

OLLI^{at}SOU

Council

Class of 2024

Tracy Palermini
Colleen Patrick-Riley
Susan Stitham

Class of 2025

Joyce Avery
Paul Christy
Laura Simonds

Class of 2026

Colet Allen
Mary Devlin
Ann Magill

MINUTES

November 14, 2023

3:30-5:30pm

Attendance: Council - Tracy Palermini, Colleen Patrick-Riley, Susan Stitham, Paul Christy, Laura Simonds, Mary Devlin, Ann Magill, Heather Inghram. On Zoom: Joyce Avery. Committee chairs – Ginny Blankinship, Lorraine Vail. On Zoom: Peg Evans, Anne Coleman, Dwight Wilson.

The meeting was preceded by a reception for Jeanne Stallman, retiring from SOU administration, who served as SOU's shepherd for OLLI from SOLIR's inception to her promotion to the SOU legislative liaison. The reception was attended by former Council members and Council presidents. Larry Kellogg, OLLI president when the first Osher grant was received, praised Jeanne's support and leadership. She was presented with a two year OLLI at SOU membership and a certificate which read, *The Council is deeply grateful for Jeanne's wit and wisdom in her deft guidance of OLLI at SOU's leaders and staff over many years, from our birth as the SOLIR program through our transition to membership in the Osher network. Her commitment to the importance of lifelong learning at Southern Oregon University is a continuing gift.*

1. **Call to Order:** President Tracy Palermini called the meeting to order at 3:33 pm.
2. **Approval of the Agenda with Flexibility:** Approved without objection.
3. **Approval of Council Minutes** from October 17, 2023: (Magill: Patrick-Riley) **Move to approve the minutes as presented. Motion carried.**
4. **Treasurer's Report:** Paul Christy presented an abbreviated report as the data from the SOU Foundation only arrived today. We continue to experience the same trend as monthly income decreases while expenses remain the same.
5. **Membership Report:** Tracy Palermini presented the attached report; she highlighted the statistics about membership attrition rates which sparked a conversation about the distinction between attrition and retention as approaches to membership renewal. According to Heather Inghram, Administrative Director, our 30% rate of nonrenewals is at the national average. Vice president Laura Simonds reported that she attended a session on "successful recovery of membership" at the recent national conference where it was stressed that growth must be greater than loss in order to increase (which seems a bit Lake Woebe-gonish as a principle, but is certainly unarguably true.) The president noted that we experienced a much higher rate of

renewals this past fall which may in part be due to our increasing focus on the OLLI membership year beginning July 1 rather than when Fall class enrollment opens in August.

6. **Reports** - Written reports are emailed with the Council Agenda.

A. President's Report

B. OLLI Administrative Director's Report: Heather Inghram

- Megan Rutherford has been hired as Service Specialist; she is an SOU grad who also works for Blackstone Audio and has experience with data bases and Moodle.
- The OLLI at SOU office will be closed from December 25 through the 29th, reopening on January 2.

C. Standing Committee Reports

- Communications and Community Outreach: Peg Evans responded to questions about who receives the Newsflash – former members, SOU, and the Rogue Manor. Council members indicated an interest in a larger conversation about its distribution, and a continuing concern that our reservation system be upgraded to include a “gate” to easily determine OLLI membership.
- Curriculum: Ginny Blankinship reminded Council that the course proposal window for Spring opens tomorrow and will close on December 15th. This new window has been widely publicized and the hope is that all potential instructors will note the change. Committee instructor recruiter Karen Spence has contacted 70 people about teaching at OLLI.
- Development: Dwight Wilson reported that OLLI will not hold a movie night this year, as the committee's energies will be focused on cultivating the donor field.

Mary Devlin asked if donations to OLLI at SOU count for Oregon Cultural Trust donations. Response: yes they do. Announcements to that effect will appear in the Newsflash. Admiring glances were given to Heather who made this advantageous change happen.

- Finance: In an oral report, Paul Christy reported that the committee met on October 24th to examine the trend of expenditures and recommends no budget changes. At their January meeting they will begin to construct the budget for FY 24-25.
- Leadership Development & Recruitment: Laura Simonds gave an oral update since there is still no chair for this committee. She attended a national conference session on reinvigorating volunteer leadership. The committee is requesting Council and committee chairs participate in volunteer recruitment by sending five names of volunteers who might consider OLLI leadership.
- Venue & Technology Planning: Lorraine Vail gave an oral report.
 - The hybrid option will now appear on the course proposal form for Spring.
 - Members of VTP will now attend only the first session of a hybrid course and then turn tech support over to the OLLI office.
 - Going forward there will likely be 5 to 6 hybrid courses per term.

- Not all kinds of courses work well with the hybrid format.

Tracy Palermini commented that we've made great progress as hybrid courses are much more challenging for instructor and students, and we need to continue to be mindful of quality and member satisfaction.

Curriculum Committee Council Liaison Joyce Avery is writing up a list of tips for hybrid instructors garnered from student and instructor feedback.

D. Ad Hoc Committee Reports

- OLLI Policies and Procedures Review. Susan Stitham reported that drafts of the remaining policies will eventually appear in Bundle Two and indicated that the relevant committee chairs will be receiving their packet of existing and proposed policies to consider and then forward to the Ad Hoc committee who will then forward them to the Executive Committee and the Administrative Director prior to Council action.
- Reimagine the Mission and Programming of the Member Services Committee. Tracy Palermini reported that committee chair Susan Egerly is preparing a final report for Council in January. Liaison Susan Stitham reported that the committee has been very productive and she is impressed with the work done to date.

E. Other Reports:

- OLLI ABROAD: There was universal agreement that the show was a smash success which had sold out audiences at all performances. As producer Lorraine Vail said, "the show was a love letter to OLLI." Cast, crew, and audience, including Janet Fratella and SOU president Rick Bailey, were all delighted. Tickets and donations resulted in a net income of approximately \$6,000 return on the \$17,500 budget.

Council and cast member Colleen Patrick-Riley commented on all the smiles everywhere, especially for the costumes and dancing. Both standing ovations AND admiring glances abounded.

Lorraine thanked especially Laura Simonds for help with the promotional material, Colet Allen and Mike Sullivan for the wonderful donations for the gift baskets which doubled the expected return. Past president John Ferris was singled out by Council for his gorgeous haberdashery and hair and his extraordinary aplomb. MaryBeth Limpert was celebrated for her brilliant purchasing of excellent refreshments for an amazing \$5 per person.

Motion: (Stitham: Devlin): **Move that Council write an official thank you to Cheryl Goodman-Morris, Jack Seybold, Lorraine Vail, Mary Beth Limpert, and John Ferris for their extraordinary contributions to OLLI at SOU. Motion carried.**

- Rogue Valley Manor Pilot Project: Peg Evans reported on the next steps now that the Fall course is completed. The subcommittee of Phyllis Fernlund, Heather Inghram, Tracy Palermini and Peg will meet soon to debrief and consider the metrics for the pilot project. No commitment has been made but recommendations will be brought to Council in January.
- OLLI National Conference: Laura Simonds and Heather Inghram presented a very thorough written report and added the following oral comments:
 - Travel Programs: We are in the information gathering mode. A number of travel companies are in the business, some of which don't allow the OLLI to use its own instructors. The recommendation is to begin with day trips, and then move to overnight, domestic and then international. We will be developing criteria for deciding on our plan.
 - Membership Growth: The question is what number is the "sweet spot" for our OLLI, Do we need a work group or a Membership Committee to consider this and related questions?

Lorraine Vail praised the report and asked how Council plans to process all these great ideas; Laura Simonds replied that she sees many ideas coming to Council meetings as touch points for potential initiatives.

7. Old Business

A. Appointment to Fill Council Director Vacancy

MOTION: (Simonds: Patrick-Riley) **I move to appoint Colet Allen to fill the Council Director term vacated by Bonnie Cassel. Motion carried.**

President Palermini explained that as the appointment is for 2.5 years, Colet will not be eligible to immediately run again.

B. Leadership Development & Recruitment Committee Liaison Appointment

MOTION: (Simonds: Stitham) **I move to accept the Leadership Development & Recruitment Committee Liaison appointment of Colet Allen as presented. Motion carried.**

C. Committee Chair Position Description Update (see attached.)

MOTION: (Stitham: Magill) **I move to approve the revised draft Committee Chair position description as presented. Motion carried.**

President Palermini noted that she had received no concerns from committee chairs about the proposed draft.

8. New Business

A. Spring Special Membership Fee

MOTION: (Christy: Patrick-Riley) I move to set the Spring term only special membership fee at \$75 for this fiscal year and into the future until such time as Council decides to change it. Motion carried.

Paul Christy noted that the wording of this motion will eliminate the need for an annual motion, allowing for advanced planning for the special.

B. Proposal from Ad Hoc Committee on Fee Policy

MOTION: (Christy: Simonds) I move to approve the following regarding fees collected for course and program materials and participation in programs and events:

In recognition of the need to conform OLLI's cash handling processes with those of SOU and the SOU Foundation, and to reduce the risks associated with inaccurate payments, loss, theft, and fraud,

- Starting on July 1, 2024, OLLI at SOU will no longer accept cash from members in payment of fees for course and program materials and participation in programs and events;
- Starting on April 1, 2024, the OLLI Administrative Director will promulgate and publish procedures for accessing the payment gateway for fee payment and submitting expense reimbursement or payment requests; and
- In cases where exceptions to the no-cash policy are unavoidable, the OLLI Administrative Director may designate an SOU staff member to handle cash payments.

Discussion: Paul Christy explained that a number of circumstances have resulted in the number of situations requiring fees to plunge dramatically. Coupled with our new ability to use SOU Foundation's payment gateway platform (as we did for OLLI ABROAD) this is a sea change for our ability to establish procedures which will conform to SOU policies limiting any kind of financial risk to the organizations.

- Colleen Patrick- Riley asked about the impact of this policy on OLLI instructors, particularly Dan Dawson and his wine tasting course.. Paul responded that the policy is intended to protect both instructors and OLLI, and we are working with Dan.
- Colet Allen asked about the licensing fee for Great Courses; Heather Inghram responded that it could be routed through the office using the gateway program .
- Lorraine Vail asked about the policy's impact on her ability to collect checks from students to purchase their tickets to the Ashland Film Festival; after considerable discussion, it was determined that collecting checks made out to a third party and delivered by the instructor as a bundle would not fall under this policy.

Motion carried.

C. Introduction to Teaching at OLLI – Spring Course

MOTION: (Avery: Stitham) I move to allow non-OLLI members to register for the "Introduction to Teaching at OLLI" course, and only that course, any time that it is held,

using the registration method recommended and implemented by the OLLI Administrative Director. Motion carried.

It was noted that this policy, like all OLLI policies, can be changed by a future Council at any time.

D. OLLI Membership & the 2023-24 Budget

President Palermini presented the following information: Our membership, which makes up about half of our revenue, is down about 15% from 2018-19. Unfortunately our projected expenses for 2023-24 are 16% higher than 2018-19. We cannot continue to operate with a deficit budget for much longer. We need to figure some combination of the following options: 1) increase membership; 2) increase the member fee; 3) increase donations (this effort is already underway); and/or 4) reduce expenses.

At this point, we are not on track to achieve our membership goal for the year (6% increase). Due to various circumstances, even with lower membership, at this point our projected financial outcome for the year is about \$25,000 better than our budget. A very rough preliminary projection of a budget for next year without an increase in membership and only a small increase in donations, puts us at another (significantly higher) deficit year and in a position to increase the member fee in either 2024-25 or 2025-26.

Do we want to take action now to try to address the potential problems with our financial situation? Options include:

- Direct the Finance Committee to propose adjustments to the current year budget and correlating changes to the 2024-25 financial projection that will allow continuance of the \$150 member fee for at least another year with annual membership growth of 2%.
- Direct each committee to brainstorm and report back for discussion at the January Council meeting on what we could be doing differently to positively impact membership growth to reach the 6% goal for this year and continue to grow in the future.
 - What do we stop doing that is no longer effective or important to the majority of our members so that we have time or funds to do something else that might provide greater membership yield?
 - What are we doing that could be modified, within the constraints of our financial, staff, and volunteer resources, to improve membership recruitment and retention?
 - What new activities should we start to improve membership recruitment?

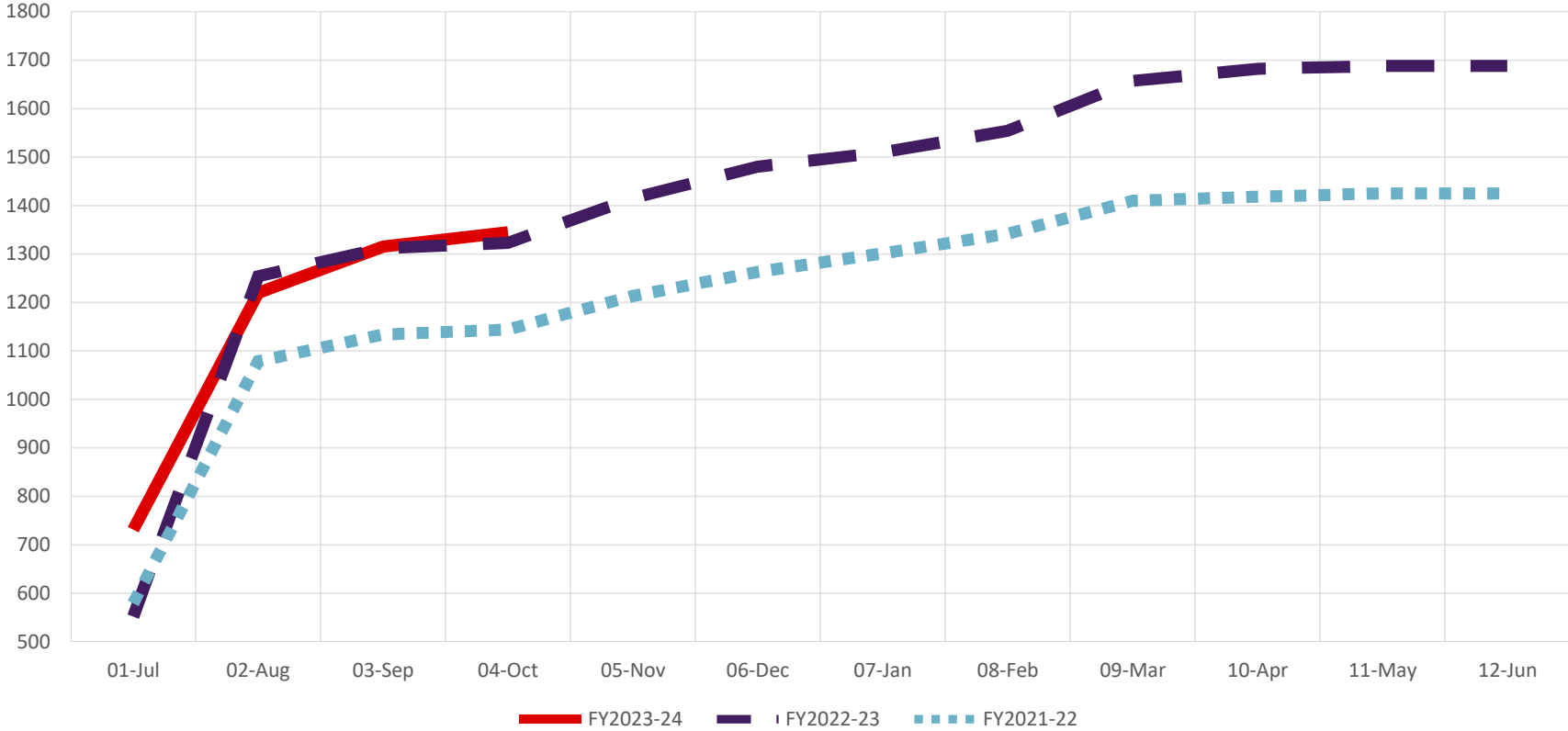
After some discussion and the recognition of the facts that we are engaged in a Fall fundraising campaign, the Administrative Director is currently in discussions with OLLI national on this issue, and given the lateness of the hour, the consensus was to delay this conversation until January.

9. **Adjournment.** The president adjourned the meeting at 5:36 pm.

Agenda Attachments

- #5 Membership Report
- #6A President's Report
- #7C Committee Chair Position Description

OLLI AT SOU 3 YEAR MEMBERSHIP



OLLI at SOU Membership

11/06/23

	2018-19		2019-20		2020-21		2021-22		2022-23		2023-24	
		+/- vs PY		+/- vs PY		+/- vs PY		+/- vs PY		+/- vs PY		+/- vs PY
Renewing	1,449	11%	1,528	5%	1,021	-33%	909	-11%	1,012	11%	1,068	6%
Returning	195		187	-4%	106	-43%	279	163%	291	4%	112	-62%
New	477	-6%	399	-16%	235	-41%	237	1%	385	62%	165	-57%
	2,121	7%	2,114	0%	1,362	-36%	1,425	5%	1,688	18%	1,345	-20%
Total Attrition Rate (Total members LY to Renewing members TY)		27%		28%		52%		33%		29%		37%
New Member Attrition		46%		47%		67%		53%		47%		58%
		% Total		% Total		% Total		% Total		% Total		% Total
South	1,532	72%	1,465	69%	899	66%	969	68%	1,179	70%	936	70%
North	565	27%	617	29%	365	27%	358	25%	408	24%	344	26%
OOA	24	1%	32	2%	98	7%	98	7%	101	6%	65	5%
	2,121	100%	2,114	100%	1,362	100%	1,425	100%	1,688	100%	1,345	100%

Growth YTD 28

Projected Total TY 1,724

Budget This Year 1,791

Potential Membership Growth/(Shortfall) **(67)**

Impact on Membership Revenue \$ (9,996)

Registration By Term	2018-19		2019-20		2020-21		2021-22		2022-23		2023-24	
		% Total		% Total		% Total		% Total		% Total		% Total
Fall	1,739	82%	1,836	87%	1,072	79%	1,150	81%	1,317	78%	1,345	100%
Winter	202	10%	187	9%	156	11%	158	11%	198	12%		0%
Spring	180	8%	91	4%	134	10%	117	8%	173	10%		0%
# Registered per Term	2,121	100%	2,114	100%	1,362	100%	1,425	100%	1,688	100%	1,345	100%

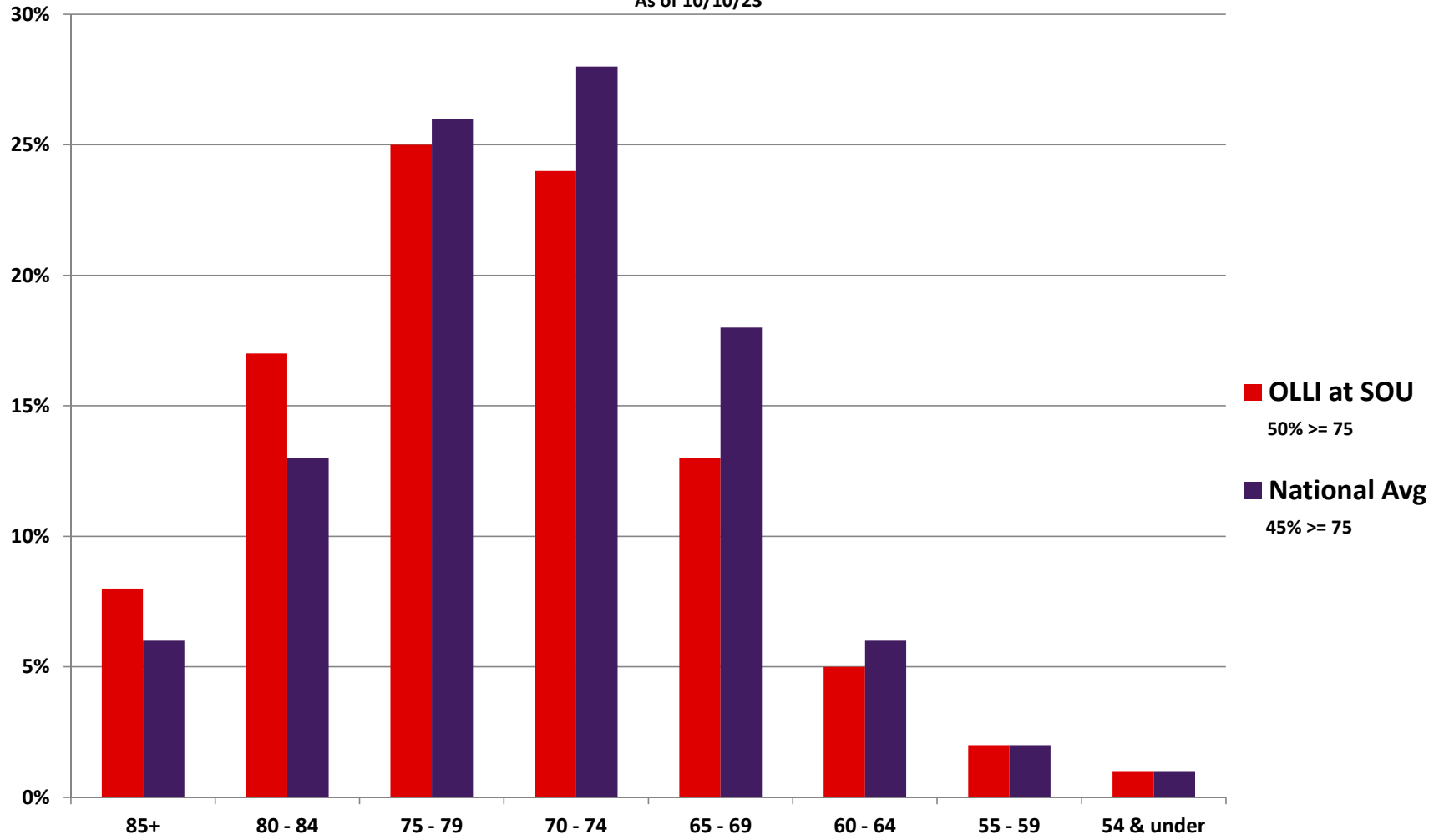
OLLI at SOU Membership

	Total Fall 2022		a/o 11/06/23 Fall 2023	
		% Total		% Total
Renewing	913	69%	1,068	79%
Returning	179	14%	112	8%
New	225	17%	165	12%
	1,317	100%	1,345	100%
South	925	70%	936	70%
North	317	24%	344	26%
OOA	75	6%	65	5%
	1,317	100%	1,345	100%

Renewing				
South	635	48%	753	56%
North	217	16%	261	19%
OOA	61	5%	54	4%
Returning			-	
South	129	10%	83	6%
North	47	4%	25	2%
OOA	3	0%	4	0%
New			-	
South	161	12%	100	7%
North	53	4%	58	4%
OOA	11	1%	7	1%
	1,317	100%	1,345	100%

OLLI at SOU Membership Age

As of 10/10/23



OLLI *at* SOU

President's Report
November 2023

Save the Date

Tuesday, December 5, 4:00-6:00pm

OLLI Leadership Holiday gathering

Hosted by Bob & Tracy Palermini

Council Directors, Committee Chairs, and Administrative Director plus spouses/partners are invited

Beverages provided; bring an appetizer to share

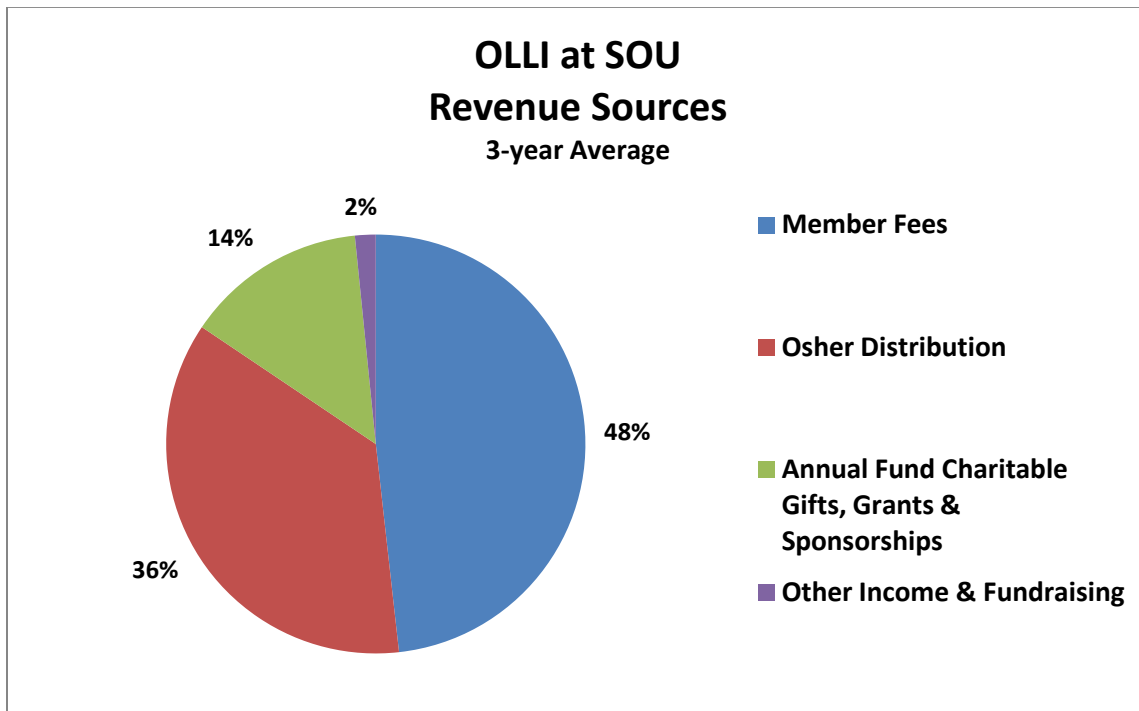
Address details to follow

Dates to Note

No Council meeting in December

OLLI at SOU Revenue Sources

Heather wanted to understand the composition of OLLI revenue so that she felt better able to answer questions and discuss OLLI's need for membership growth and fundraising. I created the following chart which gives us a clear picture of the disproportionate sizes of our three revenue sources. Annual revenue averaged for the past three years was \$405,000.



OSHER LIFELONG LEARNING INSTITUTE AT SOUTHERN OREGON UNIVERSITY
SUGGESTED DRAFT POSITION DESCRIPTION
COMMITTEE CHAIR

Committee Chair responsibilities include, but are not limited to the following:

- Lead the committee in implementing the committee charge within the scope of OLLI at SOU Bylaws and Policies & Procedures.
- Recruit and orient committee members and/or team leads to the work of the committee.
- Coordinate the work of teams within the committee, if applicable.
- Provide a written report to Council, via the president, at least one week prior to each Council meeting, that includes an update on significant committee activities per the committee charge, any proposed motions for Council action, and any requested changes in the committee's approved annual plan initiatives or budget.
- Submit an annual budget request and periodic budget updates at the call of the treasurer.
- Submit an annual plan with new initiative requests, containing timeline, budget, and staff support needs, to Council when called for or any time a new initiative is to be considered during the year.
- Ensure that electronic files are maintained to document:
 - Operational processes and procedures.
 - Materials prepared by the committee.
 - Check lists for events and recurring projects.
 - Chair and team lead responsibilities.
- Participate in the recruitment and orientation of the succeeding committee chair and arrange for a smooth transition.

Approved mm/dd/yy