



## **Lifelong Learning: A Vital Investment for Your Community**

### **Boost Resident Wellness**

- **Enhance Cognitive Health:** Activities promoting neuroplasticity increase brain volume and strengthen neural pathways, helping residents stay sharp and independent longer.
- **Delay Alzheimer's & Dementia:** Lifelong learning is proven to protect memory and cognitive function, reducing healthcare burdens.
- **Foster Smarter Decision-Making:** Support residents' ability to think independently and make informed choices.

### **Improve Quality of Life**

- **Happier Residents:** Programs that build confidence, resilience, and emotional intelligence lead to increased satisfaction and overall well-being.
- **Healthier Aging:** Lifelong learners are more likely to exercise, manage stress, and proactively address health concerns, lowering long-term care costs.
- **Longer Lives:** Educational engagement is linked to longer lifespans and reduced risks of chronic conditions like heart disease and stroke.

### **Elevate Your Community's Appeal**

- **Attract New Residents:** Offer innovative, engaging programs that differentiate your community and appeal to families seeking enriching environments for their loved ones.
- **Retain Current Residents:** Create a vibrant, stimulating culture that fosters loyalty and satisfaction among residents and their families.

- **Strengthen Community Connections:** Learning programs encourage social engagement, reducing isolation and fostering meaningful relationships among residents.

### **Support Operational Success**

- **Seamless Implementation:** With turnkey learning solutions, your staff can focus on core responsibilities while we manage programming, materials, and delivery.
- **Cost-Effective Solutions:** High-quality educational programs improve resident satisfaction without requiring significant infrastructure investments.
- **Adaptable Formats:** From small group settings to larger gatherings, our programs fit seamlessly into your existing calendar.

### **Proven Benefits Backed by Science**

- **87% of Learners** report improved social interactions, motivation, and overall life satisfaction from lifelong learning programs.
- Studies confirm that lifelong learning enhances cognitive, emotional, and physical health—a win for both residents and your community.

**Partner with us to elevate your retirement community. Together, we can create enriching environments that foster healthier, happier lives for your residents.**

*“Anyone who stops learning is old, at 20 or 80. Anyone who keeps learning stays young.” – Henry Ford*

## **Mission Statement**

At Platform, we empower older adults to stay intellectually active and socially connected through tailored educational services. Our programs foster cognitive health, emotional resilience, and a sense of purpose, aligning with the principles of positive aging. By bridging the gap between formal education and lifelong learning, we create thriving, engaged communities where residents enjoy healthier, more fulfilling lives.

## **The Value of Lifelong Learning**

Lifelong learning is essential for cognitive health, personal growth, and social inclusion. It helps older adults maintain brain health, improve memory, and reduce the risk of cognitive decline and dementia. Engaging in intellectual activities fosters emotional resilience, boosts self-esteem, and reduces stress, while creating opportunities for meaningful social connections that combat loneliness and promote happiness.

## **Benefits for Retirement Communities**

- **Enhances Resident Well-being:** Lifelong learning supports healthier aging by stimulating the mind and fostering a sense of purpose.
- **Builds Community Spirit:** Programs encourage social engagement and active participation.
- **Boosts Appeal:** Offering lifelong learning differentiates your community, attracting prospective residents and retaining current ones with enriching, forward-thinking environments.

**Why Choose Platform?** Our expertly crafted lectures and programs are easy to implement, require no additional resources from your staff, and are proven to improve resident satisfaction and quality of life.

A message from the founder of Platform:

*"Our lecture program is a unique opportunity to enrich the lives of your residents. With over a decade of professional experience and a deep passion for education, I deliver engaging presentations that foster cognitive*

*growth, emotional well-being, and social connection. The cost reflects not only the hours of preparation and research that go into creating these customized sessions but also the lasting impact they have on your residents' quality of life. By investing in these lectures, you're enhancing your community's reputation and providing an invaluable service to your residents."* – Scott Craig, Ph.D.

## **Clear Benefits for Retirement Communities**

### **Enhancing Resident Lives and Connections**

Platform creates vibrant, intellectually stimulating environments where residents stay engaged, active, and curious. This enrichment supports cognitive health, emotional well-being, and overall life satisfaction. Additionally, Platform's programs foster shared learning experiences, creating opportunities for residents to connect socially and combat feelings of loneliness.

### **Attracting and Retaining Residents**

Offering unique lifelong learning programs positions retirement communities as forward-thinking and innovative. These programs make communities more appealing to prospective residents and their families, enhancing their reputation and competitive edge. Communities offering Platform's educational programs gain a significant advantage in improving overall satisfaction and loyalty.

### **Catering to Diverse Interests with Seamless Implementation**

With a wide array of topics and interactive formats, Platform addresses the intellectual curiosity of retirement community residents, ensuring engaging and varied programming. Platform also provides a seamless, turn-key solution by managing all aspects of program delivery so staff can focus on other priorities.

### **Cost-Effective and Inclusive Programming**

High-quality educational programs improve residents' quality of life without requiring major investments in physical infrastructure, making them a cost-effective solution. Platform offers weekly, fortnightly, monthly, or custom schedules to fit seamlessly into the community's existing calendar. All materials, including handouts and visual aids, are designed to be accessible and engaging for older adults. Platform's programs are

adaptable to both small group settings and larger audiences, ensuring inclusivity and wide reach.

*"I am still learning." – Michelangelo (at age 87)*

## **Proven Teaching Excellence that Inspires Lifelong Learning**

### **Dedication to Quality Education**

Rated an outstanding **4.9 out of 5** for overall quality by former learners, reflecting a deep commitment to creating enriching and engaging learning experiences.

### **Exceptional Learner Satisfaction**

**100% of learners** indicated they would take another course, showcasing a trusted teaching approach that fosters curiosity, ongoing education, and a passion for lifelong learning.

### **Consistently Recognized for Excellence**

Of 13 ratings, **92% of learners** rated the experience as "Awesome" (5/5), with the remaining **8%** rating it as "Great" (4/5). These consistent top-tier evaluations highlight a proven ability to connect with learners and inspire them to explore new ideas and perspectives.

### **Why This Matters for Lifelong Learners**

These results underscore a teaching philosophy rooted in accessibility, engagement, and adaptability—qualities essential for creating meaningful educational opportunities for retirement communities. Whether sharing historical insights or facilitating thought-provoking discussions, the goal is always to empower older adults to continue learning, growing, and connecting.

*"As long as you live, keep learning how to live." – Seneca*

## About the Founder and Director of Platform:



Scott Craig is a seasoned educator with over a decade of teaching experience in history and the humanities, dedicated to inspiring the embracement of lifelong learning. Holding a Ph.D. in History from Florida State University, Dr. Craig has taught a diverse range of courses, including U.S. History, African American History, and Western Civilization, at institutions such as Central Texas College and Florida State University. His classes are known for their engaging content, rooted in scholarly research, and tailored to connect historical themes with contemporary relevance. Dr. Craig's commitment to lifelong learning is evident not only in his dedication to academic excellence but also in his ability to create inclusive and stimulating learning environments that empower students of all ages to think critically and pursue knowledge beyond the classroom. His teaching excellence is reflected in his 4.9/5.0 rating on RateMyProfessor.com, where learners consistently praise his approachability, passion, and ability to make complex topics accessible.

Throughout his career, Dr. Craig has taught students from various cultural and educational backgrounds, spanning continents and age groups. From young undergraduates exploring foundational concepts to adult learners seeking intellectual growth, Dr. Craig has consistently adapted his teaching to meet the needs of his diverse audience. His global perspective, honed through years of research and international collaboration, enables him to foster meaningful connections between history and the lived experiences of his audience. Driven by the belief that education is a lifelong journey, Dr. Craig continues to champion the transformative power of learning, encouraging learners from all walks of life to cultivate curiosity and engage with the world around them.



## Education and Expertise

### Employment

2024 **Founder and Director of Platform Lifelong Learning**, Brisbane, QLD  
2015- **Professor, Adjunct Professor** (Remote in Brisbane from 2023), Central Texas College  
2008-14 **Instructor, Research Assistant**, Florida State University

### Academic Degrees

2014 **Doctor of Philosophy**, History - Florida State University  
2010 **Master of Arts**, History - Florida State University  
2006 **Bachelor of Arts**, History - Boston College  
2004 Exchange Program, University of Glasgow, Scotland

### Books

2021 *Dialogues in Historiography*  
2021 *Antislavery in the founding of Colonial Georgia*  
2020 *Bonds of Empire*

### Articles

Journal articles appeared in  
2016 *Global Humanities*  
2013 *Limina*  
2011 *Atlantic Millennium*

### Honors/Awards

2014 Lord Baltimore Research Fellowship  
2014 Walbolt Dissertation Fellowship  
2013 Florida State University Dissertation Research Grant  
2013 Florida State University Conference Presentation Grant  
2011 Florida State University Conference Presentation Grant  
2011 Karla Scherer Center Grant  
2010 Florida State University Conference Presentation Grant  
2009 Florida State University Conference Presentation Grant  
2005 Order of the Cross and Crown nomination  
2005 National Collegiate Education Award nomination  
2004 Undergraduate Faculty Research Fellowship

*"An investment in knowledge pays the best interest." – Benjamin Franklin*

## Learner Experiences

“Dr. Craig was a joy to learn from!! I felt engaged and interested during each lecture.”

“Dr. Craig is definitely one of my favorite professors by far!”

“Was extremely responsive and helpful... I really enjoyed this class and would definitely recommend this professor.”

“By far the best professor I've ever had. He really knows his stuff and teaches well.”

“Very easy-going, concise & knowledgeable. Loooved his lectures. I swear only Dr. Craig can make history actually interesting to learn.”

“Doctor Craig is an amazing professor.”

“He was fun, interesting to listen to lectures as well as personal experiences. Pretty clear what he wants you to understand. On the top of my favorite professors list.”

“Professor Craig was an amazing lecturer and was always willing to further explain a situation if you understood little of it.”<sup>1</sup>

*“Education is the kindling of a flame, not the filling of a vessel.” – Socrates*

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<sup>1</sup> Source: <https://www.ratemyprofessors.com/professor/2075484>

## Why Choose Platform?

At Platform Lifelong Learning, we believe that education is the key to a fulfilling and purposeful life at any age. Our programs are designed to not only meet the needs of retirement communities but to exceed expectations by delivering exceptional value through our unique approach. Here's what makes Platform stand out:

### Tailored Programs for Your Community

- **Customized Topics:** We collaborate with your community to select topics that resonate with your residents, from history and culture to science and current events.
- **Flexible Scheduling:** Our seminars are designed to fit seamlessly into your community's existing schedule, whether weekly, biweekly, or monthly.
- **Resident-Centric Design:** Every program is crafted to engage older adults, considering their interests, learning styles, and accessibility needs.

### Expert-Led Lectures

- **Unparalleled Expertise:** Led by Dr. Scott Craig, a seasoned educator with a Ph.D. in History and over a decade of teaching experience.
- **Engaging Delivery:** Our lectures combine scientifically proven teaching techniques with an engaging, accessible presentation style that inspires curiosity and discussion.
- **Proven Excellence:** Rated 4.9/5 for overall quality, with 100% of learners expressing a desire to attend future sessions.

### Proven Results

- **Cognitive and Emotional Benefits:** Our seminars promote mental agility, emotional resilience, and a sense of purpose among residents.
- **Community Engagement:** Programs foster social interaction, helping to build connections and reduce isolation.

- **Elevated Resident Satisfaction:** Communities that incorporate lifelong learning see increased happiness and loyalty among residents and their families.

### **Hassle-Free Experience for You**

- **Turnkey Solutions:** We handle all logistics, from materials to delivery, so your staff can focus on what they do best.
- **No Technology Needed:** We bring everything required, ensuring a stress-free setup for your team.
- **Seamless Integration:** Our programs fit effortlessly into your existing activities calendar.

### **A Commitment to Lifelong Learning**

Platform isn't just a service—it's a partnership. We are dedicated to enriching the lives of your residents, fostering a culture of learning that supports cognitive health, social engagement, and emotional well-being. With Platform Lifelong Learning, you're choosing a proven partner to create vibrant, thriving communities.

*"The more you know, the more you realize you don't know." – Aristotle*

## Educational Seminar Logistics

At Platform Lifelong Learning, we make it simple for retirement communities to offer engaging, high-quality educational seminars to their residents. Here's how it works:

### Flexible Scheduling Options

We understand that every community operates on its own schedule, so we offer flexible options to fit your needs. You can choose the frequency that works best for your residents:

- Weekly
- Fortnightly
- Monthly

No matter the schedule you select, we ensure each seminar is thoughtfully planned and delivered with precision.

### Hassle-Free Setup

We handle all the logistics so your staff doesn't have to. Here's what we provide:

- **All Necessary Materials:** From handouts to visual aids, we bring everything required for the seminar.
- **No Technology Needed:** There's no need for your community to provide equipment or technical support. We arrive fully prepared.
- **Minimal Space Requirements:** All we need is a quiet space with enough seating for your residents to enjoy the session comfortably.

### Engaging Format

Each seminar is designed to be informative, interactive, and enjoyable:

- **Duration:** 1 hour
- **Interactive Q&A:** Opportunities for residents to ask questions and engage with the material.

## **A Seamless Experience for You**

Our goal is to make this as easy as possible for your community:

- We coordinate directly with your designated point of contact to schedule and deliver the seminars.
- Programs are tailored to the interests and needs of your residents, ensuring maximum engagement and satisfaction.
- **Advance Scheduling:** We provide a schedule for your approval well in advance, ensuring seamless integration into your community's calendar.

## **Serving Your Area**

- Dedicated to enriching learning seminars in South East Queensland serving
  - Greater Brisbane
  - Sunshine Coast
  - Gold Coast

## **Topics Designed to Inspire**

With a variety of engaging subjects, our seminars cater to diverse interests and encourage intellectual curiosity. Whether it's history, science, art, or culture, each lecture is crafted to resonate with older adults and spark meaningful discussions.

## **Transparent Pricing**

Our pricing is simple and based on the frequency of seminars, with no hidden costs. Contact us for a customized quote tailored to your community's needs.

## **Let's Work Together**

Platform Lifelong Learning is committed to enriching the lives of your residents through accessible educational experiences. Contact us today to

discuss how we can seamlessly integrate our seminars into your community's schedule.

*"Judge a man by his questions rather than his answers."* – Voltaire

# Engaging Learning Seminars for Every Interest

## Discover the Stories That Shaped the World

Through dynamic and thought-provoking seminars, explore the triumphs, challenges, and transformations that have influenced societies across time. Whether you are a lifelong learner, a history enthusiast, or someone seeking to understand how the past informs the present, these sessions promise to captivate and inspire. Designed for diverse audiences, including novice learners and community groups, these seminars bring history to life in an engaging and meaningful way.

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## Explore Our Seminar Topics

### Foundations of History

- **What is History?** – Unpack the purpose and significance of studying history. Is it what you think?

### Indigenous Cultures and Early Empires

- **Early Native Peoples** – Explore the diverse societies that thrived in the Americas before European contact.
- **Environment and Indigenous Cultures** – Discover the deep connections between nature and Indigenous societies.
- **Indigenous Empires in the Atlantic World** – Examine the powerful civilizations that predated European colonization.

### Colonial Encounters and Early America

- **Conquistadors and Colonies** – Learn about the dramatic encounters between Europeans and the Americas.
- **Origins of England's Empire** – Trace England's early steps into global colonization.
- **Colonies and Cultures** – Understand the cultural exchanges and conflicts that shaped colonial societies.



- **Indentured Servitude** – Unpack the lives and legacies of laborers who built the New World.
- **Convict Settlers in the Atlantic** – Investigate the role of convict labor in shaping early settlements.

## Revolutionary America

- **Origins of the American Revolution** – Explore the roots of the revolutionary movement.
- **The American Revolutionary War** – Follow the battles and ideas that gave birth to a nation.
- **US Constitution** – Analyze the creation of the United States' foundational document.

## Slavery and Its Legacies

- **The Cotton Gin and Slavery** – Examine the economic and human impact of the cotton boom.
- **Abolition of Slavery** – Discover the movements and individuals who fought for freedom.
- **Political Origins of the Civil War** – Trace the tensions that led to America's bloodiest conflict.
- **Abraham Lincoln and the US Civil War** – Learn about Lincoln's leadership and the war's transformative effects.

## Migration, Frontiers, and Urbanization

- **Irish Potato Famine** – Understand the migration and hardships spurred by Ireland's Great Hunger.
- **The Frontier** – Investigate the myths and realities of America's western expansion.
- **Settling the Frontier** – Learn about the challenges and opportunities of frontier life.
- **European Migration in the 19th Century** – Explore the waves of immigration that shaped modern cities.
- **Building Cities in the 19th Century** – See how industrialization transformed urban landscapes.

## Wars and Global Transformations

- **The Spanish-American War** – Discover America’s rise as a global power.
- **World War I** – Understand the causes, horrors, and consequences of the “Great War.”
- **The Great Depression** – Learn about the economic collapse that reshaped the 20th century.
- **World War II** – Examine the global conflict that defined a generation.
- **The Cold War** – What made the global Cold War “cold?”

## Broad Historical Movements and Events

- **The Black Death** – Study the pandemic that transformed medieval society.
- **The Protestant Reformation** – Discover the religious upheaval that reshaped Europe.
- **The Enlightenment** – Dive into the era of ideas that championed reason and science.
- **The Scientific Revolution in Europe** – Learn about groundbreaking discoveries that changed the world.
- **The French Revolution** – Explore the revolution that redefined liberty, equality, and fraternity.
- **The Treaty of Versailles: A Peace Treaty?** – Investigate the controversial treaty that ended World War I.

## Special Topics

- **A History of Money** – Trace the evolution of currency and its impact on societies.
- **Convicts in America vs. Australia** – Compare the histories of convict transportation on two continents.
- **Conducting Historical Research** – Learn how to use the tools of a researcher to uncover the past.
- **Lifelong Learning** – Explore the history of the movement to democratize and expand education beyond traditional schooling.

- **Public Speaking** – Master techniques for engaging diverse audiences in the 21st century.
  - **Building a Platform** – Discover the journey of creating *Platform*, a lifelong learning initiative born from a passion for education and community enrichment.
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Each seminar is designed to provide fresh perspectives, spark meaningful discussions, and draw connections between the past and present.

**Let's journey through history together—book a learning seminar today!**

## **Platform Lifelong Learning: Aligning with Queensland Government Policy on Lifelong Learning**

The Queensland Government's 2020 Jobs Queensland report emphasizes the critical importance of lifelong learning as a driver of economic, social, and cultural progress in the state. Platform Lifelong Learning's work with retirement communities directly aligns with these policy priorities by fostering a culture of continual learning that supports Queenslanders of all ages in adapting to a rapidly changing economy and society.

### **Supporting Lifelong Learning for All Queenslanders**

The report highlights the need for lifelong learning to be accessible to all Queenslanders, regardless of age or job title. Platform embodies this vision by delivering tailored educational programs to retirement communities, ensuring older adults remain intellectually engaged and socially connected. By focusing on this demographic, Platform helps bridge the gap in lifelong learning opportunities, enabling older Queenslanders to:

- Stay mentally active, reducing the risk of cognitive decline.
- Enhance emotional resilience and well-being through meaningful engagement.
- Build a sense of purpose and connection within their communities.

### **Promoting Social Inclusion and Economic Participation**

Lifelong learning is identified as a key enabler of social inclusion in the report. Platform's initiatives contribute to this goal by fostering environments where older adults can participate actively in intellectual and social activities. These programs reduce isolation, promote intergenerational understanding, and empower retirees to contribute their knowledge and skills to society in meaningful ways.

### **A Collaborative Approach to Lifelong Learning**

The report calls for a shared responsibility among government, communities, and individuals to advance lifelong learning. Platform's work

exemplifies this collaborative approach by partnering with retirement communities to deliver impactful, accessible learning experiences. These partnerships highlight how non-governmental initiatives can complement state efforts to create a culture of continuous learning.

### **Aligning with Queensland's Global Vision**

As Queensland aims to position itself as a leader in lifelong learning on a global scale, Platform's innovative programs serve as a model for integrating learning into everyday life. By prioritizing adaptability, inclusivity, and intellectual stimulation, Platform ensures that older adults are not left behind in a rapidly changing world.

### **Conclusion**

Platform Lifelong Learning aligns seamlessly with the Queensland Government's policy objectives by addressing the urgent need for lifelong learning across all sectors of society. Through its work with retirement communities, Platform supports the state's vision of a resilient, inclusive, and competitive Queensland where lifelong learning is a cornerstone of both personal and collective success.

## Ready to Enrich Your Community?

Discover the transformative power of lifelong learning with Platform. Together, we can create engaging, intellectually stimulating experiences that enhance the lives of your residents and elevate your community.

### Here's how to get started:

1. **Contact Us:** Reach out to discuss your community's unique needs and schedule your first seminar.
2. **Choose Your Plan:** Select the frequency and topics that best suit your residents.
3. **Enjoy the Benefits:** Watch your residents thrive with programs designed to inspire, connect, and enrich.

**Don't Wait to Make a Difference!** Let's work together to create a vibrant, engaged community through the power of learning.

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