

# OLLI<sup>at</sup>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

March 19, 2024

3:30-5:30pm

Campbell Center and via Zoom

**Council Members present:** Tracy Palermini, Colleen Patrick-Riley, Susan Stitham, Joyce Avery, Paul Christy, Laura Simonds, Colet Allen, Mary Devlin; Heather Inghram.

**Excused:** Ann Magill.

**Committee Chairs present:** Lorraine Vail. **On Zoom:** Peg Evans, Anne Coleman, Dwight Wilson.

**OLLI Members present:** Myrna Hall, Tom Woosnam, Mike Sullivan. **On Zoom:** John Schuyler, Sarah Tisch. **Staff:** Megan Rutherford.

1. **Call to Order:** President Tracy Palermini called the meeting to order at 3:30 pm.
2. **Approval of the Agenda with Flexibility:** Approved without objection.
3. **Approval of Minutes from 02/20/24 Council Meeting:** (Devlin: Patrick-Riley) **Move to approve as presented. Motion carried.**
4. **Treasurer's Report:** Paul Christy explained that once again there would be no report but that the OSU Foundation's transition to their new system is nearly complete and we will receive a quarterly report in April. In response to a query, he reported that he'd found no errors to date.
5. **Membership Report:** Tracy Palermini announced that the membership is 1674 as of today, March 19. Last year's final number was 1688. As of today, we have received 165 spring memberships and expect more when registration for spring classes opens. 2023 spring membership: 173.
6. **Reports.** written reports are mailed with the Council agenda, and, as advised by President Palermini prior to the meeting, in order to focus Council time on the issues, oral additions to reports should be confined to significant additions or reminders.

- A. **President's Report**: Council will be meeting at the Stevenson Center in room 319 for the remainder of the OLLI year due to the Spring term schedule of classes in Campbell Center. It was determined to be the better part of valor to not try to compete with the enthusiasm of "Blues Harmonica" next door. Zoom access for meetings will be available.
- B. **Administrative Director's Report**: Heather Inghram
- C. **Standing Committee Reports**
- a. **Communications and Community Outreach**: Peg Evans
- b. **Curriculum**: Anne Coleman
- c. **Development**: Dwight Wilson
- d. **Leadership Development & Recruitment**: Laura Simonds Vice president  
Laura Simonds reported that we have five declared Council candidates so far with one or two others pending. The filing deadline is April 9<sup>th</sup>. The slate of candidates will be presented to Council at the next Council meeting.
- e. **Venue & Technology Planning**: Lorraine Vail. Chair Lorraine Vail reported that Spring term is utilizing twelve different venues and that one-third of our classes will be online. Her analysis of the utilization of Campbell Center revealed that we will be at 49% capacity, somewhat lower than might be expected. Without the 31 courses are online, we would be at 60% of capacity. Congestion occurs at popular times in terms of weeks, days, and hours. Maximum capacity would be 1,000 class sessions in five classrooms, if every time slot were used.
- Council members expressed appreciation for the thorough analysis and very useful factual report.

D. **Ad Hoc Committee Reports**

- a. **Ad Hoc Committee for Policy Review**: Susan Stitham

7. **New Business**

A. **Proposed Movie Matinee Fundraiser**

**MOTION:** (Devlin: Stitham) **I move that we approve the proposal for a movie matinee fundraiser to be held by the Development Committee the afternoon of September 9, 2024.**

Discussion:

- The film will be one that is currently showing at that time; we will know the title a few months before the date.

- Uncertain how money will be handled, e.g. card reader or cash. Possibly barter with livestock. Members will be encouraged to purchase tickets in advance.
- Price will include free popcorn but soda will be available for purchase. Laura Simonds suggested considering two different prices, one for the movie only and one including refreshments. It was suggested that a higher price could be charged for a Ryan Gosling film.
- Capacity will be 135.

**Motion carried.**

- B. **First Reading of Draft Bundle Two Updated Policies**: Susan Stitham, chair of the Ad Hoc Committee on Policy Review presented the draft for questions and comments. Mary Devlin proposed that the Fee policy clarify that only cash is covered by the policy; checks may be received. That language will be added to the draft when presented for the final reading and adoption at the April meeting.

The chair reminded Council that a few administrative policies remain to be drafted by the Administrative Director and that the final document will be formatted professionally for use by OLLI leaders. She thanked the Ad Hoc Committee members and the Executive Committee and considered the paucity of suggested improvements to be evidence of their excellent work.

- C. **Presentation of Possible Committee Realignment with Inclusion of New Membership Committee**: President Palermini led a Council discussion on this topic, following up on the special Council brainstorming session on the new Membership Committee held on March 4<sup>th</sup> and using a chart reflecting a possible realignment of standing committees.

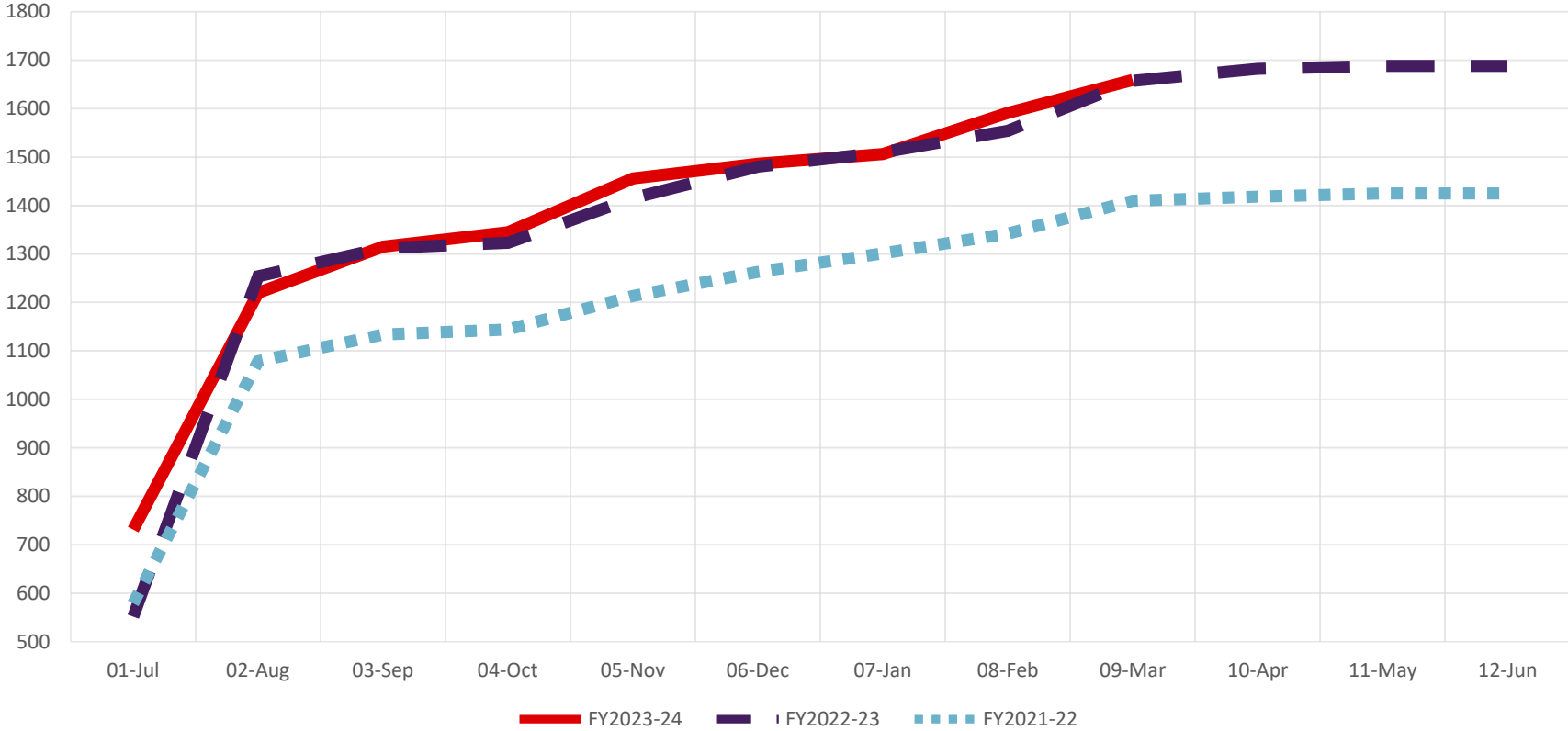
- The proposal separates the committees into three broad areas:
  - EDUCATION (Curriculum, Member Connections, and a future Travel)
  - MEMBERSHIP: (Recruitment/Building, and Relations/Retention)
  - CORE SUPPORT: (Marketing and Communications, Fundraising [formerly Development], Finance, Leadership Development and Recruitment, and Venue/Technology.

- After considerable discussion, there was consensus that a chart tying the standing committees, including the new committees, with OLLI's mission will be a very helpful addition to the Org Chart.
- The majority of the discussion involved a variety of ideas on the possible realignment of the current charge of the Communications and Community Outreach Committee and specifically the appropriate location of marketing OLLI's "message."
- There was agreement that the "reimagining", revision and update of the OLLI website is a project separate from any committee's charge which needs an ad hoc group to manage and accomplish.
- There was also agreement that we are now feeling the lack of a specific effort on volunteer recruitment due to the impact of Covid and staffing changes on the position of Volunteer Coordinator and that we are hoping for a renewed focus in the new staff alignment.
- Council expressed appreciation for the contributions of all those observers attending the Council meeting.
- Heather Inghram announced that the pdf of the catalog will now be online at the same time that the catalogs are delivered which will give all members parity in receiving information about the upcoming term's offerings.
- Council discovered to the surprise of many that 40% of OLLI members register for classes on paper which requires a lot of staff time to process. Hope was expressed that, once the website is updated to be more user friendly and the registration process consequently made more accessible it might be possible to move most if not all registration on line. Another possibility would be to limit Lottery registration to online as a potential carrot/stick. Much to explore here.

President Palermini concluded the discussion by thanking everyone for the excellent discussion and observing that an incremental approach to realignment of current charges and the charge for the new committee would be best. A draft charge for the new Membership Committee will be presented to Council at the April meeting.

**8. Adjournment:** The meeting was adjourned at 5:27 pm.

# OLLI AT SOU 3 YEAR MEMBERSHIP



## OLLI at SOU Membership

											03/11/24		
		2018-19		2019-20		2020-21		2021-22		2022-23			
			% Total		% Total		% Total		% Total		% Total		% Total
Renewing		1,449	68%	1,528	72%	1,021	75%	909	64%	1,012	60%	1,147	69%
Returning		195	9%	187	9%	106	8%	279	20%	291	17%	205	12%
New		477	22%	399	19%	235	17%	237	17%	385	23%	311	19%
		<b>2,121</b>	<b>100%</b>	<b>2,114</b>	<b>100%</b>	<b>1,362</b>	<b>100%</b>	<b>1,425</b>	<b>100%</b>	<b>1,688</b>	<b>100%</b>	<b>1,663</b>	<b>100%</b>
<b>Total Attrition</b>			<b>27%</b>		<b>28%</b>		<b>52%</b>		<b>33%</b>		<b>29%</b>		<b>32%</b>
<b>New Member Attrition</b>							<b>68%</b>		<b>55%</b>		<b>58%</b>		<b>53%</b>
			% Total		% Total		% Total		% Total		% Total		% Total
South		1,532	72%	1,465	69%	899	66%	969	68%	1,179	70%	1,151	69%
North		565	27%	617	29%	365	27%	358	25%	408	24%	418	25%
OOA		24	1%	32	2%	98	7%	98	7%	101	6%	94	6%
		<b>2,121</b>	<b>100%</b>	<b>2,114</b>	<b>100%</b>	<b>1,362</b>	<b>100%</b>	<b>1,425</b>	<b>100%</b>	<b>1,688</b>	<b>100%</b>	<b>1,663</b>	<b>100%</b>

Registration By Term													
		2018-19		2019-20		2020-21		2021-22		2022-23			
			% Total		% Total		% Total		% Total		% Total		% Total
Fall		1,739	82%	1,836	87%	1,072	79%	1,150	81%	1,317	78%	1,346	81%
Winter		202	10%	187	9%	156	11%	158	11%	198	12%	163	10%
Spring		180	8%	91	4%	134	10%	117	8%	173	10%	154	9%
<b># Registered per Term</b>		<b>2,121</b>	<b>100%</b>	<b>2,114</b>	<b>100%</b>	<b>1,362</b>	<b>100%</b>	<b>1,425</b>	<b>100%</b>	<b>1,688</b>	<b>100%</b>	<b>1,663</b>	<b>100%</b>

## OLLI at SOU Membership

**03/11/24**

*South Region = Ashland & Talent*

*North Region = Phoenix to Grants Pass*

*OOA = Out of Area*

Members By Location	2018-19		2019-20		2020-21		2021-22		2022-23			
		% Total		% Total		% Total		% Total		% Total		% Total
Renewing												
South	1,084	51%	1,127	53%	733	54%	622	44%	704	42%	808	49%
North	353	17%	389	18%	274	20%	230	16%	237	14%	275	17%
OOA	12	1%	12	1%	14	1%	57	4%	71	4%	64	4%
Returning												
South	146	7%	125	6%	72	5%	198	14%	210	12%	147	9%
North	48	2%	55	3%	29	2%	70	5%	73	4%	50	3%
OOA	1	0%	7	0%	5	0%	11	1%	8	0%	8	0%
New												
South	302	14%	213	10%	94	7%	149	10%	265	16%	196	12%
North	164	8%	173	8%	62	5%	58	4%	98	6%	93	6%
OOA	11	1%	13	1%	79	6%	30	2%	22	1%	22	1%
	<b>2,121</b>	<b>100%</b>	<b>2,114</b>	<b>100%</b>	<b>1,362</b>	<b>100%</b>	<b>1,425</b>	<b>100%</b>	<b>1,688</b>	<b>100%</b>	<b>1,663</b>	<b>100%</b>

## OLLI at SOU Membership by Term

		Fall				Winter 2023				Spring				TOTAL			
		2022		2023		2023		2024		2023		2024		2022-23		2023-24	
			% Total		% Total		% Total		% Total		% Total		% Total		% Total		% Total
<b>Renewing</b>		913	69%	1,062	79%	66	33%	52	32%	33	19%	46	30%	1,012	60%	1,160	70%
<b>Returning</b>		179	14%	119	9%	51	26%	40	25%	61	35%	33	21%	291	17%	192	12%
<b>New</b>		225	17%	165	12%	81	41%	71	44%	79	46%	75	49%	385	23%	311	19%
		<b>1,317</b>	<b>100%</b>	<b>1,346</b>	<b>100%</b>	<b>198</b>	<b>100%</b>	<b>163</b>	<b>100%</b>	<b>173</b>	<b>100%</b>	<b>154</b>	<b>100%</b>	<b>1,688</b>	<b>100%</b>	<b>1,663</b>	<b>100%</b>
<b>South</b>		925	70%	937	70%	136	69%	100	61%	118	68%	114	74%	1,179	70%	1,151	69%
<b>North</b>		317	24%	342	25%	51	26%	46	28%	40	23%	30	19%	408	24%	418	25%
<b>OOA</b>		75	6%	67	5%	11	6%	17	10%	15	9%	10	6%	101	6%	94	6%
		<b>1,317</b>	<b>100%</b>	<b>1,346</b>	<b>100%</b>	<b>198</b>	<b>100%</b>	<b>163</b>	<b>100%</b>	<b>173</b>	<b>100%</b>	<b>154</b>	<b>100%</b>	<b>1,688</b>	<b>100%</b>	<b>1,663</b>	<b>100%</b>

Renewing																	
South		635	48%	749	56%	51	26%	35	21%	18	10%	32	21%	704	42%	816	49%
North		217	16%	258	19%	12	6%	12	7%	8	5%	12	8%	237	14%	282	17%
OOA		61	5%	55	4%	3	2%	5	3%	7	4%	2	1%	71	4%	62	4%
Returning																	
South		129	10%	87	6%	34	17%	28	17%	47	27%	24	16%	210	12%	139	8%
North		47	4%	27	2%	15	8%	11	7%	11	6%	5	3%	73	4%	43	3%
OOA		3	0%	5	0%	2	1%	1	1%	3	2%	4	3%	8	0%	10	1%
New																	
South		161	12%	101	8%	51	26%	37	23%	53	31%	58	38%	265	16%	196	12%
North		53	4%	57	4%	24	12%	23	14%	21	12%	13	8%	98	6%	93	6%
OOA		11	1%	7	1%	6	3%	11	7%	5	3%	4	3%	22	1%	22	1%
		<b>1,317</b>	<b>100%</b>	<b>1,346</b>	<b>100%</b>	<b>198</b>	<b>100%</b>	<b>163</b>	<b>100%</b>	<b>173</b>	<b>100%</b>	<b>154</b>	<b>100%</b>	<b>1,688</b>	<b>100%</b>	<b>1,663</b>	<b>100%</b>



**OLLI At SOU**  
**Policies and Procedures Handbook**  
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**Note: Bolded policies in Bundle Two for adoption.**  
*Italicized policies are to be developed.*

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**Bundle Two: Proposed Policies**  
**First Reading – March 19, 2024**

**II. MEMBERSHIP**

- MEMBERSHIP LISTS

The OLLI at SOU\_membership list is not to be used for commercial or political purposes, and any list will carry a notice to that effect.

The OLLI membership email list shall only be used to distribute OLLI specific material for instructional and internal organizational purposes. OLLI does not share its email list with any outside organization or group, nor does it distribute any material for outside groups or organizations.

- ANNUAL MEMBERSHIP FEE SCHOLARSHIPS

OLLI at SOU may grant full or partial scholarships to persons unable to afford the annual membership fee. Prospective members interested in a scholarship must submit a scholarship application form available in the OLLI Office. Scholarships will be determined by the Administrative Director who will also notify the applicant of the scholarship award.

**IV. INSTRUCTOR/PRESENTER EXPECTATIONS**

- VIDEO AND COPYRIGHT LAW

To adhere to fair use copyright laws, video or film, legally acquired and shown in an OLLI course, must be in support of the teaching content. A video cannot be a substitute for instruction. The instructor(s)/presenter(s)\_must facilitate activity such as discussion or lecture related to the video content.

In addition, when a company producing educational videos for home/personal use, such as The Teaching Company's "Great Courses," imposes copyright restrictions and requires a site license for classroom viewing, it is the responsibility of the instructor(s)/presenter(s) to acquire that license. Instructors/presenter(s) may pass on to students the cost of licensure as is done in courses/programs with a materials or venue fee.

- CLASS ROSTERS AND WAITLISTS:

In order to facilitate the timely placement of students waiting for space in a limited enrollment class, instructors may request a copy of their request-prioritized waitlist. Names from the waitlists shall be used by the instructor in that priority order.

## VI. COMMUNICATIONS

- NEWSFLASH

1. Newsflashes are issued every Monday and contain brief, important, and time-sensitive information of general interest for OLLI at SOU members.
2. OLLI programs and events may be included in the weekly Newsflash.
3. Items which conform to the formatting guidelines developed by the Communications and Community Outreach Committee in collaboration with the Administrative Director are referred to the Newsflash organizer; items may be edited for clarity.
4. Announcements may contain a link to the OLLI website for further information.
5. Announcements about the same event may appear up to three times.
6. Copies of the Newsflash will be available from the OLLI office upon request.

- REQUESTS FROM OUTSIDE GROUPS

Inclusion of advertising or announcements of events relating to outside groups in any OLLI at SOU communication vehicle is reserved for OLLI and entities within Southern Oregon University. Requests for announcements from any external organization will be referred to the Administrative Director. If after review by the Administrative Director in consultation with the OLLI president and CCO chair, it is determined that the activity or information is compatible with OLLI's mission, vision, and values, OLLI may provide links to that material via the Newsflash.

- SOCIAL MEDIA AND WEBSITE

1. The OLLI at SOU social media accounts are facilitated by OLLI staff. Items which conform to the formatting and content guidelines developed by the Communications and Outreach Committee in collaboration with the Administrative Director are referred to the Social Media organizer; items may be edited for clarity.
2. Before placement on any OLLI at SOU internet platform, a website video must be approved by a pertinent OLLI committee chair for content, and by the chair of the Communications and Community Outreach Committee and the Administrative Director to ensure that it conforms to OLLI at SOU's communications standards and-SOU's policy and technical standards.

- ALL-MEMBER-COMMUNICATIONS

1. Electronic communications that are sent to all members and large subgroups of members should be scheduled sparingly with the exception of urgent, extraordinary events such as campus closures.
2. The communications schedule is managed by the Communications and Community Outreach Committee in collaboration with the Administrative Director.
3. Email communications to the membership from OLLI at SOU's online registration system and other individual member emails from OLLI are exempt from these limits.

- EXTERNAL COMMUNICATIONS

All publicizing of OLLI at SOU courses, programs, and events beyond OLLI members is facilitated by the Communications and Community Outreach Committee in collaboration with the Administrative Director, within the approved budget.

## VIII.FINANCIAL MANAGEMENT

- MAINTAINING A CASH BALANCE

OLLI at SOU will maintain a minimum ending operating fund balance equal to 25% of the planned operating expenses. The annual budget approved by Council for the coming year will have planned expenditures less than the sum of current year revenue plus operating funds in excess of the year's 25% target.

- REVISIONS TO THE ANNUAL BUDGET DURING THE FISCAL YEAR

If any time during a fiscal year, it appears that the projected ending operating fund balance will fall below the 25% target, the Finance Committee shall recommend to Council a plan to restore the operating fund balance to 25% in the coming year unless extenuating circumstances require a longer recovery period.

- CAPITAL PROJECT BUDGET GUIDELINES

When a capital project is proposed, the Finance Committee shall recommend to Council a plan to fund the project through any combination of current and future year revenue and/or drawing on the operating fund balance. If the decision is to draw down the operating fund balance, the Finance Committee shall also recommend to Council a time line for restoring the operating fund balance to the 25% target.

- MEMBERSHIP FEE CHANGE

1. The Finance Committee shall make recommendations to Council regarding the structure, amount, and timing of membership fees, membership fee discounts, and any per-course/program charges.
2. Changes in the annual membership fee shall not become final until the Council gives 30 days notices to the membership of a public hearing on the proposed fee adjustments, and the Council votes affirmatively for the change following the public hearing. [Bylaws Article II.1.b]

- FEES AND REIMBURSEMENTS

In recognition of the need to conform OLLI at SOU'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,

1. OLLI at SOU will not accept cash from members. In cases where exceptions to this policy are unavoidable, the Administrative Director may designate an SOU staff member to handle cash receipts.
2. The Administrative Director will publish procedures for a process to accept member fee payments and to submit expense reimbursement and/or vendor payment requests, as needed.

## IX. ADMINISTRATION

- DONATIONS TO OUTSIDE GROUPS

OLLI will make no donations to outside groups except as part of a marketing plan recommended to Council by the Communications and Community Outreach Committee in consultation with the Treasurer.

- INFORMATIONAL POSTINGS

Information of potential interest to OLLI members may be posted on classroom bulletin boards and/or incorporated into electronic communications sent to members. Such postings will be limited to official OLLI at SOU or SOU business, and activity announcements from partnering organizations. Postings of a personal nature (e.g., classified ads, ticket exchange requests) may be made only in the member lounge on a space available basis. Posting of professional service advertisements and political brochures will not be allowed. The OLLI at SOU Administrative Director will regularly monitor all postings and remove items which are in violation of this policy or no longer timely.

- FUNDRAISING EVENTS

The Development Committee will evaluate all proposed fundraising events on the following criteria:

- Adherence to OLLI, SOU Foundation, and SOU policies and procedures.
- Suitability to OLLI's membership and culture.
- Involvement of paid staff time.
- Involvement of OLLI member volunteers.
- Probable expenses of the event.
- Proposed budget of income, expenses, and net revenue.

If the committee determines that a proposed event meets the criteria and will be a benefit to OLLI members, the committee will recommend the event to OLLI Council for approval. No expenditures or commitments for any fundraising event are to be made until final Council approval is secured.

Because the Development Committee has responsibility for all fundraising functions for OLLI at SOU, a committee or individual member wishing to propose a fundraising event should contact the chair of the Development Committee.