

# OLLI *at* SOU

## Council

### Class of 2023

Colet Allen  
Phyllis Fernlund  
John Ferris

### Class of 2024

Tracy Palermini  
Colleen Patrick-Riley  
Susan Stitham

### Class of 2025

Joyce Avery  
Paul Christy  
Laura Simonds

## Minutes

March 21, 2023

3:30-5:30 pm Campbell Center

**Present: All Council members and Lorraine Vail, Dwight Wilson, Molly Killefer, Anne Coleman, and Patrick Alexander. Present on Zoom: Peg Evans and Janet Fratella.**

1. **Call to Order:** President Phyllis Fernlund gaveled the meeting to order with her coffee cup at 3:30.
2. **Approval of the Agenda:** without objection.
3. **Approval of the Minutes from 2.21.23:** Phyllis noted that our new Administrative Director's last name is spelled "Inghram" and it shall be so from this time on.
4. **Treasurer's Report**– Paul Christy reported that our membership total is just 32 under our budgeted goal. The special Spring membership drive has enrolled 82 members so far. He asked committee chairs to send him their budget needs/desires by April 14. He also announced that expenses for major OLLI events will now have their own centralized budget line.
5. **Member Services** -Molly Killefer presented the matrix of the "connections" programs which fall under the Member Services Committee with examples of each: five programs which promote gatherings of members-- Shared Interest Groups (SIGs), Conversational Connections (ConCons), Guided Explorations (G Ex), Social Community (SocCom) which fosters small groups, New Members, and a sixth program, Member Survey. MSC is refocusing the previous Social team with a new team, Events Planning, which will organize and facilitate large social events for OLLI in coordination with the relevant committee. Phyllis commented on the importance of MSC's work in connecting our members to OLLI and encouraging their retention.
6. **Discussion: Membership Development Report:** Tracy Palermini, presented the final report of the Ad Hoc Committee on Membership Development. She thanked the members for their hard work: Colet Allen, Kani Comstock, Flo Hutchison, Laura Simonds, Sylvie Whitman, Robbi McMinnimy, and Volunteer Coordinator Taliah Mortensen. The committee was aided by several other OLLI members (and one non-member) who did extensive research and interviewed folks.

The report is very comprehensive and will serve as a resource for all committees and Council in plans for member recruitment and retention. The Ad Hoc Committee determined that the focus

should be on retention and that the variety and wealth of both courses and “connections” were vital to that effort.

Council and chairs were invited to highlight one idea from the report that they found held potential as recruiting tools, and most were able to limit themselves among the cornucopia of possibilities:

- John Ferris: community lectures like the health seminars from CCO; Council members added that G Exs like John’s online interviews were a very effective tool.
- Colleen Patrick-Riley: recording Taste of OLLI for YouTube or a website archive to use for promotion.
- Joyce Avery: shorter and evening/weekend courses to reach younger people who are still working.
- Dwight Wilson: inter-organizational non-profits and co-sponsorships; considering “business” members v. “individual” members as Rotary does.
- Molly Kilifer: providing a directory of OLLI members to promote connections among members; privacy issues can be addressed by allowing opt-outs.
- Lorraine Vail: broadening the recruitment for instructors. She asked about the status of the pilot for retirement communities; it’s on hold but still in the mix.
- Anne Coleman: adding a member to CC who is a designated instructor recruiter; CC is actively recruiting this person who will “rummage around the community in a directed fashion.”
- Paul Christy: preparing a regular podcast of OLLI courses and interviews with instructors; we create “content” every hour and every day.
- Peg Evans: thanks for everyone’s work; many of these ideas have been tried, and they all will take more volunteers. So getting more is the key.
- Phyllis Fernlund: expanding the Ambassador program beyond Ashland, offering speakers/fliers.
- Susan Stitham: celebrate the 30<sup>th</sup> anniversary next September 23<sup>rd</sup> with a big Welcome Back event, and add an interactive calendar to the OLLI website.
- Colet Allen: expand to senior facilities; her friend in Washington state would like to have her facility be a site for our OLLI.
- Tracy Palermi: adding instructors from other OLLIs to our instructor pool; national OLLI is working on creating an online faculty.
- Laura Simonds: expand program speakers’ bureau with current leaders and members; offer incentives for recruiting new OLLI members.

Tracy thanked the committee and the leadership for all their good ideas and hopes that the work will be used for years as a resource.

## **7. President’s Report and Remarks**

- A. Important Dates: new Administrative Director Heather Inghram will be on campus for our April Council meeting; we will have a short reception for her before the meeting. She will also be attending our June council meeting on June 13 and the Leadership Retreat on the morning of June 14.
- B. Thank you phone calls to donors: Council members signed up to make phone calls, connecting with donors and thanking them, not asking for more money. Some helpful background information was distributed.

- C. SOU Outstanding Staff Award: OLLI has nominated Taliah Mortenson and Paige Jenson for this award. There was general consensus that such recognition would be richly deserved for their heroic work during the past OLLI year.
- D. **Administrative Director's Report** –Janet Fratella requested that the minutes reflect that she regrets that this is her final report to Council in this capacity, as Heather Inghram begins her work on April 17<sup>th</sup>. She was assured by Council that she will always be warmly welcome if she finds herself with some idle time on her hands on any particular third Tuesday afternoon. And that she can remain on the mailing list for Council minutes. Admiring glances were exchanged all around.
- E. New Administrative Director: Heather will be on campus on the 18, 19, 20<sup>th</sup> of April, and some days in May and June as well. She will be in residence beginning July 1. Her first 90 days will be involved in trainings and meetings, including with Phyllis and Tracy considering Council's priorities. She will be arranging Zoom meetings in the next months with committee chairs and Council members.
- F. SOU Realignment: the governing board is facing 9 million dollar cut across the board in order to align with reduced student enrollment and to avoid continually increasing tuition. 40 vacant positions will not be filled and a number of employees will be let go in the next year; there will be some movement caused by "bumping" of lower seniority employees. The only category safe from such changes will be those within the SIEU union who have a negotiated process for reductions in force. The immediate impact on OLLI is the continuing vacancy in Brendan's former position.

## 8. Standing Committee Reports

- Communications and Community Outreach – Peg Evans announced OLLI will be present at the Access Senior Fair in Medford on April 4; there will be a presentation at the Manor on August 2<sup>nd</sup>, and she would like to receive any undistributed catalogs as we once again have permission to take them to the Ashland Y again.
- Curriculum: Anne Coleman mentioned the Teaching at OLLI course is about to begin, with 5 online students and 6 in the room; report as written.
- Development: Dwight Wilson - Report as written
- Finance: Paul Christy is eager for budget proposals to be submitted.
- Leadership Development and Recruiting: Patrick Alexander announced that there was one more session of Team OLLI to come plus a final social event. 25 attendees at the first session, 15 at the second. Margaret Pashko has designed a very classy "OLLI Want Ad" or "VOLLI" to advertise the many volunteer vacancies we're looking to fill this spring. The VOLLI's will be posted on website, shared on Newsflash, and appear in classrooms and the office. Members of LDRC and Council will be following up with potential committee volunteers and Council candidates in the next few weeks.
- Member Services: Molly Kilifer -Report as written.
- Venue and Technology Planning: Lorraine Vail announced that the committee is gearing up to support the hybrid courses this spring. She also pointed out the need to cull the mailing list since a number of folks received three annual fund donation letters asking and others received none. Since she didn't receive a letter, Tracy requested that those receiving multiple letters donate on her behalf and be sure that the amount was her customary six figures.

## 9. Ad Hoc Committee Reports

- Policies and Procedures – Susan Stitham reported that the committee will be meeting next week to collate and synthesize the responses from the various reviews. The intention is to bring the drafts to Council for their consideration and review before final adoption. It is likely that the proposed new language will appear in sections since some areas need more work, and Heather will need time to weigh in on a number of them.

## 10. Additional Remarks

- Council Directors – Paul Christy reminded everyone that 104 days from today will be the Fourth of July and that means a parade, which means that OLLI can march with the SOU “float”. He is looking for a volunteer to coordinate. And it is important to note that there will be teeshirts celebrating our upcoming 30<sup>th</sup> anniversary available to participants.

11. **Adjournment:** President Fernlund adjourned the meeting at 5:19 pm.