


AARP Driver Safety Program

**Driver Safety Program  
National Update**

Spring 2011



The slide features a collage of four photographs showing diverse groups of older adults smiling and driving. A red curved banner at the top right contains the text 'AARP Driver Safety Program'. Below the photos, the title 'Driver Safety Program National Update' is written in red, followed by 'Spring 2011' and the AARP logo.

AARP Driver Safety Program

- **Where We've Been & Where We're Going**
- **Marketing Update**
- **New National Recognition & Rewards Program**

2

The slide has a white background with a grey curved banner at the top right containing the text 'AARP Driver Safety Program'. Below this, three bullet points with red arrowheads are listed. The number '2' is positioned at the bottom right of the slide.

## 2010 Key Accomplishments

- ✓ Exceeded Dashboard Goals for participation
- ✓ Expanded Marketing efforts
- ✓ Received new course approvals in 13 states
- ✓ Rolled out New Comprehensive Training System
- ✓ Developed 2 new DSP products – WNTT online & Spanish online course
- ✓ Enhanced data/reporting capabilities

### Building for the Future ...

- ✓ Investment funding for the next 5 years
- ✓ Strategic partnerships
- ✓ “Modernization” pilot
- ✓ Began new research initiatives



3

## DSP Success

What contributes to **program growth**?

- Strong regional and state leadership
- Retaining an active cadre of volunteers
- Recruiting new instructors
- Monitoring and responding to important metrics
- Partnership with AARP State Office



4

## Region Snap Shots

AARP Driver  
Safety Program

What's happening in your state?



5

## 2010 DSP Results – GREAT NEWS!

AARP Driver  
Safety Program

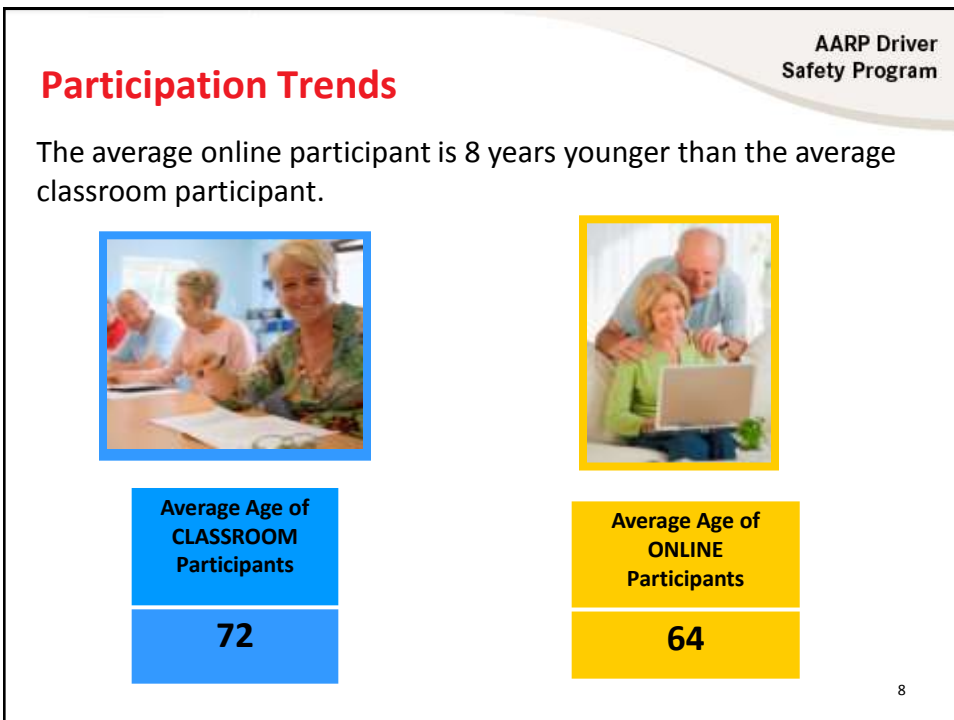
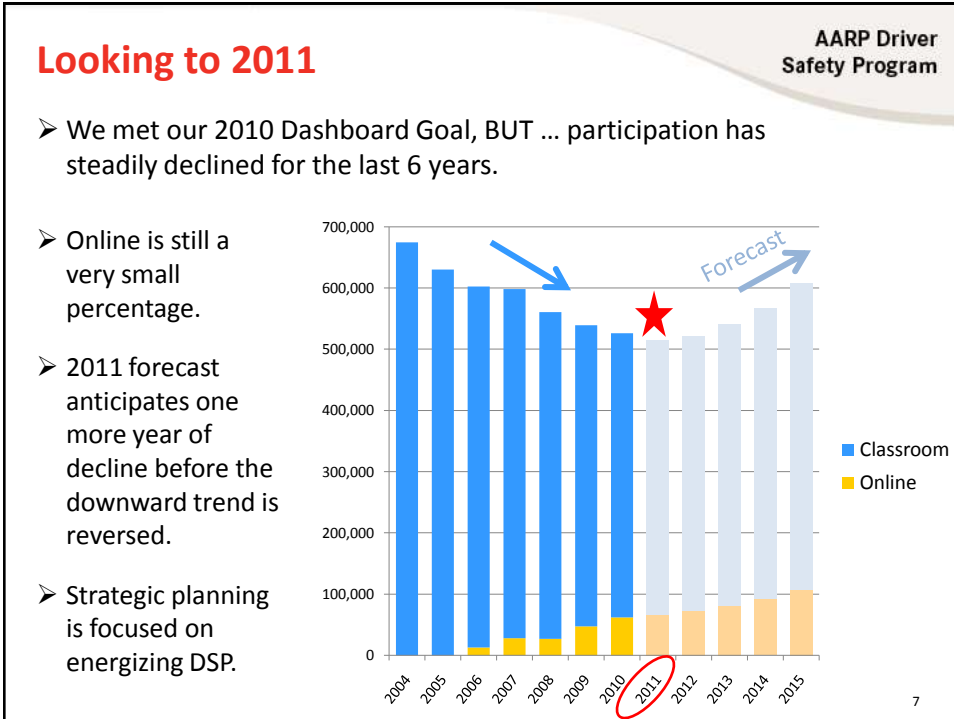
In 2010 we achieved our AARP Dashboard Goals for classroom participation and for online participation!

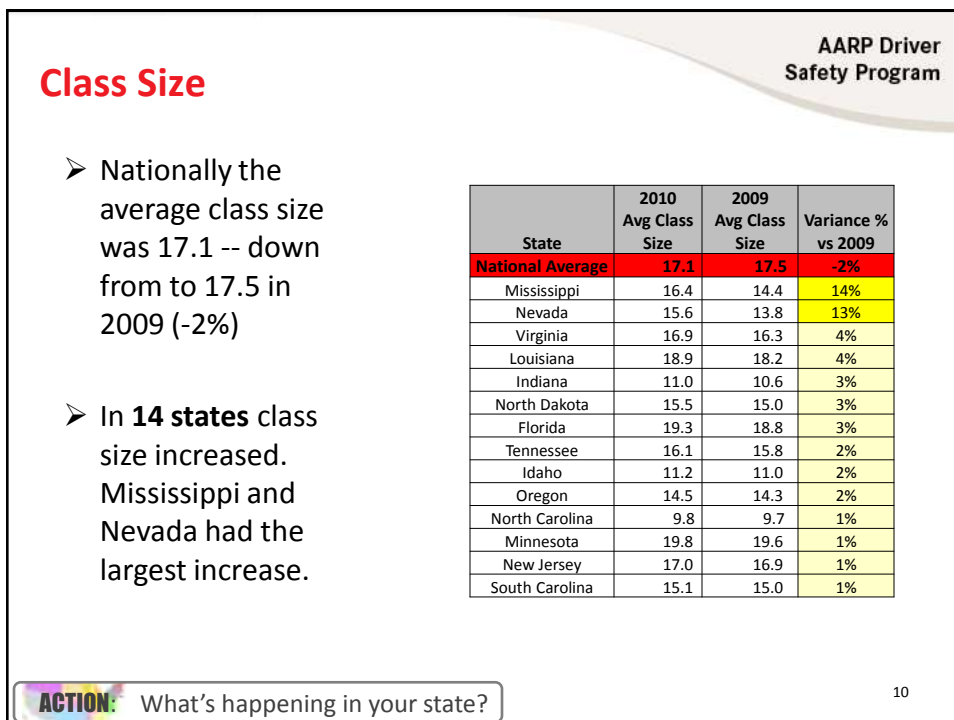
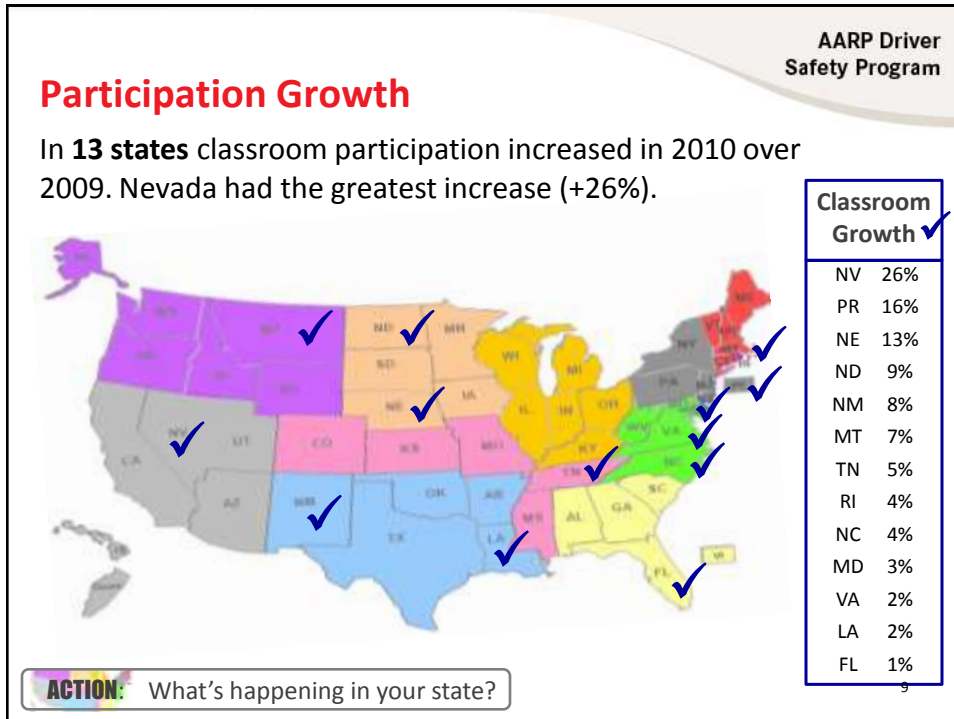
	2010 Goal	2010 Actual	
Total DSP Participants	480,800	526,147	✓
Classroom	440,000	464,307	✓
Online	40,800	61,840	✓



Plus, additional participation from CarFit (4,618) and WNTT (367).

6





## DSP Course Locator

In 2010 **nearly 320,000** visitors went to the DSP Course Locator on AARP.org to determine what courses were available in their local area.

**ACTION:** How many courses in your state are listed on the DSP Course Locator?

## Impressive 2010 Volunteer Accomplishments:

**New Volunteers (started in 2010):**

35 volunteers taught more than 5 courses!



13 volunteers taught over 100 participants!



1 volunteer from Louisiana, started in March 2010 and already has taught over 300 participants!



12

AARP Driver  
Safety Program

## Impressive 2010 Volunteer Accomplishments:

**Veteran Volunteers:**

631 volunteers taught between 10-29 courses!

22 volunteers taught over 30 courses!

4 volunteers taught over 1,000 participants!



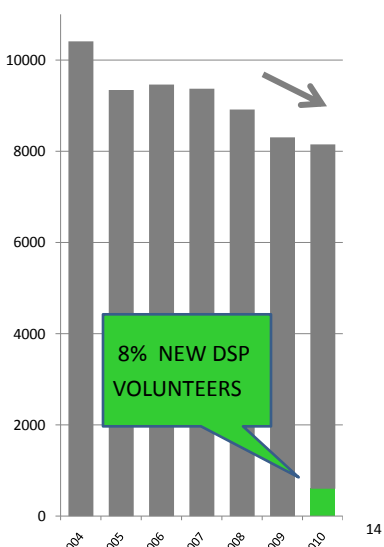
13

AARP Driver  
Safety Program

## Volunteer Trends

Total Number of DSP Volunteers: **7,547**

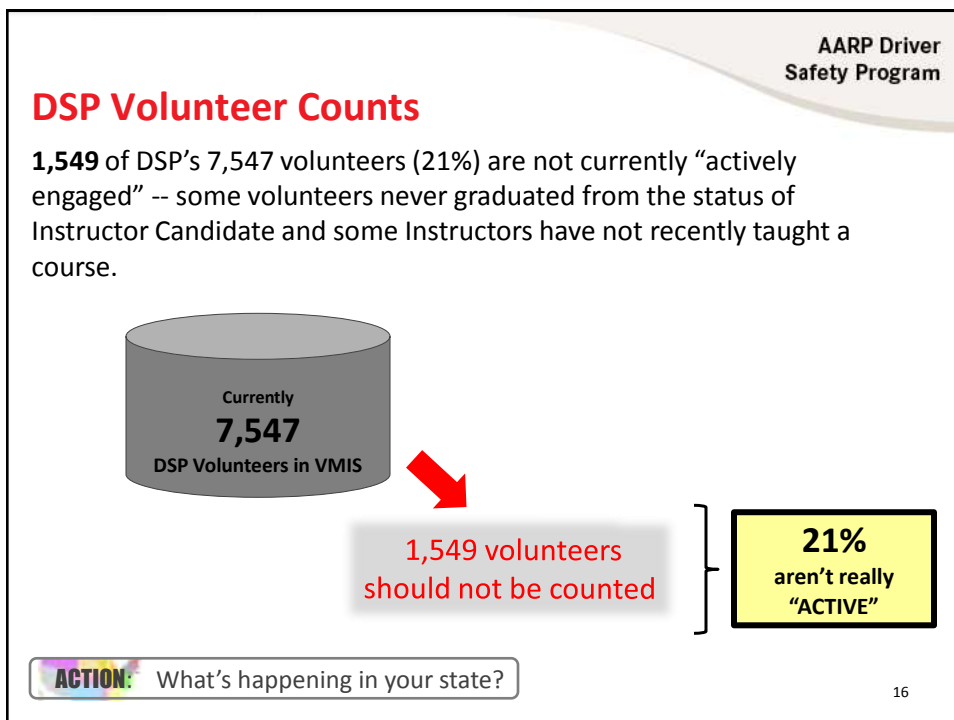
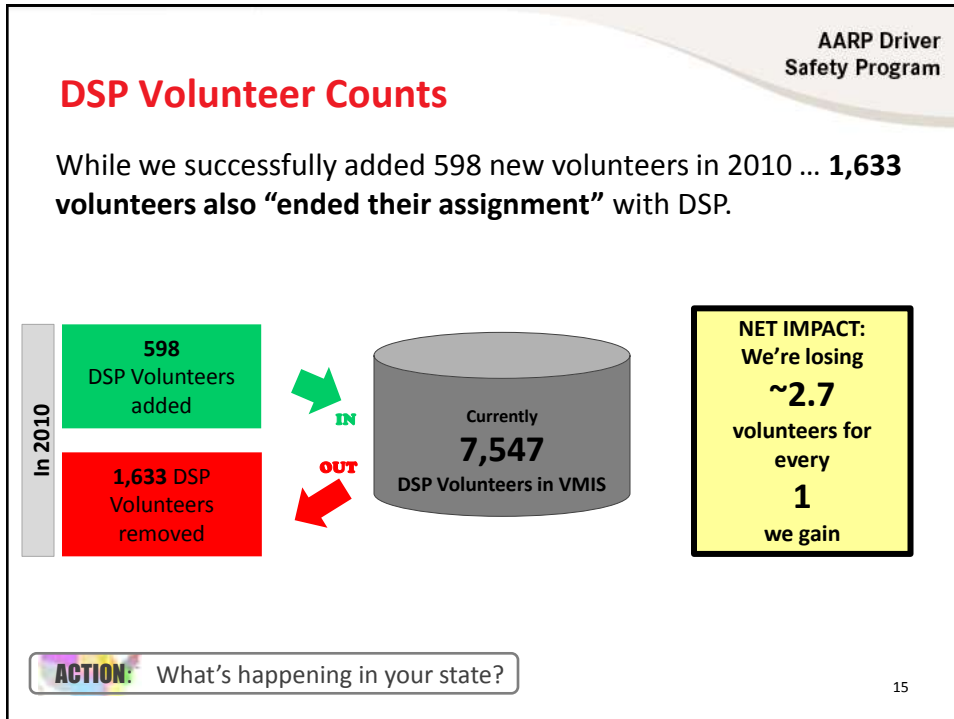
- The number Volunteers has **steadily decreased** for the last 7 years.
- In 10 states the # of volunteers **increased!** AK, AL, DC, IL, LA, MD, UT, VY, WV, WY
- Nationwide **598 NEW** DSP Volunteers started in 2010.
- 7 states brought in **30 or more new volunteers** in 2010 -- accounting for 43% of the DSP new volunteers): CA, FL, IL, LA, NY, PA, TX

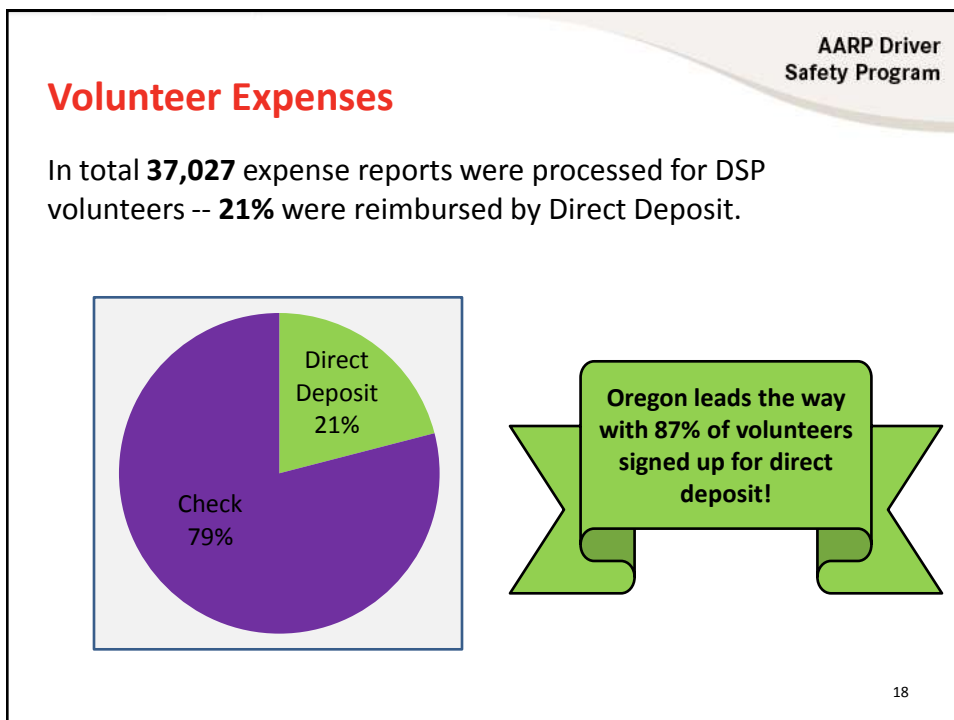
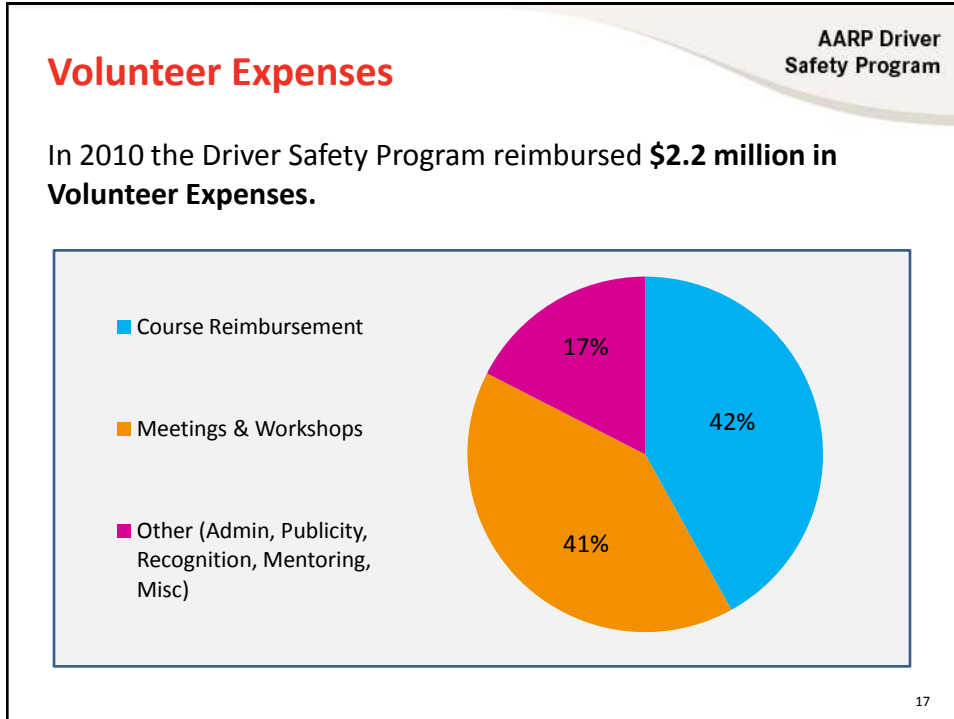


Year	Total Number of DSP Volunteers
2004	~10,500
2005	~9,500
2006	~9,500
2007	~9,500
2008	~9,000
2009	~8,500
2010	7,547

14

**ACTION:** What's happening in your state?





## Customer Service for Volunteers

In 2010 the National Office Operations & Technology team in DC worked tirelessly to support Volunteer needs, including:

- ... sending out:
- ✓ **1,500** name badges
  - ✓ **11,500** mailing labels
  - ✓ **600** appointment letters
  - ✓ **25** business card requests
  - ✓ **2,400** replacement certificates
  - ✓ **125** Certificates of Liability Insurance
- ... responding to:
- ✓ **200-300** calls per week
  - ✓ **400-500** emails per week
  - ✓ **600** expense statement inquiries per week

In addition, the Fulfillment Call Center handles another **750 calls** per week to add courses and process orders for materials.

19

## Modernization Pilot

Pilot Locations – 6 states: DE, MD, MN, NC, OR and PA

What's New?

- **Web-based "Add a Course"** - allows Instructors to add all of their planned courses and order their course material online anytime!
- **Centralized "Anytime Registration"** – allows prospective participants to view, register and pay for classroom courses over the phone or online via [www.aarp.org](http://www.aarp.org)!
- **Dedicated "hotline" support** for volunteers in pilot states on the phone and via email!

20

## Modernization Pilot

### Results To Date:

- 1. Courses are Easier to Schedule** - 41% of all open courses in the pilot states were added using the online Add-a-Course capability. (In Oregon -- 60%!)
- 2. Courses Are Easier for Consumers to Find** - courses are viewable to consumers on the AARP.org Course Locator **much earlier** -- 59% of courses in the pilot states are available to the public for more than 30 days before the Course Date (increase from 25% prior to the pilot).
- 3. More Ways for Consumers to Register** – in the pilot states **131 courses** are currently available for internet registration!

21

## ON TO 2011 ...

22

AARP Driver  
Safety Program

## Driver Safety Program Goals

**Increase  
Number of  
Participants**

**Increase  
Number of  
Volunteers**

**Increase  
Awareness  
of Program**

**In 2011...**

**Teach 515,000 Participants**

- 448,000 Classroom
- 67,000 Online

**Recruit 600 New Volunteers**

23

AARP Driver  
Safety Program

## 2011 Priorities

**Strategy  
& Analytics**

---

- Work towards additional state approvals
- Conduct effectiveness & other research
- Work with existing and new strategic partners
- Launch Reporting Task Force
- Analyze online course and make strategic modifications

**Marketing  
& Communications**

---

- Recruit new participants
- Recruit new volunteers
- Promote and support multicultural outreach
- Enhance communication and promotion with states and volunteers

**Operations  
& Technology**

---

- Launch the National Recognition Program
- Continue Modernization Pilot Program
- Implement National Recruitment Plan
- Develop Host Strategy Plan
- Implement Inventory Management Plan

24

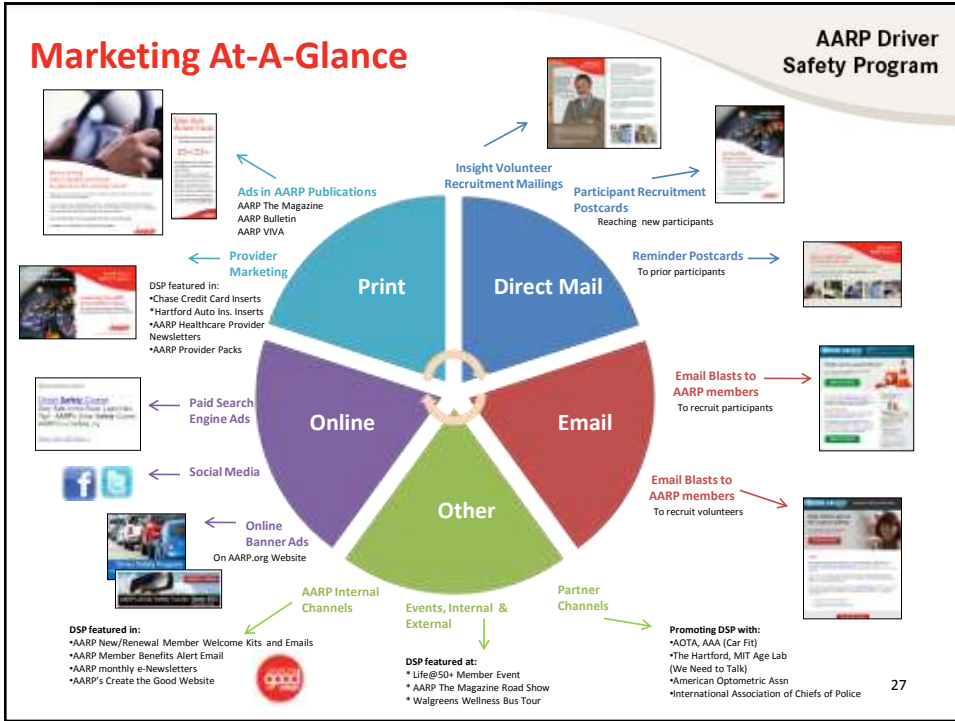
## 2011 Priorities

### Regional / State Leadership

- Meet (or exceed) classroom participation goals
- Recruit / retain / recognize volunteers
- Work with your AARP State Office
- Spend effectively and efficiently
- Utilize data/reports to monitor important metrics



## Marketing Update



## AARP Driver Safety Program

# 2011 Priorities: Recruit New Participants

- Participant Postcard Mailings
- Reminder Postcard Mailings
- Email Blasts
- Print Advertising
- Online Marketing
- Social Media

28

## 2011 Priorities: Recruit New Volunteers

AARP Driver Safety Program

- Insight Mailings
- Volunteer Recruitment Email Blasts
- Inclusion of DSP Volunteer Opportunities on AARP's Create the Good Database
- Promotion through Partner Channels (NRTA, National Sheriff Association)
- Social Media



29

## 2011 Priorities: Market through AARP Providers and AARP Channels

AARP Driver Safety Program

- DSP Inserts in all Hartford Auto Insurance Program policyholder billing statements and promotion on Hartford website
- Inclusion of DSP ad in Strive for Healthy Living Newsletters
- DSP Inserts in Chase Credit Card statements/mailings
- DSP bookmarks on Walgreens Wellness Bus Tour
- Promotion of DSP on Roadside Assistance from Allstate webpage



30

## Promoting Classes thru AARP Channels

AARP Driver Safety Program

**What we heard:** "As a valuable program, AARP and DSP should be doing more to promote the program through AARP channels."

**What we're doing:** Working with AARP on AARP direct mail and emails to feature and promote local DSP courses in a member (or prospective member)'s area.



**What you can do:** Encourage volunteers to schedule courses as early as possible, or teach more courses so that they are featured (in more locations and with more course times) through these free AARP channels. We need to fully capitalize on these opportunities!

DSP Classroom Course featuring host location name listed as "Take a driver safety course at [location name] to stay safe on the road."

## Promoting Classes thru AARP Channels

AARP Driver Safety Program

## 2011 Priorities: Marketing through Social Media

AARP Driver Safety Program

**What we heard:** “DSP needs to make sure its on top of the changing times and new technology to attract new and younger (Boomer) participants.”

### ➤ What we're doing:

- Posting driving-related articles and content on the AARP Driver Safety Program Facebook Fan Page and on Twitter.
- Encouraging State Offices to “Like” our Facebook Fan Page and repost, “re-tweet” and “tag” DSP content and articles on their State Facebook pages or on Twitter.
- Adding links to the DSP Facebook Fan Page and DSP Twitter Page on emails, ads and direct mail to encourage prospective participants to follow us and help spread the word about the Program.
- Following relevant organizations and groups related to driver safety (NHTSA, DOT, State Offices, AAMVA, MIT AgeLab).



33

## 2011 Priorities: Marketing through Social Media

AARP Driver Safety Program



### What you can do:

- If on Facebook or Twitter, “Like” or “Follow” us to help spread the word about the Program.
- Encourage fellow DSP volunteers and participants to follow us as well.
- Post any relevant driving-related articles, photos, testimonials, comment on stories, etc.
- Tell hosts to follow us through social media and promote to their customers and networks.
- Encourage State Offices and other friends using social media to follow and promote DSP.
- Promote DSP’s Facebook page at [www.facebook.com/aarpdsp](http://www.facebook.com/aarpdsp) and [twitter.com/aarpdsp](http://twitter.com/aarpdsp).



34

## 2011 Priorities: "TELLING OUR STORY"

AARP Driver Safety Program

- **What we heard:** "Provide more tools and content that can make it easier to promote DSP at the state and local level."
- **What we're doing:** To support states with the "Telling Our Story" initiative, DSP is providing educational tips and web outlets. DSP will be submitting one article a month to the State Offices to help amplify AARP and DSP's education and outreach efforts.

**What you can do:** Check with your State Office Communications rep to see if there's an opportunity to use articles for other channels (local newsletters, with hosts, etc.).



35

## 2011 Priorities: Improving Communication

AARP Driver Safety Program

- **What we heard:** "We need more information and communication from the National Office on key program issues."
- **What we're doing:** Providing new and enhanced communications through DSP News, LL, the new "Pilot Communicator", "Customer Service Update" and "Technology Update."

**What you can do:** Forward newsletters to other leadership in your state (DCs, ZCs, Marketing Specialists, Trainers, etc.) to help share information throughout DSP. Communicate key program updates via email, in meetings, or use National updates in your state newsletters (if applicable).



36

## 2011 Priorities: Local Marketing Support

AARP Driver  
Safety Program

➤ **What we heard:** “Give us tools to make it easier to promote DSP at the local level and with the State Offices.”

➤ **What we’re doing:**

- Supporting Marketing Specialists through quarterly calls and notes to share best practices, information and ideas.
- Producing tip sheets and handouts like the “Marketing Specialist Best Practices” to help highlight and replicate ideas.
- Developing a “Best Practices” edition of DSP News in August to further share best practices, tips from the field and other information with all volunteers and the States.
- Rolling out a standardized Marketing Event Kit to make it easier to order materials and make events more consistent nationwide.
- Creating DSP tips columns for States.



37

## Marketing Event Kits

AARP Driver  
Safety Program


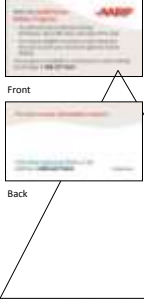



- In July, DSP sent out a survey to Regional and State Coordinators and Marketing Specialists related to marketing events and materials. Our key findings from the survey were:
  - 60% of respondents attend 1-10 events a year.
  - 69% of the events average 100-500 people.
  - 94% of Marketing Specialists said that a pre-packaged standard event kit would be helpful to organize materials to take to events.
- Based on the survey results, we have designed a **standard marketing event kit** to help promote DSP at local events and fairs in a simple and easy way.
- Included in the pre-packaged event kit box are a number of print items (brochures, bookmarks, etc.) and giveaways to provide volunteers with all that they need at events.

38

## AARP Driver Safety Program

# Marketing Event Kit Contents

### Print Items

<p><b>50 BOOKMARKS</b></p>  <p>Front</p> <p>Back</p>	<p><b>50 PASS ALONG CARDS</b></p>  <p>Front</p> <p>Back</p>	<p><b>100 PARTICIPANT BROCHURES</b></p> 	<p><b>50 VOLUNTEER BROCHURES</b></p> 	<p><b>25 HOST BROCHURES</b></p> 
---	--	---	---	---

**With the AARP Driver Safety Program:**

- You will learn about advanced driving techniques, how to safely take and pass at the road.
- You may be eligible to receive an auto insurance discount through your insurance agent for further details.





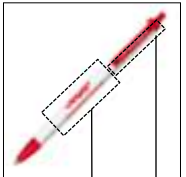



The program is available in a classroom or online setting. Contact today! 1-888-237-7689

39

## AARP Driver Safety Program

# Marketing Event Kit Contents

### Giveaways

<p><b>50 PERSONAL MEDICAL RECORDS</b></p> <p>includes sleeve &amp; adhesive card</p>  <p>Sleeve</p>  <p>Adhesive Card</p>  <p>Front</p> <p>Back</p>	<p><b>50 CAR MAGNETS</b></p> 	<p><b>50 PENS</b></p>   	<p><b>50 MAGNETIC CHIP CLIPS</b></p> 
--	--	---	--

40

## Marketing Event Kit Roll Out

- Each marketing event kit is equipped with enough materials to serve an event size of up to **300 people**.
- The marketing event kit is a **restricted item** and limited only to the Regional and State Coordinators, Deputy State Coordinators and Marketing Specialists for ordering. The event kit is pre-packaged in a box and is **stock number D19489** when ordering from Fulfillment.
- The event kit will make it easier to order marketing materials and giveaways for events through “one-stop shopping.” This kit will help promote DSP with a **consistent look and feel** at local events nationwide.
- The kits are now officially **available for order**. An email announcing this will be sent to RCs, SCs, DSCs and Marketing Specialists after the conference.
- Only **1,000 event kits** are currently available. We have plans to order and assemble an additional 1,000 kits by August, but once the total combined supply is out, that is all that will be stocked for the year.

41

## Marketing Event Kit: FAQs

**Q: The Event Kits are a restricted item. How many can be ordered at once?**

A: You can order up to 5 Event Kits at once. Remember, each Event Kit is designed to accommodate events with up to 300 people. We encourage RCs, SCs, DSCs and MS to **be conservative when ordering event kits** since they are expensive and contain materials and giveaways designed to entice people to take information about DSP and sign up for a course at events—they are not designed for distribution in the classroom.

**Q: The Event Kits are limited only to the Regional, State Coordinators, Deputy State Coordinators and Marketing Specialists for ordering. Can other volunteers order them directly?**

A: No, Volunteer Instructors, District Coordinators, etc. cannot order event kits directly from Fulfillment. They must submit Event Kit requests to their State Coordinator. From there an SC or DSC can submit the order and request that the kit be sent to the individual Instructor, and provide that Instructor's Vol ID number.

42

## New National Recognition and Rewards Program

43

### National Recognition & Rewards Program

#### Purpose and Goals

- Communicate the importance of recognition to volunteer recruitment and retention;
- Raise awareness of AARP Driver Safety Program volunteer opportunities;
- Spark greater participation and support of recognition efforts from our volunteers at all levels;
- Recognize the efforts of our volunteer force in a more consistent manner.

44

## National Recognition & Rewards Program

### Program Components

1. On-Boarding
2. Recognition and Rewards
3. Off-Boarding

45

## 1. On-Boarding

After successful completion of the training process...

- The National Office will send a welcome/congratulatory letter with a DSP briefcase and Volunteer Profile Form.
- The letter will direct them to the AARP DSP Online Store.
- Volunteer will order name badge and labels through the store.
- Volunteer will be able to access the DSP online store and select one DSP branded item (estimated value \$25).
- The volunteer will receive a survey at the 100-day and one-year anniversary mark.



46

## 2. Recognition and Rewards - National Strategies

There are a total of 13 **national strategies** in the plan.

- "Hear Ye, Hear Ye"
- Thank You Cards
- Thank You Posters
- DSP Annual Report
- Spotlight on Excellence
- Century Club
- Years of Service
- Michael Seaton Volunteer of the Year Award
- AARP Andrus Award
- DSP News Recognition Issue
- AARP Online Reward System
- AARP DSP Online Store
- AARP Volunteer Opinion Survey

Let us highlight a few...

47

## Thank You Card

The NEW Thank You Card will be stacked in Fulltime, drink wrapped in packs of 25.

Outside View



Inside View



48

## The Century Club

This Century Club is a **NEW** program. It will be presented to an active DSP Instructor when he/she has taught 100 courses.

### Century Club recipients will receive...

- A custom lapel pin
- An American Express Gift Card
- A congratulatory letter from the DSP Director
- A highlight in the *DSP News* Recognition issue



Century Club  
Lapel Pin

49

## Years of Service Lapel Pins



The National Office has designed seven **NEW** lapel pins to mark major milestone years: 1, 5, 10, 15, 20, 25 and 30 years. The *DSP News* Recognition Issue will feature a list of volunteers who have reached these milestones under their service year mark.

50

## Volunteer of the Year Awards

The Task Force recommended we develop Volunteer of the Year Awards using a tiered approach that builds from the state to region to national level. The program will include a:

- State Volunteer of the Year Award;
- Regional Volunteer of the Year Award; and
- National Volunteer of the Year Award

51

## Volunteer of the Year Awards Criteria Guidelines

The criteria guidelines below was approved by the Task Force and will be used for all awards: state, regional and national.

- At least one year of service as a volunteer with the AARP Driver Safety Program
- Increased participation levels in their area and/or in their individual courses
- Recruited new host locations in their area
- Recruited new volunteers to the program
- Advanced the diversity of participants and/or volunteers in their area
- Demonstrated superior subject knowledge and course preparation
- Participated in local and national AARP Driver Safety Program marketing and promotional initiatives
- Active participation in promoting CarFit and We Need to Talk (where appropriate)
- Showed evidence of innovative ideas to meeting established goals
- Effectively led or participated in team efforts
- Completed reports timely and accurately
- Recognized the efforts of his/her peers

52

## Online Reward System

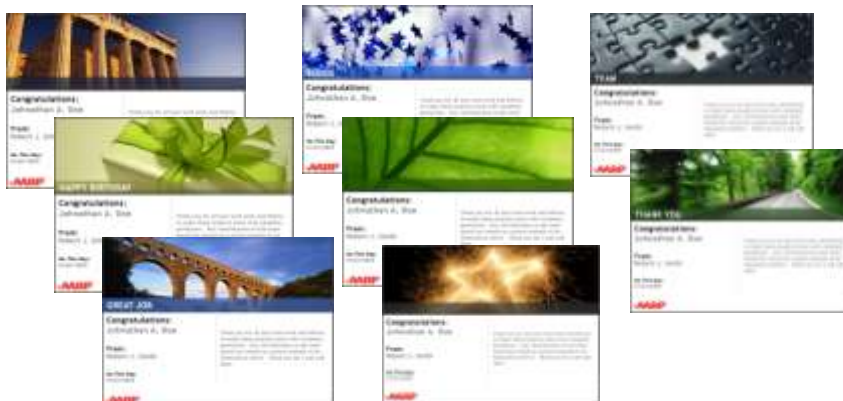
- The **Online Reward System** will allow Regional and State Coordinators to send E-Cards or award recognition “points” (equates to American Express Gift Cards) to **ANY** active volunteer across regions and states for a job well done or going above and beyond the call of duty.
  - ✓ Points issued in pre-denominated (\$20, \$25, \$50) American Express Gift Cards
  - ✓ American Express Gift Cards are mailed directly to the volunteer
  - ✓ The American Express Gift Card is sent in holder with a congratulatory message
  - ✓ The American Express Gift Card is useable in the AARP DSP Online Store and anywhere American Express is accepted (including online)
  - ✓ The American Express Gift Card has a 12 month expiration



53

## Online Reward System: E-Cards

As an alternative to recognition points, you can send electronic greeting cards to DSP volunteers with a valid email address through the Online Reward System. Select a card design, type in your message, and send—it's that easy. This is a great way to tell someone thanks, great job or even Happy Birthday!



54

## AARP DSP Online Store

The AARP Driver Safety Program Online Store is an integral part of the ***National Recognition & Rewards Program***. It is a web based online store stocked with properly branded DSP products and has three primary functions.

- New volunteers will access the store to obtain administrative items during the “on-boarding” process.
- Volunteers can use their American Express Gift Card to “purchase” a DSP branded item in “recognition and rewards” section of the store.
- Regional and State Coordinators can order DSP branded items for distribution to volunteers at regional and state meetings. The cost goes against the regional/state budget.
- The store will be owned and operated by the National Office.

55

## AARP DSP Online Store

The AARP Driver Safety Program Online Store landing page will have buttons/links on the left side that volunteers can click on to access that particular category.

- On-Boarding
- Recognition & Rewards
- Marketing
- Off-Boarding



56

## AARP DSP Online Store

The AARP Driver Safety Program Online Store will include properly branded items. Potential product examples are below:



57

## 2. Recognition and Rewards - Local Strategies

There are a total of 12 **local strategies** in the plan.

- Appreciation Note Cards
- Thank You Cards
- Send a Card
- State Newsletters
- State Meetings
- Ideas at Work
- Build Skills
- Volunteer of the Month
- State Volunteer of the Year Award
- Regional Volunteer of the Year Award
- AARP Online Reward System
- AARP DSP Online Store

58

## Volunteer of the Month Lapel Pin

State Coordinators will be given 12 of the newly designed “Volunteer of the Month” lapel pins. States may award the lapel pin to a local volunteer each month based on the state’s criteria.



59

## 3. Off-Boarding

Implementing a formalized off-boarding process will allow us to gain insights and correct parts of our processes and procedures that are not as effective as we need them to be. Off-boarding includes:

- An Evaluation Tool
- The Reappointment Process
- An Exit Interview
- Terming Out (Leadership Volunteers)
- Thank You Letter
- Condolence Letter
- New Title in VMIS
- Off-Boarding Section in the AARP DSP Online Store

60

## What's Next?

Training will be held in **May** for Regional and State Coordinators on components of the *National Recognition & Rewards Program*.

The **formal launch** of the *National Recognition & Rewards Program* is **June 1, 2011**.

61



62

**From the National Office...**

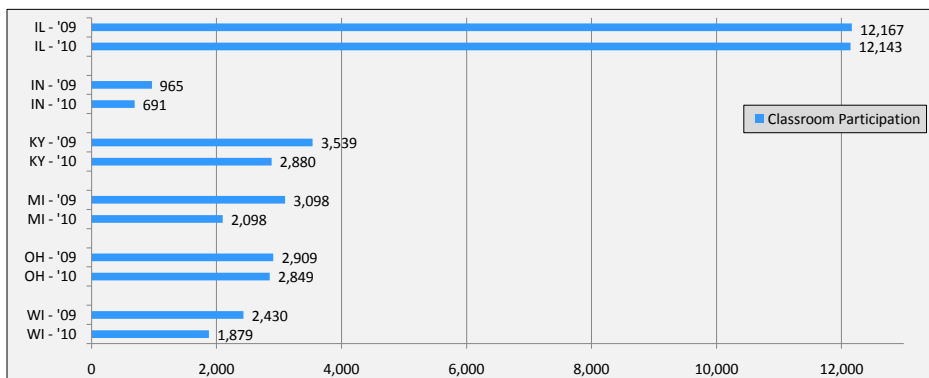
*Thank you for all  
you do on behalf  
of DSP!*

**Region Snap Shots**

# MW1

## AARP Driver Safety Program

2010 DSP STATS	TOTAL		CLASSROOM COURSE							ONLINE		
	TOTAL PARTICIPANTS	% CHANGE VS 2009	CLASS PARTICIPANTS	% CHANGE VS 2009	COURSES	TOTAL VOLUNTEERS	% CHANGE VS 2009	NEW VOLUNTEERS	AVG. CLASS SIZE	% CHANGE VS 2009	ONLINE PARTICIPANTS	% CHANGE VS 2009
<b>National Total</b>	<b>526,147</b>	<b>-2%</b>	<b>464,307</b>	<b>-6%</b>	<b>27,141</b>	<b>7,547</b>	<b>-9%</b>	<b>598</b>	<b>17.1</b>	<b>-2%</b>	<b>61,840</b>	<b>30%</b>
Illinois	13,597	2%	12,126	0%	809	194	4%	31	15.0	-4%	1,471	26%
Indiana	1,012	-20%	691	-28%	63	26	-35%	3	11.0	3%	321	9%
Kentucky	3,124	-18%	2,880	-19%	206	75	-6%	11	14.0	-12%	244	-7%
Michigan	2,584	-35%	2,098	-32%	218	151	-8%	3	9.6	-13%	486	-43%
Ohio	3,341	2%	2,849	-2%	268	151	-3%	20	10.6	-9%	492	38%
Wisconsin	2,226	-18%	1,879	-23%	165	79	-2%	13	11.4	-3%	347	26%

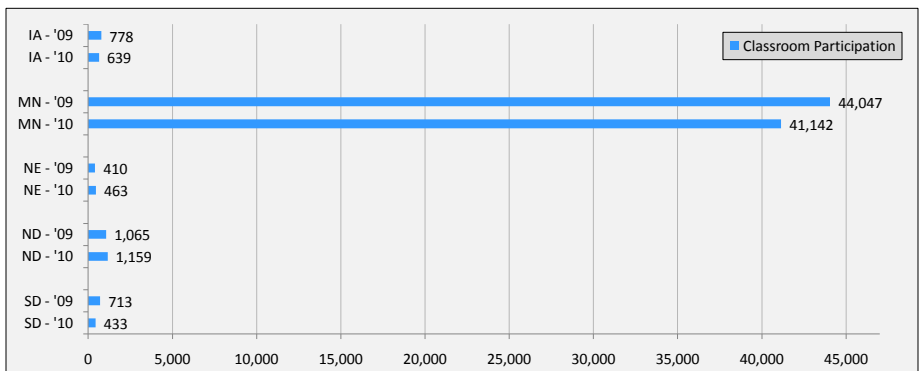


65

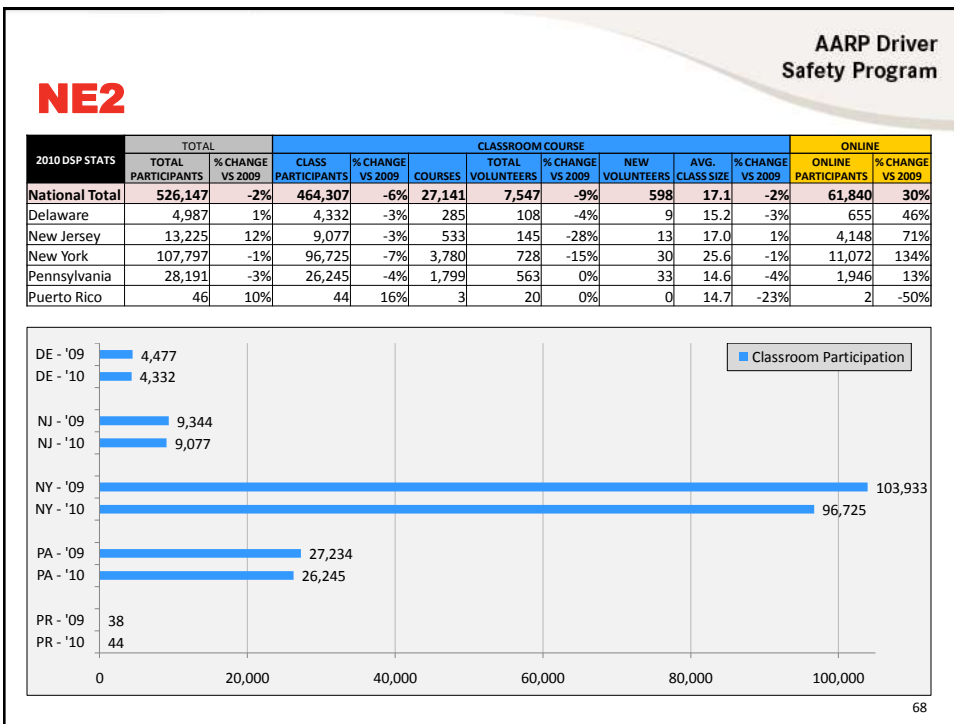
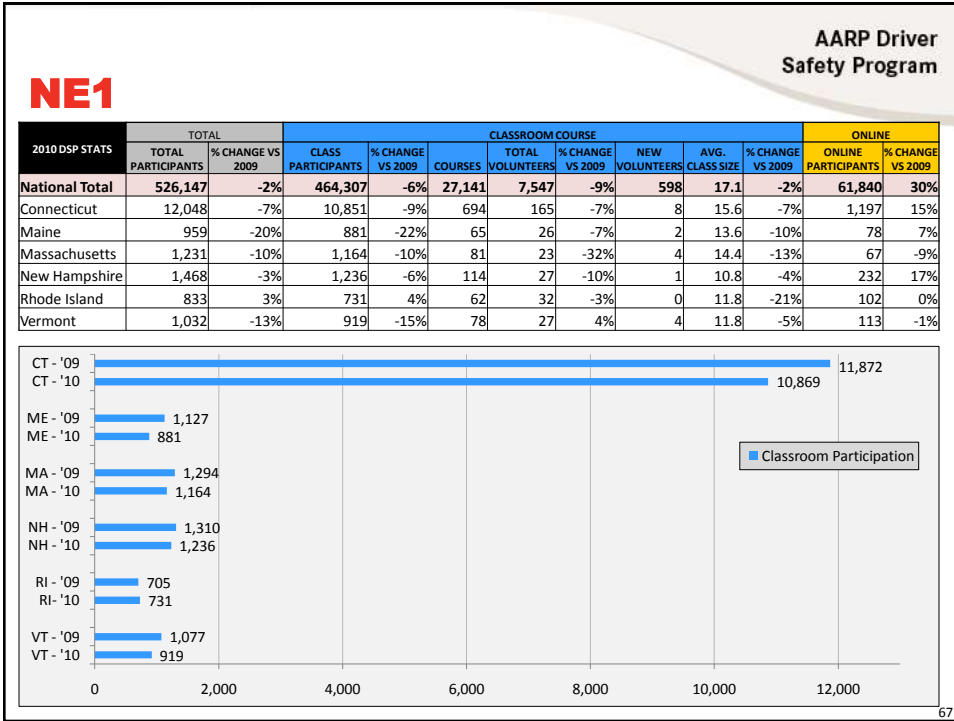
# MW2

## AARP Driver Safety Program

2010 DSP STATS	TOTAL		CLASSROOM COURSE							ONLINE		
	TOTAL PARTICIPANTS	% CHANGE VS 2009	CLASS PARTICIPANTS	% CHANGE VS 2009	COURSES	TOTAL VOLUNTEERS	% CHANGE VS 2009	NEW VOLUNTEERS	AVG. CLASS SIZE	% CHANGE VS 2009	ONLINE PARTICIPANTS	% CHANGE VS 2009
<b>National Total</b>	<b>526,147</b>	<b>-2%</b>	<b>464,307</b>	<b>-6%</b>	<b>27,141</b>	<b>7,547</b>	<b>-9%</b>	<b>598</b>	<b>17.1</b>	<b>-2%</b>	<b>61,840</b>	<b>30%</b>
Iowa	735	-16%	639	-18%	67	37	-20%	9	9.5	-4%	96	-2%
Minnesota	44,446	-5%	41,142	-7%	2,078	436	-6%	21	19.8	1%	3,304	31%
Nebraska	537	9%	463	13%	51	40	-11%	5	9.1	-7%	74	-10%
North Dakota	1,229	10%	1,159	9%	75	39	-5%	8	15.5	3%	70	40%
South Dakota	537	-35%	433	-39%	42	41	-31%	2	10.3	-26%	104	-10%



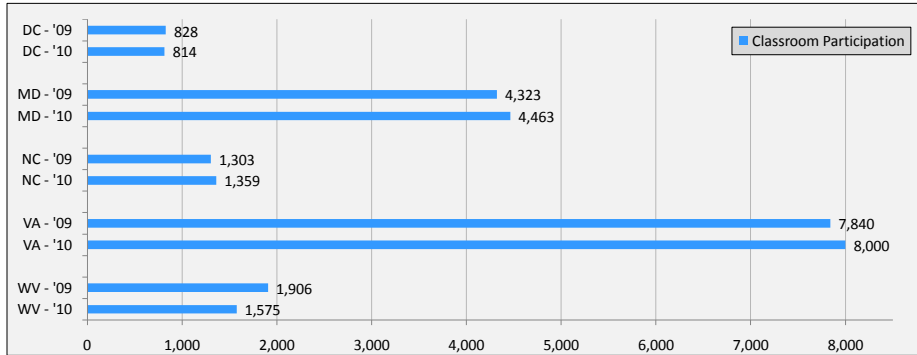
66



AARP Driver Safety Program

SE1

2010 DSP STATS	TOTAL		CLASSROOM COURSE								ONLINE	
	TOTAL PARTICIPANTS	% CHANGE VS 2009	CLASS PARTICIPANTS	% CHANGE VS 2009	COURSES	TOTAL VOLUNTEERS	% CHANGE VS 2009	NEW VOLUNTEERS	AVG. CLASS SIZE	% CHANGE VS 2009	ONLINE PARTICIPANTS	% CHANGE VS 2009
<b>National Total</b>	<b>526,147</b>	<b>-2%</b>	<b>464,307</b>	<b>-6%</b>	<b>27,141</b>	<b>7,547</b>	<b>-9%</b>	<b>598</b>	<b>17.1</b>	<b>-2%</b>	<b>61,840</b>	<b>30%</b>
District of Columbia	905	-2%	814	-2%	60	38	12%	4	13.6	-5%	91	-6%
Maryland	5,298	4%	4,463	3%	298	113	6%	1	15.0	-4%	835	9%
North Carolina	1,531	5%	1,359	4%	139	92	-18%	4	9.8	1%	172	12%
Virginia	9,108	3%	8,000	2%	473	133	-6%	8	16.9	4%	1,108	15%
West Virginia	1,870	-16%	1,575	-17%	122	88	10%	13	12.9	-3%	295	-5%

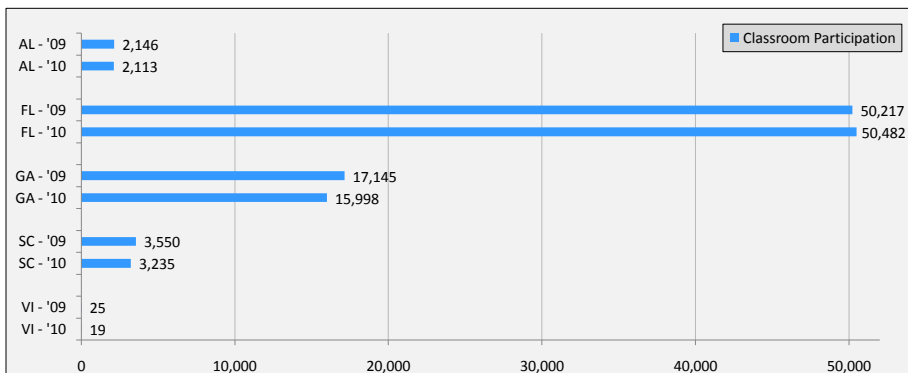


69

AARP Driver Safety Program

SE2

2010 DSP STATS	TOTAL		CLASSROOM COURSE								ONLINE	
	TOTAL PARTICIPANTS	% CHANGE VS 2009	CLASS PARTICIPANTS	% CHANGE VS 2009	COURSES	TOTAL VOLUNTEERS	% CHANGE VS 2009	NEW VOLUNTEERS	AVG. CLASS SIZE	% CHANGE VS 2009	ONLINE PARTICIPANTS	% CHANGE VS 2009
<b>National Total</b>	<b>526,147</b>	<b>-2%</b>	<b>464,307</b>	<b>-6%</b>	<b>27,141</b>	<b>7,547</b>	<b>-9%</b>	<b>598</b>	<b>17.1</b>	<b>-2%</b>	<b>61,840</b>	<b>30%</b>
Alabama	2,416	-2%	2,113	-2%	178	83	15%	13	11.9	-11%	303	-7%
Florida	56,039	3%	50,482	1%	2,261	586	-8%	53	19.3	3%	5,557	37%
Georgia	18,395	-2%	15,998	-7%	984	206	-5%	12	16.3	-3%	2,397	41%
South Carolina	3,726	-4%	3,225	-9%	214	103	-16%	14	15.1	1%	501	48%
Virgin Islands	21	-19%	19	-24%	6	18	0%	0	3.2	-11%	2	100%

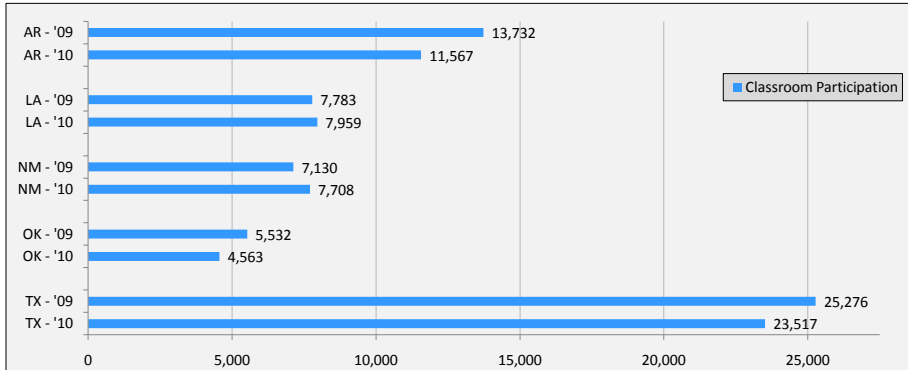


70

AARP Driver Safety Program

**SW1**

2010 DSP STATS	TOTAL		CLASSROOM COURSE								ONLINE	
	TOTAL PARTICIPANTS	% CHANGE VS 2009	CLASS PARTICIPANTS	% CHANGE VS 2009	COURSES	TOTAL VOLUNTEERS	% CHANGE VS 2009	NEW VOLUNTEERS	AVG. CLASS SIZE	% CHANGE VS 2009	ONLINE PARTICIPANTS	% CHANGE VS 2009
<b>National Total</b>	<b>526,147</b>	<b>-2%</b>	<b>464,307</b>	<b>-6%</b>	<b>27,141</b>	<b>7,547</b>	<b>-9%</b>	<b>598</b>	<b>17.1</b>	<b>-2%</b>	<b>61,840</b>	<b>30%</b>
Arkansas	12,402	-14%	11,567	-16%	660	135	-14%	14	17.5	-7%	835	14%
Louisiana	8,632	5%	7,959	2%	421	134	7%	39	18.9	4%	673	49%
New Mexico	8,931	10%	7,708	8%	352	103	0%	15	21.9	-1%	1,223	19%
Oklahoma	5,147	-15%	4,563	-18%	176	88	-22%	11	16.5	-5%	584	4%
Texas	26,355	-6%	23,506	-7%	1,530	385	-12%	30	15.4	-6%	2,849	6%

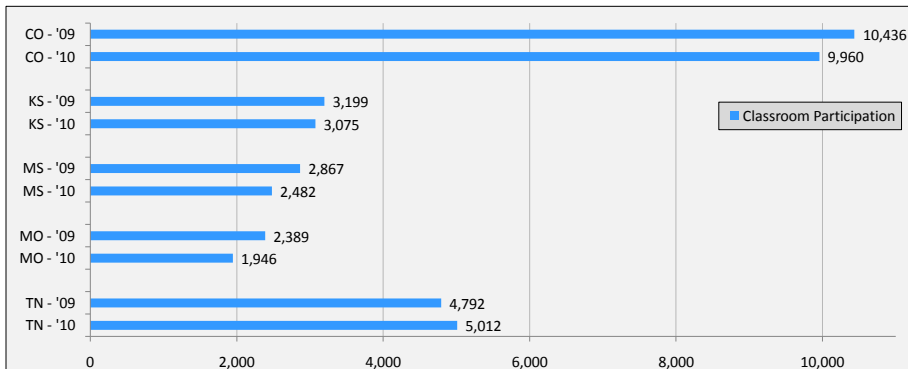


71

AARP Driver Safety Program

**SW2**

2010 DSP STATS	TOTAL		CLASSROOM COURSE (*New Vols excludes Instructor Candidates)								ONLINE	
	TOTAL PARTICIPANTS	% CHANGE VS 2009	CLASS PARTICIPANTS	% CHANGE VS 2009	COURSES	TOTAL VOLUNTEERS	% CHANGE VS 2009	NEW VOLUNTEERS	AVG. CLASS SIZE	% CHANGE VS 2009	ONLINE PARTICIPANTS	% CHANGE VS 2009
<b>National Total</b>	<b>526,147</b>	<b>-2%</b>	<b>464,307</b>	<b>-6%</b>	<b>27,141</b>	<b>7,547</b>	<b>-9%</b>	<b>598</b>	<b>17.1</b>	<b>-2%</b>	<b>61,840</b>	<b>30%</b>
Colorado	11,538	-3%	9,943	-5%	718	197	-9%	23	13.8	-5%	1,595	6%
Kansas	3,431	-2%	3,075	-4%	243	84	-9%	17	12.7	-2%	356	19%
Mississippi	2,706	-11%	2,482	-13%	151	59	-18%	2	16.4	14%	224	27%
Missouri	2,477	-13%	1,946	-19%	170	61	-16%	2	11.4	-10%	531	17%
Tennessee	5,678	8%	5,012	5%	311	105	-16%	6	16.1	2%	666	40%

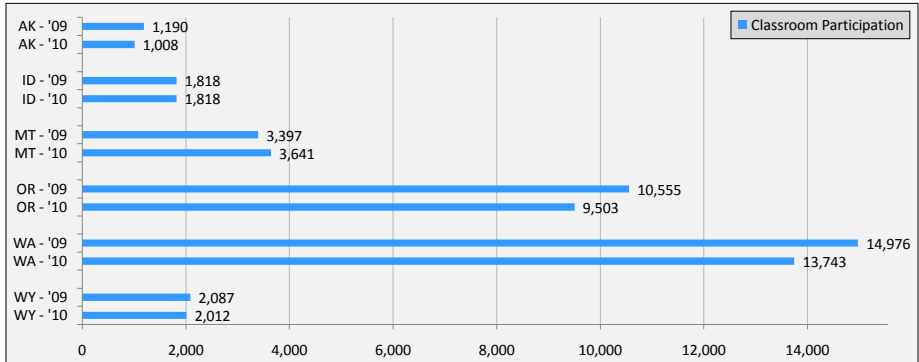


72

AARP Driver Safety Program

W1

2010 DSP STATS	TOTAL		CLASSROOM COURSE								ONLINE	
	TOTAL PARTICIPANTS	% CHANGE VS 2009	CLASS PARTICIPANTS	% CHANGE VS 2009	COURSES	TOTAL VOLUNTEERS	% CHANGE VS 2009	NEW VOLUNTEERS	AVG. CLASS SIZE	% CHANGE VS 2009	ONLINE PARTICIPANTS	% CHANGE VS 2009
<b>National Total</b>	<b>526,147</b>	<b>-2%</b>	<b>464,307</b>	<b>-6%</b>	<b>27,141</b>	<b>7,547</b>	<b>-9%</b>	<b>598</b>	<b>17.1</b>	<b>-2%</b>	<b>61,840</b>	<b>30%</b>
Alaska	1,328	-12%	1,008	-15%	79	38	6%	2	12.8	-6%	320	-2%
Idaho	2,149	0%	1,818	0%	162	70	-19%	1	11.2	2%	331	-1%
Montana	3,992	10%	3,641	7%	250	94	-10%	3	14.6	0%	351	50%
Oregon	10,854	-8%	9,503	-10%	654	132	-25%	8	14.5	2%	1,351	14%
Washington	16,252	-7%	13,743	-8%	1,124	264	-6%	14	12.2	-8%	2,509	0%
Wyoming	2,265	-1%	2,012	-4%	134	62	7%	3	15.0	-3%	253	27%

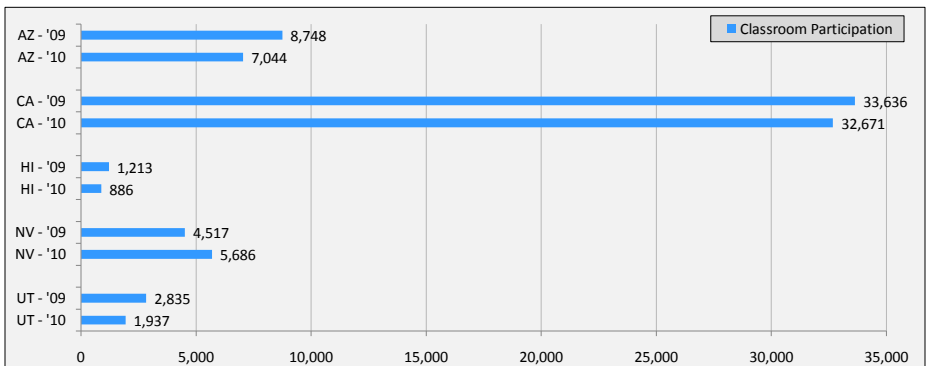


73

AARP Driver Safety Program

W2

2010 DSP STATS	TOTAL		CLASSROOM COURSE								ONLINE	
	TOTAL PARTICIPANTS	% CHANGE VS 2009	CLASS PARTICIPANTS	% CHANGE VS 2009	COURSES	TOTAL VOLUNTEERS	% CHANGE VS 2009	NEW VOLUNTEERS	AVG. CLASS SIZE	% CHANGE VS 2009	ONLINE PARTICIPANTS	% CHANGE VS 2009
<b>National Total</b>	<b>526,147</b>	<b>-2%</b>	<b>464,307</b>	<b>-6%</b>	<b>27,141</b>	<b>7,547</b>	<b>-9%</b>	<b>598</b>	<b>17.1</b>	<b>-2%</b>	<b>61,840</b>	<b>30%</b>
Arizona	8,546	-17%	7,044	-19%	462	234	-7%	5	15.2	-9%	1,502	1%
California	38,801	-1%	32,671	-3%	2,146	531	-13%	40	15.2	-1%	6,130	10%
Guam	0	N/A	0	N/A	0	2	N/A	0	N/A	N/A	0	N/A
Hawaii	1,195	-20%	886	-27%	114	33	-41%	1	7.8	-14%	309	12%
Nevada	6,781	23%	5,671	26%	364	68	-12%	2	15.6	13%	1,110	10%
Utah	2,193	-28%	1,937	-32%	189	75	12%	8	10.2	-8%	256	31%



74