Mather Live

digital-only concepts

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Questions to consider

1) Which new engagement opportunities are you most excited about?

2) What are your thoughts on the tension between two different personas and class models?

How Might We Statements

HMW make people excited to engage in online events?	HMW create community and foster camaraderie among Telephone Topics participants?	HMW combat loneliness and isolation through remote learning opportunities?	HMW simulate organic, live human interactions in a virtual environment?

Personas

Content Driven, Telephone Topics Attendee

Meet Archie. Last year he heard about Telephone Topics from a neighbor; Archie really appreciates the mental and physical stimulation he receives from Mather classes. **He is particularly interested in the programming related to travel and the arts** and has become quite the yogi since joining the Mather community.

While Archie is fairly busy - he works part time and frequently babysits his grandkids who live around the block. **He actively checks the Telephone Topics schedule when they are released at the beginning of the month and makes sure he is free for his favorite classes.**

Community + Connection Driven, Telephone Topics Attendee

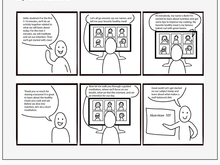
Meet Peggy, a long time Mather community member and devoted Telephone Topics attendee. Peggy loves all of the programming Mather has to offer, and signs onto as many classes as possible. **No matter the topic, Peggy is excited, very engaged, frequently commenting and asking questions. This engagement has sparked friendships with other Telephone Topics attendees and teachers alike.**

Peggy is such a fan of Mather, she listens Telephone Topics even when she isn't free; thanks to her bluetooth hearing aids Peggy can log on while she is cleaning dishes, doing yard work, or sitting in the waiting room of her doctor's office.

Round 1 Concepts

Concepts evolved with stakeholder feedback

1) Rituals



2) Mather University

3) Drop in Groups

4) Buddy System

Round 2 Concepts

Connection Driven ← Mather Chat — Mather Minds — Mather Archive → *Content Driven*

Mather Chat

"Mather Chat" is an offering outside of Telephone Topics where participants can engage in conversations and activities outside of class, such as messaging one another, setting up small-group calls, or working on a daily activity (cooking, going on a walk, crafting, etc.) with others remotely.

Potential Features

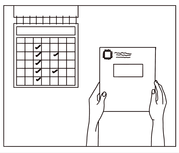
- **A contact list of Telephone Topics participants who are interested in further engagement is furnished to those who give permission**
- Small group clubs emerge around topics such as a hobby, a reading list, or meal time
- **A group shared calendar and profile system is established to determine compatibility of schedules and personality types/ interests**
- Telephone Topics participants have the opportunity to teach others their specialty

Supporting Evidence

- **"There are so many single women who this would be great for. My friend lives alone and loves to cook; I wish there were more people that she could be engaged with."**
- "It gets messy if a bunch of people start talking at once during class; so we don't have the luxury of hanging out. But I feel like people kind of need that."
- "Their level of engagement seems to be more a function of their comfort with technology. It's the same people using the chat."
- "I could see a one-on-one system helping disabled users."

Mather Minds

"Mather Minds" is an offering where new and existing Telephone Topics participants have the option to enroll in a Subject Series, that has a specific content matter which evolves over several class meetings.



Potential Features

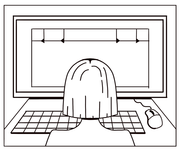
- **Kit-based activities come in the mail**
- **Simple homework is assigned**
- Classes start or end with a ritual (a thought question, ice breaker, meditation, etc.)
- Create interest in class by having enrollment day

Supporting Evidence

- **"They learn from each other and that back and forth makes for much richer discussion."**
- "This concept might be for some, but not for all Telephone Topics Participants: "I don't think people are coming to these for serious learning. They are coming for edutainment."
- "A lot of driving force comes with connecting with a presenter. As people become engaged with a presenter, they seek out going to that presenter's classes."

Mather Archive

"Mather Archive" takes the most popular and engaging Telephone Topics classes from the previous month and compiles them into a full-day re-run on Saturdays.



Potential Features

- At the end of every month, a newsletter is released that states which classes were the most popular and will be featured in the archive
- **The staff could use this as a PR opportunity and share it on their website**
- Consider highlight reel compilation

Supporting Evidence

- "They should take the classes that drew in the most people, as a lot of us would like to re-hear ones and go to ones that we missed. They could be strung together so we could press play and listen all day Saturday."
- "The interviews with famous people are wonderful; people are sad if they miss it, so it'd be great to rerun them."

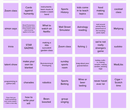
Additional Content

Interesting Telephone Topics Suggestions

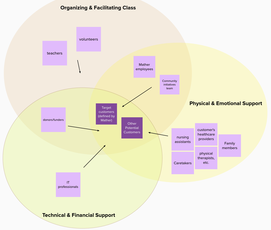
directly from participants and teachers

"There are certain classes I truly love that I would like to see them weekly, and I'm not the only person that says that after the class."	Have an intergenerational focus; involve people who are not seniors.	Classmates struggle to help those with technology issues, and wish that other participants had more technical support so they could engage at the same level.
"I want to leverage Telephone Topics to provide a support group with a social worker" - discussing how some participants express deeper emotional needs.	Create surveys for attendees to see what seniors want to learn more about.	A Mather employee's involvement and facilitation in a Telephone Topics class makes a clear difference in the energy and participation of the class - have Mather employees present to increase engagement.
Involve more people in conversation, and have a talking section at the end of class.	Telephone Topics teachers and participants would like understand how Mather employees are developing programming and facilitation - requesting having status updates on improvement areas from feedback forums.	Seniors are willing to learn technology, even outside of Zoom; different apps and hardware could improve their lives.

Class Content Brainstorming



Stakeholder Map



Initial research working Mural board:

Ideation working Mural board:

User interview working Mural board: