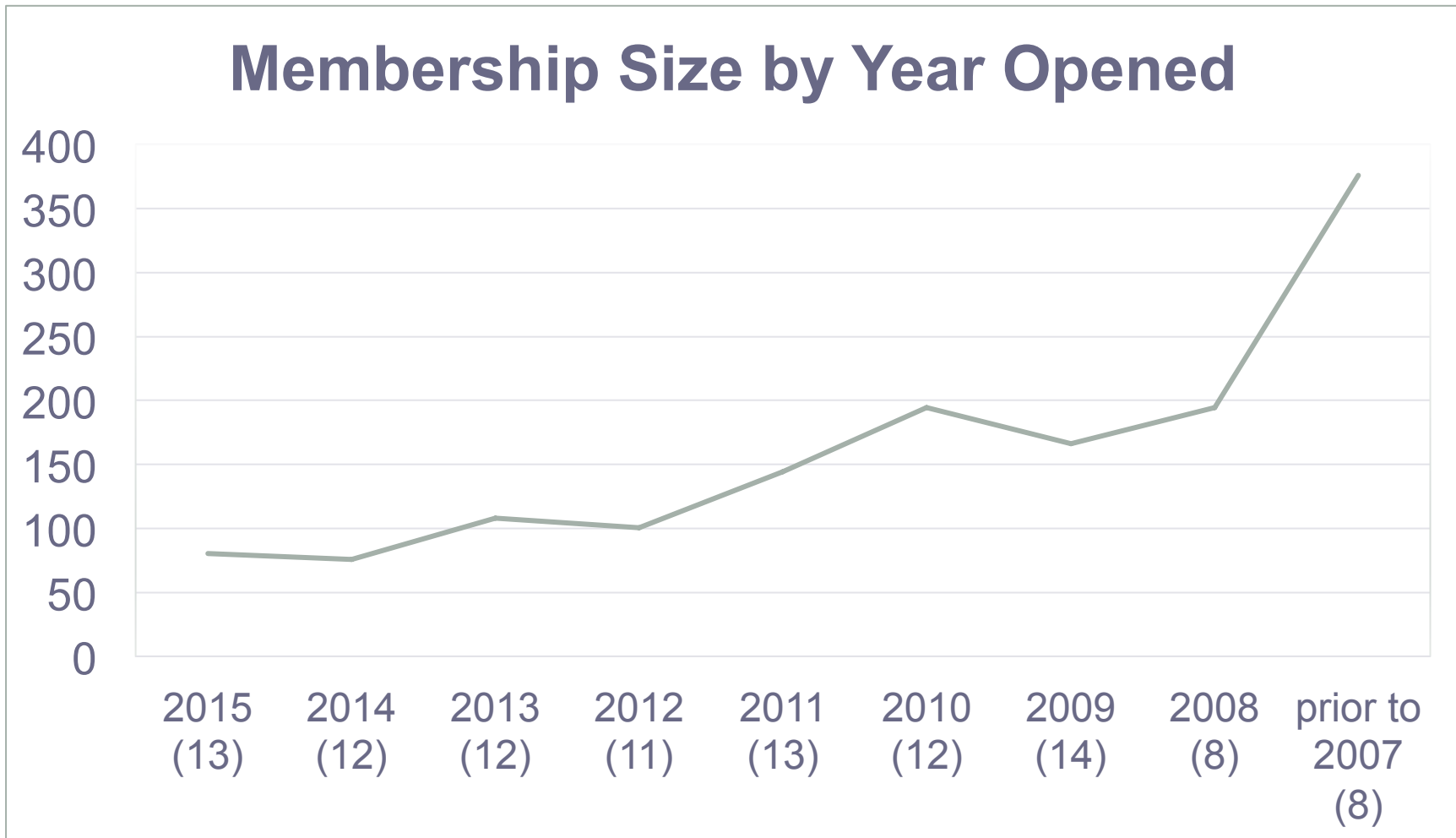


Age of Village: Preliminary Comparisons

- More intermediate (30%) and older Villages (46%) are making efforts to **attract younger members** than newer Villages(22%).
- More newer Villages (38%) are trying to **recruit racial/ethnic minorities** than intermediate (25%) or older Villages (13%).
- More older Villages had a **business plan & endowment fund**.

	Opened 2013-2015	Opened 2010-2012	Opened Before 2010
Annual Revenue	\$50,086	\$107, 697	\$196,436
# of Preferred Providers	32	82	118
Confidence in Sustainability (0-100)	74	77	83

Age of Village: Preliminary Comparisons



Tiered Villages: Preliminary Comparisons

- Tiered Villages reported significantly **more members aged 65-74**
- Tiered Villages were more likely to have **paid staff**
- Tiered Villages were more likely to **require volunteer training**

Tiered Villages: Preliminary Comparisons

- Tiered Villages had significantly more overall revenue from **fundraising & business donations**
- Tiered Villages had a lower proportion of revenue from **dues** and a higher proportion of revenue from **fundraising**
- Tiered Villages gave significantly **higher confidence in sustainability** scores than non-tiered Villages (82 vs. 73)
 - Newer ones had the greatest difference in scores (84 v. 58)

Further Organizational Research

- Research on Village Coalitions
 - 52% of Villages are participating in local or regional Village coalitions
 - Interviews with 13 of 16 Village coalitions
 - Initial research brief completed:
 - Available on VTV Network website.
- No Dues/Nominal Dues Villages
 - Villages charging no membership dues or less than \$50 annually
 - Interviews wrapping up. Stay tuned!

Village Member Survey 2015 Results

2015 Survey of Village Members

- **Research question: How does Village membership impact members?**
- UC Berkeley worked with 28 Villages across the US to administer surveys to all active members
 - Surveys conducted between Feb and Dec 2015
 - Final sample size after data cleaning was 1,753
 - Average response rate across all Villages was 65%
 - Funded by The Retirement Research Foundation and the Archstone Foundation

Village members were asked...

- **Independent Variables**
 - Demographics
 - Health and functional status
 - Village involvement & service use
- **Dependent Variables: Perceived impacts of Village**
 - Health and health care access
 - Well-being
 - Social Engagement
 - Civic engagement
 - Confidence aging in place
- **Analysis:** Logistic regression to identify predictors of perceived impacts

Characteristics of Village Members (N=1,753)

- **Age**
 - 42% 74 and younger
 - 37% 75-84 years
 - 22% 85 or older
- **Race** (96% White)
- **Gender** (72% Female)
- **Education**
 - 18% no college degree
 - 25% college degree
 - 58% graduate degree
- **Household composition** (45% live alone)
- **Income** (74% \$50,000 or higher per year)
- **Self-rated health status** (Very good or excellent 58%; good 28%; poor or fair 14%)

Member Involvement in Village

- **Years since joined Village**
 - Less than 1 year 6%
 - 1-2 years 49%
 - 3-4 years 26%
 - 5 or more years 19%
- **46% Volunteered for Village in past year**
- **Services used in the past year**
 - 67% Village-sponsored social or educational events
 - 35% Called the Village for information, referral or advice
 - 27% Transportation services
 - 22% Technology assistance services

Village Impact on Social and Civic Engagement

- **Because of your membership in the Village, would you say...**
 - 56% increased sense of connection to other people
 - 55% increased ability to count on other people
 - 30% get together more often with friends and neighbors
 - 29% attend meetings of organized groups more often
 - 27% do volunteer work more often

Predictors of Improved Social and Civic Engagement

- **Who is more likely to report increases in social/civic engagement?**
 - **Younger Members**
 - Increases frequency of social engagement**, connection to others**, volunteering and civic engagement
 - **Lower education** (less than college)
 - Improved ability to count on other people**
 - **Better Health/No functional impairment**
 - Increased frequency of social engagement** and volunteer work***
 - **Longer Village membership** (5 or more years)
 - Increased frequency social engagement and volunteering
 - **Member volunteers**
 - Increased frequency of social engagement***, sense of connection***, ability to count on others***, and attending organized groups***.
 - **Members who used Village services** (transportation, technology assistance, Village-sponsored events, and info & referral)
 - Improved sense of connection, ability to count on other people, frequency of social engagement, and attending organized groups.

(*p<=.05, **p<=.01, ***p<=.001)

Village Impact on Quality of Life

- **47% say their quality of life is better because of the Village**
 - Lives alone*
 - Functional impairment*
 - Volunteer work***
 - Utilize Village services (technology assistance, transportation, I & R)***
 - Attend social and educational events***
 - Longer Village membership (5+ years)***

Predictors of Improved Health and Health Care Access

- **Because of your membership in the Village, would you say...**
 - **8% physical health is better**
 - Less education (no college degree)*
 - Some functional Impairment
 - Women**
 - Used Village services (transporation***, technology assistance***, and info & referral***)
 - Longer Village membership
 - **17% more likely to get the medical care I need when I need it**
 - Older members (age 85+)***
 - Fair or poor self-rated health ***
 - Lives alone***
 - Functional impairment***
 - Utilize Village services (transportation***, technology assistance***)

Predictors of Aging in Place

- **50% said Village improved ability to get the help you need to live in your current residence**
 - Volunteering for the village*
 - Utilize Village services (transportation***, technology assistance*, Village-sponsored event*, information & referral***)
- **29% improved ability to take care of your home**
 - Called village information and referral (preferred provider)***
- **20% easier getting to places you need or want to go**
 - Older members (age 85+)***
 - Less education (no college degree)***
 - Lives alone***
 - Fair or poor health, Functional impairment***
 - Utilize Village services (transportation*** and technology assistance***)

Who perceives the most benefit from Village membership?

- Villages impact different people in different ways
- Using Village services impacts members in all ways, health, well being, and social connections, and increased confidence/ability to age in place.
- Some evidence that those who are the most vulnerable (women, living alone, lower education, in poor health) are perceiving positive health impacts.
- Younger members, men and newer members seeing more impacts in social and civic engagement.
- It still remains to be seen if Villages prevent institutionalization long term.

STUDY OF VILLAGE NON-PARTICIPANTS

Why Don't They Join?

Why Don't They Stay?

Member Retention Rates

2016 National Village Survey

Member Retention Rates (Year to year)	Percentage of Villages
91% - 100%	38% of Villages
81%-90%	42% of Villages
<80%	20% of Villages



Survey of Non-Participants

- 20 Villages
- 135 Former Members
- 114 Non-Joiners

Characteristics of Non-Participants vs. Village Members

Former Members

- Women
- Asian/Pacific Islander
- Single
- Live alone
- Used no Services
- Less involved as volunteers
- Less likely to have someone to count on for routine asst.
- Less confident can get help needed to age in place

Non-Joiners

- Younger
- Better health
- Less confident can get help

Reason for Interest in Village Membership

Former Members

- Social Engagement (51%)
- Support Village Movement (42%)
- Support Services (31%)
 - Social/Educational
 - Transportation
 - I & R

Non-Joiners

- Social Engagement (51%)
- Support Village Movement (42%)
- Future Service Needs (25%)

Concerns of Non-Participants

Former Members

Reasons for not renewing:

- Cost (41%)
- Social Engagement (35%)
- Social/Education Activities (22%)

Suggested Improvements:

- Operations (24%)
- Social Engagement (19%)
- None (19%)

Non-Joiners

Reasons for not joining:

- No Need (39%)
- Other Commitments (36%)
- Cost (32%)

Suggested Improvements:

- Operations (30%)
- Cost (24%)
- None (26%)

Satisfaction with Village membership

How satisfied are/were you with your Village membership	Current Members 2015	Former members 2017
Extremely Satisfied	41%	9%
Very Satisfied	46%	22%
Somewhat Satisfied	13%	43%
Not at all Satisfied	0%	25%

Would you recommend Village to friends or neighbors?

	Current Members 2015	Former Members 2017	Non-Joiners 2017
Definitely Yes	83%	28%	30%
Probably Yes	13%	21%	26%
Maybe	3%	32%	31%
Probably Not	0%	13%	13%
Definitely not	0%	7%	1%

Available Village Research

- **Village Impacts on Members:**

- Graham, C. Scharlach, AE, Kurtovich, E. (2016) *Do Villages Promote Aging in Place?: Results of a longitudinal study*. Journal of Applied Gerontology, Oct. doi: 10.1177/0733464816672046.
- Graham, CL. Scharlach AE. Stark B. (2017) *Impact of the Village Model: Results of a National Survey*. Journal of Gerontological Social Work. July:60(5):335-354. doi: 10.1080/01634372.2017.

- **Research Briefs on 2016 Village Organizational Survey, Coalitions and other topics**

- <http://socialwelfare.berkeley.edu/casas-recent-publications>

Contact Us:

Andrew Scharlach: scharlach@berkeley.edu

Carrie Graham: clgraham@berkeley.edu

Roscoe Nicholson: rnicholson@MatherLifeways.com