

# 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

April 16, 2024

3:30-5:30pm

Stevenson Union, Room 319 and via Zoom

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

**Committee Chairs present:** Peg Evans, Lorraine Vail. **On Zoom:** Ginny Blankinship, Anne Coleman.

**OLLI Members On Zoom:** Myrna Hall. **Staff:** Megan Rutherford.

1. **Call to Order:** President Tracy Palermini called the meeting to order at 3:31 pm.
2. **Approval of the Agenda with Flexibility.**  
**Motion:** (Avery: Patrick-Riley) **Move to adopt the agenda with flexibility: Motion carried.**
3. **Approval of Minutes from 03/19/24 Council Meeting:**  
A. **Motion:** (Avery: Allen) **Move to adopt as presented. Motion carried.**
4. **Treasurer's Report:** Paul Christy reported that we are still waiting for the reports; he expects to give a quarterly report at the May Council meeting. At that meeting the Finance Committee will also be presenting a draft budget for next year; the final budget will be adopted at the June Council meeting. Paul asked for detailed budget plans from committees by April 30<sup>th</sup>.
5. **Membership Report:** President Palermini reported that OLLI membership stands at 1,702 as of April 9; this compares with 1,688 members at the end of 2022-23. Although we have not reached our budgeted goal of a 6% increase, we can be pleased that we have exceeded last year's membership number.
6. **Reports:** Written reports were received; any questions and updates are added at this time.
  - A. **President's Report:** No additions
  - B. **Administrative Director's Report:** No additions
  - C. **Standing Committee Reports**

- a. **Communications and Community Outreach**: Peg Evans reports mixed results from OLLI's attendance at the Pear Blossom Festival; CCO will be reevaluating our participation in this event.
- b. **Curriculum**: Anne Coleman reported that ten Spring term courses were cancelled by the instructors, five for low enrollment, possibly due to having exhausted current interest in the topic.
- c. **Development**: No additions.
- d. **Leadership Development & Recruitment**: No additions.
- e. **Venue & Technology Planning**: Lorraine Vail walked Council through the proposed changes to the course registration and waitlist processing:
  - Changing the title for the first phase from "Lottery" to "Priority" which more clearly communicates its importance to members and what happens in that process.
  - Standardizing the registration schedule across terms.
  - Processing wait lists: this has been a labor intensive and time consuming process for staff. The wait list will now be prioritized by the date of submission for all registrations (Priority and Open) which can be done automatically and easily shared with members and instructors upon request.

**Note:** this change will be highlighted to inform members that if they are hoping to enroll in a course with a small enrollment, they will need to submit their requests early in the Priority phase in order to secure a high position on the wait list, although their position in the lottery process continues to be unaffected by the date of their submission.

- Ginny Blankinship encouraged reminding members that the lottery processing of priority requests still involves the element of chance.
- Heather Inghram reported that initially the Office Volunteers were anxious that these changes on the Wait List process would affect many members, but the data does not support this concern.

## 7. Old Business

- A. **Second Reading of Draft Bundle Two Updated Policies**: **MOTION** (Stitham: Simonds): **I move to approve the bundle two updated policies as presented. Motion carried.**

Susan Stitham, Chair of Ad Hoc Committee on Policies and Procedures Review, thanked the ad hoc committee (Priscilla Arnold, Elaine Hamlin, Margaret Pashko) and Council members, chairs, and Heather for all their work on this project over the past two years. Barb Barasa will format the manual as both a pdf and an amendable Word document to allow updates as Council revises policies in the future. There was a suggestion that Steve Weyer might use the long awaited new manual as material for one of his crosswords.

## 8. New Business

- A. **2024 Council Candidates & Sample 2024 Council Director Election Email and Ballot**

**MOTION** (Allen: Stitham ): **I move to approve the sample Council Director Election email and ballot as presented, with candidates Myrna Hall, Tim Kelly, John Schuyler, and Sarah Tisch. Motion carried.**

- Laura Simonds reported that we will be able to track how many members open the email and how many vote. Last year 1,615 ballots were sent and 67% were opened.
- The Candidates Forum will be held at 4 pm on May 15<sup>th</sup>, and the ballots will be sent two days later; the voting window will be open for two weeks.
- Educational materials about the candidates will be linked to the ballot, including candidate bios and a link to a recording of the Forum.
- There was a suggestion that the scheduling of future OLLI-wide events try to avoid Tuesdays, Wednesdays, and Thursdays which are our heaviest class days.

**B. Executive Committee Recommendation on Membership Committee Formation & Committee Realignment**

- a. **Revised Proposed OLLI Organizational Structure:** President Palermini explained the new chart (see attached) which reflects revisions by the Executive Committee based on Council comments from the last meeting. She announced that Peg Evans will be stepping down as chair of CCO after June.

- Outreach activities are assigned to the new Membership Committee
- CCO will become “Communications”.
- The word “Marketing” was removed.
- Graphics have changed to reflect the staff’s role as administrative support for all committees.
- The name for Membership Connections (MCC) is proposed to change to Programs and Activities (PAC).

Questions/comments:

- Ginny Blankinship: Reconfirmed that SIGS continue in the new PAC, and the only changes are in the name and the transfer of “small social events” from PAC’s charge to Membership (MC)
- Paul Christy commended the chart which will help members clearly see the sophisticated structure of our volunteer organization; he proposed that the graphic be shared at the Annual Meeting.
- Susan Stitham posited that this new chart will be an excellent companion piece with the existing organizational chart in a different graphic showing the names of current volunteers/staff and will give members a complete picture.

**b. Creation of Membership Committee**

**MOTION (Simonds: Avery): I move to establish the Membership Committee as a new standing committee and to approve the committee charge as presented.**

Laura Simonds presented the new committee charge as the result of two productive brainstorming meetings of Council and leadership; co-chairs are essential given the scope of the charge with the added outreach functions. She reminded Council that the goal of all “outreach” is membership recruitment; “outreach” is not a goal in itself.

**Motion carried.**

c. **Realignment of Member Connections Committee**

**MOTION:** (Simonds: Magill ) I move to rename the Member Connections Committee as the Program & Activities Committee and to approve the revised draft charge as presented.

**Motion carried.**

- Paul Christy commented that, although he appreciates the charges may seem exhaustive, all these activities are not required to be accomplished at the same time; the committee will prioritize its focus as they are engaged in a process with the ultimate goal of recruiting and retaining members.
- Laura Simonds reported that, in response to the Volunteer Want Ads in yesterday's Newsflash, she received two emails of interest, one which indicated a possible interest in co-chairing the committee. Admiring glances were showered on Megan Rutherford who refurbished the ads.

d. **Realignment of Communications & Community Outreach Committee** MOTION

(Simonds:Avery) I move to change the name of the Communications & Community Outreach Committee to the Communications Committee and to approve the revised draft charge as presented, which includes the proposed new name of the Fundraising Committee; to be effective July 1, 2024.

- In a response to a question from Colleen Patrick-Riley, Peg Evans shared her thoughts on the new CCO charge: there will be a lot of necessary collaborative work between the new Communications Committee and the new Membership Committee, all the chairs will need to work closely together. Her question about the effective date sparked an amendment to clarify that the new name and charge will not take effect until July 1 since Peg and Anne Belegia will be continuing to do the CCO work until that date.

**The amendment to establish an effective date was adopted without objection.  
Motion as amended carried.**

- 2024 Open House: Peg will continue with her work on this event and transition catalog editor responsibilities to Jim Coleman, who has volunteered to lead that project.

e. **Realignment of Development Committee**

**MOTION** (Simonds: Stitham) I move to change the name of the Development Committee to the Fundraising Committee and update the charge with the revised name. Motion carried.

- In some conversation about the best way to phrase the changing of committee names, it was noted that our minutes are read all over the Rogue Valley as models of both grammar and rhetoric, thus clearly standards must be upheld.

f. **Realignment of Venue & Technology Planning Committee**

**MOTION** (Simonds: Patrick-Riley): I move to approve the revised draft charge of the Venue & Technology Planning Committee as presented.

- Laura Simonds reported that the only change to the charge was the addition of seeking new venues.

- Lorraine Vail requested that the word “Planning” be deleted from the title of the committee.

**The amendment to delete the word “planning” from the title was adopted without objection. Motion as amended carried.**

## 9. Additional Remarks

- Susan Stitham thanked Tracy for her leadership this year, with kudos for prioritizing the review and improvement of infrastructure and governance the “theme” of her year as president. Although some skeptics might find these topics less glamorous than focusing on external projects, this internal attention has produced a solid foundation on which to build.

2024 may be the Year of the Dragon to some, but for us it’s the Year of the Post Pandemic OLLI, and OLLI leadership in the future will be grateful for our work this year.

- Heather Inghram thanked all the people and groups who collaborate on OLLI’s work:
  - Tracy Palermini for her weekly check-ins and support in the slow, incremental work of laying strong foundations for OLLI going forward;
  - Lorraine Vail for all her work on the hybrid classes, and analysis of our processes to find new efficiencies;
  - Susan Stitham and committee for the exceedingly valuable work on updating our policies and procedures;
  - Megan Rutherford for her work on OLLI elections and OLLI forms; she is a great addition to the staff.
  - Peg Evans for her continuing work on the catalog, our glorious marketing piece and for her patience and persistence through staff transitions
  - Laura Simonds for pushing consistently for a Membership Committee
  - Paul Christy and the Finance Committee for providing resources for an easy response to questions.

Heather concluded with expressing her gratitude for being part of this OLLI.

- Colet Allen asked about plans for OLLI’s participation in this year’s Fourth of July parade: MaryBeth Limpert will be the point person as leader of the Events Team. There was a question about whether a date had been selected for the event but it remained unanswered.
- Colleen Patrick -Riley asked why Council meetings had been moved to the Stevenson Center for the April, May, and June. Response: spring classes are fully occupying Campbell Center (although we could have met next door to the Harmonica class, cooler heads prevailed.).
- Lorraine Vail suggested that Council consider returning to meeting regularly on Monday afternoons, as had been the custom prior to 2018 when the date was changed to accommodate a Council member’s standing conflict. She reminded Council that Mondays (and Fridays) are the days with the fewest late afternoon classes. She asked whether Council should ask that Room A be prioritized for the regular Council meetings.

- President Palermini announced that the July Council meeting would take place in Hannon Library, not the Stevenson Center. There were people in the room who didn't care.

10. **Adjournment:** President Palermini adjourned the meeting at 4:42 pm.

**Attachments**

- – Revised Proposed OLLI Organization Structure

## DRAFT OLLI at SOU Organizational Structure

	Who	Charge	General Responsibilities
<b>Education</b>	Curriculum Committee	Existing	no change
	Programs & Activities Committee	<b>Modify</b>	Existing MCC charge minus small social events
	[Travel Committee]	Future	TBD - possibly day trips, regional & domestic overnight trips, and international trips
<b>Membership</b>	Membership Committee [Recruitment]	<b>New with Co-chairs</b>	Member metrics & analysis, OLLI outreach events ( <i>such as Open House, Taste of OLLI, Community Lectures, bring a friend social events</i> ), community outreach events ( <i>such as ACCESS Senior Fair, Pear Blossom Festival, SOU Alumni</i> ), speakers bureau, and community partners
	Membership Committee [Retention]		Member satisfaction survey, new member welcome and orientation, small social events, lapsed member survey/calls, member benefits
<b>Support</b>	Communications Committee (formerly CCO)	<b>Modify</b>	Supports committees & staff by collaborating on development of promotional strategies and creating publicity, promotional materials and other communications to ensure that OLLI has consistent and coordinated branding and messaging. Sets communications style standards. Executes, in some cases in conjunction with staff, advertising, press releases, course catalog, collateral print materials, Newsflash, social media and email blasts. Coordinates sponsorships and advertising trades.
	Fundraising Committee	<b>Modify</b>	name change only
	Finance Committee	Existing	no change
	Leadership Development & Recruitment Committee	Existing	no change
	Venue & Technology Planning Committee	<b>Modify</b>	existing charge + prospecting possible new venues
<b>Administrative Support</b>	Staff + Office Volunteer, Major Events & Garden Teams	Existing	