

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

May 21, 2024

3:30-5:30pm

Stevenson Union, Room 319 and via Zoom

Present:

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

Committee Chairs: Lorraine Vail. **On Zoom:** Ginny Blankinship, Anne Coleman, Peggy Evans, Dwight Wilson.

Members and Staff: Myrna Hall, John Schuyler. Megan Rutherford

1. **Call to Order:** President Palermini called the meeting to order at 3:31 pm.
2. **Approval of the Agenda with Flexibility:** Without objection, the agenda was approved as written.
3. **Approval of Minutes from 04/16/24 Council Meeting:** (Patrick-Riley: Simonds) **Move to approve the minutes. Motion carried.**
4. **Reports**
 - A. Membership Report: President Palermini corrected one section of the printed report dealing with the length of membership and the age of members as that data was based on a very small sample of OLLI institutes. Lorraine Vail asked for information about the age distribution on those members who stayed and those who left. It will be forthcoming.
 - B. Course Report, including number of courses over recent terms, subject areas, and delivery methods. A very helpful snapshot going forward.
 - C. President's Report: No additions
 - D. Administrative Director's Report: Heather Ingrham reported to many admiring glances that Megan Rutherford is now full time in the OLLI office. The president thanked Heather for her work on this reorganization of the staff to better serve members.
 - E. Standing Committee Reports
 - Communications and Community Outreach: No additions.
 - Curriculum: Ginny Blankinship reported 56 Fall course proposals received to date; she estimates 1/3 of the proposed classes will be online.

The Spring course on teaching at OLLI enrolled 27 students, 9 of whom have submitted course proposals for Fall. There will be a fall course on how the city of Ashland works, which President Palermini recruited.

Ginny thanked Colet Allen and MaryBeth Limpert and the Events Team for the Instructor Appreciation event, and noted that Anne Bellegia had collected the photos for the video show.

- Fundraising: Note that in the written report, Marc Friedman is the person referenced as “he.”
- Leadership Development & Recruitment: Laura Simonds announced that the OLLI Volunteer Want Ads resulted in a new co-chair for the Programs and Activities committee: Karla Langland. Karla, a recently retired US Army officer, learned of OLLI from the banner on Main Street, attended the Open House, became a member last year, and then responded to the Want Ads. Kudos and accolades all around, especially to LDRC and to Megan for sprucing up the ads.

With a co-chair on board, who will attend the June Council meeting, the hope is that the committee will get started this summer and be ready to go in the fall, using the approved charge for the Membership Connections committee [now Program and Activities] and the recommended structure to begin its work. Karla will meet with the CC co-chairs and Heather Inghram to develop the details of the recruitment and training of liaisons and the approval process. SIGS and “Talk to Us” will continue and proposals for new programs/activities will be accepted in the fall.

- Venue & Technology: Lorraine Vail reported:
 - Website project: Redesign of the slatternly OLLI website has been a longtime desire of many OLLI members; this project must be complete by the end of July because of upcoming major changes on the SOU server where the OLLI website now lives. Our format must match the SOU topography. We are hiring a web designer, Rachel Eckstein, who will be working on our 25 pages, at roughly a page a day; time for testing will be included. Laura Simonds is heading a writing and copy editing team of six OLLI members to prepare the content copy.

In response to a question from Mary Devlin, Lorraine said that input about the website is now being received from members, and she has two pages of suggestions. She reminded us that this phase of the website redesign will not be dealing at this time with the cosmetic aspects of the website but will be focusing on the key pages: those for joining, for selecting courses, and for checking out.

- June Council meeting: Lorraine asked all members of the new Council to be present in June so that she can get a photo for the website.
- Priority Registration: Lorraine will be checking into whether Campus CE can change how Campus CE processes the various levels of Priority Registration, formerly known as the Lottery.

5. New Business

A. Proposed Amendments to OLLI Policies:

MOTION (Stitham: Patrick-Riley): **I move to approve the three amendments to OLLI policies as presented. Motion carried.**

Susan Stitham explained that these three amendments are minor editorial changes, the need for which was discovered in the preparation of the Policy and Procedures document for formatting by OLLI volunteer Barb Barasa. She again praised everyone's work on this two-year project which caps OLLI's Year of Infrastructure, establishing a firm foundation for Council moving forward. In response to an unasked question, Susan explained that the resulting document will only be available online, despite numerous requests for leatherbound and autographed copies.

B. Rogue Valley Manor Pilot Program Report & Recommendation

MOTION (Patrick-Riley: Magill) : **I move to establish the Rogue Valley Manor as an OLLI course venue for 2024-25, with courses held there to be part of the standard course registration process, available to OLLI members only. Motion carried**

The president thanked Peg Evans for moving to the Manor and getting this project under way through her connections; the pilot project was very successful: the courses had high attendance with 40 to 50 students in each of the three classes, and non-Manor folks appreciated the easy parking. The Manor has dedicated a two-hour slot for OLLI courses on Mondays (10 to noon) during our three 2024-25 terms, to be selected by the Curriculum Committee.

Susan Stitham added that including the Manor as an OLLI venue has been a long-term Council goal and recognized the late Peggy Bruce, former Council member, for her early efforts on this project.

6. Presentation & Discussion

A. Treasurer's Report & 2024-25 Budget Proposal

Paul Christy shared the attachments from Council packet, to wit:

- Chart A: This chart contains fiscal data from the past three years, the current year, and projected data for the next five years.
 - For the projection, the Finance Committee made assumptions about revenue from donations, the Osher grant, and memberships as well as expenses.
 - The projection keeps us in compliance with our policy requiring that we maintain a 25% reserve.
 - The projection assumes a fee increase of \$25 in 2027-28
 - The projection estimates a membership of 2,020 by 2028-29
- Chart B: Consists of the main parts of the Chart A summary put into a graphic

Questions:

- Colleen Patrick-Riley: how did the Finance Committee decide when to insert the fee increase? Response: the point at which more revenue will be needed to

- maintain the 25% reserve. Future Councils will assess the accuracy of the Committee's assumptions to determine when the increase will be needed.
 - Susan Stitham complimented the work of Treasurer Christy and the Finance Committee, aided by the excellent work over the years of previous treasurers Lorraine Vail and Tracy Palermini in creating this invaluable tool for the decision making of future Councils. Before Lorraine's ten-year financial model, previous Councils had slogged through a wilderness of unknowns in estimating OLLI's future financial health. This flexible tool provides guidelines that can be systematically adjusted by Councils as needed. She suggested that the charts be shared with the members at the Annual Meeting.
 - Paul Christy reminded Council that a fee of \$175 in 2027 will keep OLLI at SOU's fee actually flat in terms of inflation-adjusted 1993 dollars; quite an accomplishment 34 years later.
 - Colleen Patrick-Riley praised the charts as excellent help for members in understanding OLLI's fiscal picture, especially the continuing need for donations.
- Chart C: contains the 2024-25 budget to be approved in June for the next fiscal year. Treasurer Christy pointed out the \$77,000 goal for annual fund raising reflects our increasing success in this area; the Finance Committee is very positive looking forward. He noted that although the budget anticipates a \$47,000 deficit, our Reserve is more than adequate and remains consistent with policy.

Questions and comments:

- Myrna Hall: why are the credit card fees so large? Response: most OLLI members pay with credit cards; we pay the SOU foundation for processing.
- Lorraine Vail: Rick Bailey, SOU president, has said he envies OLLI's substantial reserve fund; SOU is at 6% and is aiming for 10% which is still the lowest in the Oregon state university system. There was a momentary thought that perhaps OLLI at SOU should be in charge of SOU's finances but cooler heads prevailed.
- Ann Magill: Very happy to see the Oregon Cultural Trust match.
- President Palermini: thanked Treasurer Christy for an excellent report which equips Council to clearly understand OLLI's financial position going forward. After admiring glances were shared around the room and across the Zoom world, the president announced that our audacious goal of moving from 15% to 30% of our members making donations in this, our 30th year, may yet be met; we were at 25% last month and there's still time.

B. Update on Travel Program Research

- Laura Simonds elaborated on the report in the Council packet. She reminded Council that we've been discussing a travel program for a number of years and that there has been interest expressed recently. She has been meeting with Collette Travel and has put two relatively short, low cost, domestic trips "on hold" with them for the next year as part of "baby steps" toward a program. There is no financial obligation for OLLI at this point and no penalty for canceling. The first trip would be to San Antonio, Texas April 14-18, 2025 for 25 members. She estimates that a travel program would both attract (and retain) members as well as provide a new revenue stream, as OLLI would receive 10% of the amount paid by travelers in an OLLI sponsored trip with Collette.

- Laura shared the Member Survey results which showed a high interest in local day trips, followed by trips on the West Coast. She indicated that future trips might involve our own OLLI instructors as guides.
- Laura asked for a straw poll of Council members to assess the interest in her bringing a draft charge for an Ad Hoc Travel Committee to the Council's June meeting. Council members responded very positively.

C.2024 Member Survey

President Palermini thanked Heather Inghram and Megan Rutherford for creating the long but well-structured survey and member volunteer Dan Dawson for compiling the results. She announced that the membership's average satisfaction with OLLI at SOU has steadily risen over the past three years to 4.6 this year. The survey return rate was a relatively high 30%. Council and committee chairs are encouraged to study the survey results.

Council comments:

- Survey itself received praise as long but not tedious.
- A number of comments specifically praised our new Administrative Director
- As an instructor, Susan Stitham was excited to see a comment requesting more homework
- Heather Inghram pointed out that, unsurprisingly, word of mouth is our most effective publicity.
- Desire for online courses remains steady at about 30%
- Evening/Saturday courses are not currently desirable but it's possible that if we provided them, they'd be popular with folks not currently in OLLI because they're working. Perhaps we should try some to see? Lorraine Vail pointed out that they will be a lot of work.
- Myrna Hall expressed interest in the analysis of responses on satisfaction in connection with other factors to get a clearer picture of who likes what and why.
- A number of responses expressed frustration with not receiving or finding the link to online courses; one possible solution: enrolling the OLLI office in all online courses so that lost and disconnected members could get the link directly from the office. One interesting discovery about the vagaries of the internet : Charter/Spectrum does not work well with Microsoft. Perhaps this should be shared with members trying to use that platform?

7. Additional Remarks

Laura Simonds reminded Council that the June meeting would be at 3:30 pm in Stevenson Union and would consist of the final meeting of the current Council, and then the first meeting of the new Council. In a bold break from years of traditional pizza luncheons following these June meetings, OLLI leadership is invited to reconvene at El Paraiso on Clover Lane for Taco Tuesday.

8. Adjournment: President Palermini adjourned the meeting at 5: 33 pm.

Agenda Attachments

- #6A – Treasurer's Report & Budget Proposal