



General Meeting, Sept 13th Stevenson Event Center

General Meeting, September 13th, 10 a.m. Stevenson Event Center, UCSC

We invite you to attend our September meeting, where we will discuss the proposal for the UCSC Lifelong Learners to become an Osher Lifelong Learning Institute. We'll also discuss our new interest group program and take interest group signups. **Please bring your check-book.** We can't take cash.

Our new interest group program is explained on page 2.

The Osher Proposal

As you may have read in the membership renewal letter you received, UCSC Lifelong Learners has been invited by the Osher Foundation to apply for a grant with a view to becoming an endowed Osher Lifelong Learning Institute. The Bernard Osher Foundation is headquartered in San Francisco and was founded in 1977 by Bernard Osher, a successful businessman and philanthropist. The Foundation seeks to improve quality of life through support for higher education and the arts. It has funded a growing national network of lifelong learning institutes for older adults, operating on the campuses of 115 colleges and universities in the United States, and provides scholarships for university reentry students aged 25 to 50.

The purpose of this article is to outline the major features of the proposal, the potential costs and benefits for Lifelong Learners, and the process we will use to submit it to the membership for a vote.

What is Proposed

The Osher Foundation would give UCSC a grant of \$50,000 for our benefit in each of two years. In return, we would become an Osher Lifelong Learning Institute and undertake to increase our membership to at least 500 dues-paying members. If we succeed in that goal, Osher would then grant an endowment of \$1 million to UCSC for our benefit, the yearly income

from which would be about \$40,000. This money would be available to pay our expenses. Osher would also make a further grant of \$50,000 to bridge the period between when the endowment is made and when it starts to pay income.

Here are the things we must do to secure this backing from the Osher Foundation:

1. Amend our by-laws to change our name from UCSC Lifelong Learners to the Osher Lifelong Learning Institute at UCSC.
2. Amend our by-laws to add the following to our list of purposes: "To offer members non-credit educational opportunities designed for mature adults." (A complete copy of our by-laws can be found at <http://lifelong-learners.wikispaces.com/bylaws>.)
3. Increase our membership to at least 500 dues-paying members (we currently have around 350 members). We would have two years to achieve this goal. If we happen to fall short, we would not be required to return the money.
4. Continue and expand our existing program.

That's it. That's all we will be required to do. In all other respects, our organization will remain unchanged. Our Board of Directors, officers, interest group leaders, and other member volunteers will continue to run our organization as they have in the past. Neither the University nor the Osher Foundation will gain any control over the way we carry on our affairs, aside from the fact that we will be expected to stay within the grant budgets that we propose.

Some Costs and Benefits

What does this mean for us? For one thing, it would provide us with a measure of financial security that we do not currently enjoy. Along with most organizations today, we face increasing costs. Moreover, the

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2008 – 2009**

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Shirley Forsyth 477-1796
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**Guest Speaker, October 18th
Dr. Eleonora Pasotti
Assistant Professor of Politics**

*Political Branding in Cities:
The Decline of Machine Politics in
Bogotá, Naples, and Chicago*

Branding in the marketplace is ubiquitous, but the theory of its workings in politics has been slow in evolving. Dr. Pasotti draws on the experiences of three cities on three continents to show how cities suffering for decades from poor government, entrenched patronage, and social conflict made a transition to a new form of govern-

ance: brand politics. Facilitated by direct elections, low party discipline, and fiscal self-reliance, brand politics broke a vicious cycle of skepticism and inertia and opened the window for a broad set of reforms.

Dr. Pasotti has presented her research at many conferences and universities on both sides of the Atlantic. She has been a member of the UCSC faculty since 2003 and last year was visiting faculty at the European University Institute in Fiesole, Italy.

What's New in LLL Interest Groups?

By Dusty Miller

There are several changes in our program this fall.

One change is that we have added the new category Short Series and Workshops, which has a \$10 sign-up fee for each series. The Film Series is the only one currently being offered, but others may be offered soon.

Another big change is that we now request a contribution of \$25/person to join the interest group program and then join specific groups by contacting the individual group leaders. There are no contributions per interest group.

Both of these changes were implemented to make the process easier for everyone, but, as with most changes, they have caused some confusion, and there are still a few "kinks" to be worked out.

We've added one new group and some of the other groups have new leaders, new meeting days, or new formats.

Because we believe that small group interactions are an important part of LLL, we are always trying to provide more of them for LLL members. We're encouraging anyone with an idea for a new group, series, or workshop they would like to lead, to let us know about it.

We've had many requests to resume the very popular Current Events Discussion group and to have a third section of the popular "New Yorker" Groups. We are looking for leaders for these groups.

Groups with limited membership that are full are not listed on page 3. Please check the website for contacts.

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Interest Groups — Descriptions & Events

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Adventuring — Organizes “adventurous” outings, sometimes local, sometimes in SF Bay or Monterey Bay locations, e.g., trips to San Francisco by train and ferry, visits to botanical gardens, manufacturing plants, county fairs, Teatro Campesino shows and more! Leader: Craig Miller, 426-0835, craigsem@cruzio.com

Art & Architecture — Visits places of architectural and/or artistic interest all over the Bay Area. On Sept. 3rd we visit the Monterey Museums of Art. Leader: Lois Widom, 423-0184, lowidom@yahoo.com

Discovering UCSC — Visits a different UCSC department each month, going behind the academic scenes to discover what makes the department tick. Leader: Sandy Brauner, 477-7081, sanjan@cruzio.com

Digital Photography — Meets monthly (2nd Mon., 1:30) for critiques, photo shoots, and field trips. First meeting Sept. 14th at 1:30. Leaders: Cindy Margolin, 688-7665, crmargol@gotisky.com, and Jim Kenny, 600-8189, jkenny.santacruz@gmail.com

Dining Out — Meets monthly (usually two sitting choices, 3rd Tues. & Wed., 6:30, occasional lunches) at different restaurants. Leader: Chris Le Maistre, 471-2396, clemaistre@sbcglobal.net

Great Books Discussion — Meets monthly (1st Thurs., 1:15) to discuss

the classics. Starts Oct. 1st with “Story of Samson.” New members, contact Faye ASAP for book. Leader: Faye Alexander, 476-8575, qtpie95010@sbcglobal.net

Hiking — Meets weekly (Wed. 9:30) for 1 to 2 hours of brisk walking, mostly in local forests. Leader: Alice Tarail, 334-3328, alicet@cruzio.com

Horticulture — Meets every Thursday (9:30 – noon) at the Cabrillo College Horticulture Department to work on plantings. Will meet on Thurs., Sept. 17th for an open house and garden tour from 10 to noon. Leader: Pat McVeigh, 475-9357, pmcveigh@baymoon.com

Opera — New Format! Saturday Mornings at the Met on Santana Row, starting Oct. 10th with *Tosca*. Will have nine trips to Santa Clara to watch live Metropolitan Opera broadcasts at the movie theater. Optional lunch at a Santana Row restaurant. Group members are responsible for purchasing their own \$22 tickets. Group Leader: Alice Miller, 661-0398, alimat@comcast.net

Play Reading — Meets monthly (1st Mon., 1:30) to read plays selected by the members. First meeting, Sept. 14th. Reading: “Same Time, Another Year.” Leader: Shirley Forsyth, 477-1796, shirlclu@hotmail.com

Reading Circle — Meets monthly (3rd Mon, 1:30) to discuss books selected by the members. Sept. 21st: *Quarantine: A Novel* by Jim Crace. Oct. 19th: *Atlas of Unknowns* by

Tania James. Leader: Irene Lennox, 457-2690, scotirene@yahoo.com

Science Discussion — Meets monthly (3rd Mon., 1 to 3 p.m.). Studies different science topics, using articles and chapters of books as bases for discussions. First Meeting, Oct. 19th. Leaders: Judy Wollowitz, judyL@ebold.com & Kathy Brooks, Kathyzbrosks@sbcglobal.net

Volunteers in Action — An outreach program, we are an on-call action-response team for service, mostly at UCSC but also for other worthy organizations. We modify homes to help people with mobility loss. See website. Leader: Bill Patterson, 479-3729, wilderwill@comcast.net

Walking — Explores Santa Cruz Neighborhoods. **New Group!** Meets monthly (3rd Fri., 10:00 – noon). Easy walking & education while exploring local nooks and crannies. First four destinations will be: upper Spring Street and nearby quarry area; Polo Drive and Pogonip Clubhouse; Depot Hill (Capitola); Neary Lagoon. First meeting Sept. 18th. Leader: Lesley Franz, 425-4685, lesfranz@aol.com

Wine Tasting — Supports local vintners by visiting, tasting, and picnicking at their beautiful wineries. Meets monthly. First trip, Sept. 17th. Check website or calendar for details. Leader: Brooke Ewoldsen, 475-6188, Marilyn Wingfield, marilynw2@netzero.net

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budget squeeze the University faces is forcing it to re-examine everything it does. We depend on the University for a great deal. Here, for example, are some of the things that University staff members do for us: They receive mail and process membership applications, they maintain our membership records, they answer enquiries from our members and prospective members, they hold and manage our money for us, they provide rooms for meetings, and insurance, they issue purchase orders for all the food and services we buy, and they create book award flyers and coordinate book awards.

If the University were unable to provide any of these services in the future we would have to use our membership fees to purchase them, making that money unavailable for scholarships. An Osher grant would give us the security of being able to fund these key services if it became necessary. In fact, if an application to the Osher Foundation is approved, we plan to use grant money to pay for some of these key services.

Moreover, we could use Osher grant money to pay our existing expenses, freeing up additional money for scholarships. We currently pay for our off-campus meeting rooms as well as the Stevenson College Event Center, where we hold our monthly meetings. We also pay for printing and mailing our Newsletter and postcards. We could use Osher grant money to pay those expenses. Other examples abound. Lou Rose, our treasurer last year, estimates that if we decline the Osher Foundation's offer and our membership stays at 350, after two years the money annually available for scholarships will decline from the current amount of \$12,000 to a sustainable \$8,000. He also estimates that if we accept the Foundation's offer and grow our membership to 500, the money available for scholarships will be \$26,000.

Finally, on the benefit side, we would be joining a nationwide network of over 100 similar institutions, including six of the ten UC campuses and sixteen of the twenty-three California state universities. Some institutes are new; some have been around for years. Their programs vary widely in content and delivery. As an Osher institute, we would be able to draw on their expertise for advice and ideas about developing our own programs.

Turning to the cost side of the proposal, the main downsides seem to come from the requirement that we grow to 500 plus members. Our interviews with other Osher Institutes indicate quite clearly that the Foundation does not interfere with the management of the institutes. So control is not a problem.

But growth can be a problem. Having more members will require more courses, more interest groups, and more special programs. There will be more of the problems that come with managing any organization. The general meetings will be larger, and more difficult for new members. Some of the friendly nature of our organization may be harder to maintain. It won't be as easy, or maybe even possible, for the officers and Board members to know everybody. There may be a tendency to be more bureaucratic and impersonal. We can take steps to minimize these negative consequences, of course, but we do have to admit the possibility of some effects of these kinds. We may find that interest groups become more important than ever as the places where members form close relationships and bond with Lifelong Learners.

The choice will be up to you, the members. To summarize, we believe the choice, in a nutshell, is between maintaining the friendly organization we all enjoy at the cost of diminished resources for scholarships versus accepting a larger, possibly more formal organization with greater financial security and more resources for scholarships. We should note that there has been a tendency

for Lifelong Learners to grow anyway, so perhaps we would find ourselves with 500 plus members a few years down the road, with all the challenges that would entail, whether we become an Osher institute or not.

The Approval Process

All the information we have at hand indicates that the Osher Foundation is very likely to accept our application for a grant, and the University would support us if we choose to go forward with the application. Obviously, this would be a big step for us. Our Board of Directors is considering whether to apply to become an Osher Lifelong Learning Institute as this Newsletter goes to press. If it decides to proceed, we will present the proposal to the membership at the September meeting. Then there will be time for you to study the proposal and consider the ramifications, following which there will be a vote on the proposal at the October general meeting.

Your Board is committed to doing all that we can to ensure an open and fair deliberative process. Please feel free to contact any of us with your concerns or questions.

Robert Franson
President

Mark Gordon
Past President

To Learn More

To facilitate the process, I have created a blog where you can ask questions or make comments about the proposal. I will try to answer any questions you post as promptly and completely as I can. You will find the blog at <http://ucsc-lll.blogspot.com/>.

For reference, there are two websites describing the Osher Foundation and the Osher Institute program. You will find them at <http://www.osherfoundation.org/> and <http://www.usm.maine.edu/olli/national/>.

Robert Franson

Renew Your Membership or Join LLL

Use the form below to join UCSC Lifelong Learners or to renew your yearly membership for the 2009–2010 year. The process is simple. You fill out the form and mail it with your

check or credit card information to the address on the form.

With the same form, you can register for the LLL peer-led interest-group program. As explained on page 2,

the interest-group program has changed and is easier to join this year.

Finally, you can use the form to sign up for one of Jim and Paula Faris' film series.

UCSC Lifelong Learners (LLL) Registration Form

To (A) join LLL, or to (B) register for the LLL peer-led interest group program, or to (C) register for an LLL Film Series, enter personal information for one person or two at the same address. Enter credit card information or include your check payable to **UC Santa Cruz Foundation**. Mail this form to:

UC Santa Cruz Lifelong Learners
University Relations
1156 High Street,
Santa Cruz, CA 95064

Personal Information

Name	Address	Phone	E-Mail Address

Check small box for information you *do not* wish to have listed in the LLL member directory. All names are published.

A. Join LLL for 2009–2010. \$30 individual, \$50 (couple at same address).

You must be a 2009–2010 UCSC Lifelong Learners member to register for activities B or C, below.

B. Register for Peer-Led Interest Group Program: A \$25 donation to the LLL scholarship program grants one individual entry to any number of peer-led interest groups that have available space. If funds are limited, donate what you can.

C. Register for an LLL Film Series led by Jim and Paula Faris. Several series start during the year and each meets on five consecutive Tuesday evenings to watch and discuss films chosen by the leaders. A donation of \$10 to Lifelong Learners' scholarship funds is expected from *each* member for *each* series attended. A waiting list is maintained, and members who have never participated in a Film Series are given preference.

Membership or Activity	Charges	Amount enclosed
A. LLL membership	\$30/person, \$50/couple at same address	
B. Interest-Group Program	\$25/person. If couple and only one registering, who? _____	
C. Film Series. Please check one of the following boxes: <input type="checkbox"/> I have participated in prior Film Series. <input type="checkbox"/> I have not participated a Film Series before.	\$10/person. If couple and only one person registering, who? _____	
Additional contribution to our book scholarship fund	Thank you.	

Funds contributed herewith are gifts to UCSC and are tax-deductible to the extent allowed by law. **Total:** _____

Name on Card _____

Card #

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MasterCard

VISA

Exp Date:

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193 University of California Santa Cruz
Lifelong Learners
Services for Transfer & Re-entry Students
1156 High Street
Santa Cruz, CA 95064
Address Service Requested

Keep up to date with the latest events at <http://lifelong-learners.wikispaces.com/>

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Short Series and Workshops

This is a new category this year. It offers peer-led activities with several sessions or just one session. A contribution of \$10 per person to UCSC Lifelong Learners is expected for each series or workshop for which you sign up.

This fall we have only one series available, but others may be offered soon.

Film Series — Meets for five consecutive weeks to view and discuss films. A waiting list is maintained.

Leaders: Jim & Paula Faris, 458-1389, jefaris@cruzio.com. LLL members register with coupon on page 5.

Save the Date

Cowell College presents The John Dizikes Musical Event “Music She Wrote” by musicians in the Thiermann exhibit.

Sunday, November 8, 2 p.m., Stevenson College Event Center

Admission free