

OLLI Board Meeting: 10 July 2023

STAY CURIOUS!

Participants: Barry Bowman, Sandy Cohen, Kate Erstein, Karen Gamell, Doug Garcia, Mark Gordon, Ginna Holcombe, Roger Knacke, Cindy Margolin, Leta Miller, Jan Mintz, Barbara Oden-Petree, Bill Patterson, Ron Sekkel, Linda Sorensen, Lois Widom; Absent: Gail Greenwood, Dennis Morris, Anandi Paganini, Bonita Sebastian

AGENDA OVERVIEW and ANNOUNCEMENTS (Ginna)

- Minutes (12Jun23): approved.
- CRM (online platform): UCSC to introduce new system Sep/Oct, which may alleviate current difficulties with course and membership registration; OLLI website format to be revisited thereafter.
- End-of-year Finances; report to be presented once finalized.
- Courses: will begin end of September, 10:30am, avoid Wed mornings whenever possible, and be other times in addition to mornings.
- AV Support: OLLI will pay reliable technical help for hybrid meetings, including classes at MAH,
- Interest Groups: Anandi is working to create new IGs, including renewal of Horticulture group.

OUTREACH Progress (Doug)

- Renewals: Hard-copy letters were mailed and response has been robust. **Action Item (01Aug23)**: Reminder postcards to be mailed to non-renewers.
- Print Media: Doug will place an OLLI photo in the *Sentinel* (and announcements in Good Times and other weekly publications) to announce our Sep meeting and to emphasize that it and all are open to the curious public who are better than 50 years old.
- Online Presence: was determined. **Action Item (17Jul23)**: Board to submit within one week website updates or corrections to Doug, who will organize and email to Dennis.
- Branding: a unified message/appearance is recommended; **Action Item (21Aug23)**: Committee to present suggested logos ('lockups') at next meeting for board approval.
- Brochure and Flyer: to enable easier updating, Barbara's student intern will format our folded brochure in 'CANVA', a graphic design platform. **Action Item (21Aug23)**: Doug to present mockup flyer and brochure for board review/approval.
- Intro to OLLI: recommend handy 'slide show' to help board members introduce OLLI to other organizations (realtors, UCSC depts, retirement communities, medical practices, etc).
- General: We need an online repository for all past and present promotional materials, including logos, now residing with various past presidents on various sites.

SURVEY Progress (Linda)

- A questionnaire was designed, including several rounds of committee review and editing, that aims to improve member satisfaction, strategic planning, and outreach objectives.

- The platform used is 'GoogleForms', which enables ready data analysis and summary graphics.
- Committee members took the survey in 15-20 minutes, including further recommendations; the goal is 10-15 minutes. **Action Item (asap)**: Board members to take survey online and submit constructive improvements.
- Based on board input re privacy/scam concerns, survey intro clearly state that survey results will remain within OLLI and shared with no one.
- Before release to general membership, survey to be reviewed (no charge) to eliminate redundancy and ensure objectives are met by UCSC experts (IRAPS, Institutional Research, Assessment, and Policy Studies). IRAPS to complete their review goal of 31Jul23.
- **Action Item (01Aug23)**: Email final survey to full membership (current and lapsed as of 30Jun) with deadline of 15Aug23 for responses. Mail postcards to members who get printed newsletter only to provide directions on how to complete survey online or how to request assistance to do so.

NEWSLETTER (Barry)

- A summer newsletter will include at least the following: fall courses (registration in Sep), *Who's Who* column written by Ginna and featuring Linda, an Interest Group column by Anandi, and survey aims (Linda). **Action Item (23Jul23)**: Input to Barry to enable printing and early August release.
- Our usual early September newsletter will encourage online course registration and promote our September Kick-Off meeting, which will be more than interest group enrollment this year.

BRAINSTORMING – September Kick-Off to New Year (Linda)

- Make parking options clear on every announcement.
- Although the September meeting traditionally is devoted to interest group enrollment and provides no speaker, this year a post-Covid rejuvenation is recommended. Toward that end, an open brainstorming session captured the following suggestions:
 - Rename as 'Open House' or 'Fall Kickoff' to convey nonmembers invited
 - Theme = YEAR AHEAD or LOOKING FORWARD - OLLI accomplishments, membership benefits, courses, interest groups, guest speakers, social events, survey highlights, etc
 - Special welcome to potential members: signup sheet with email addresses; red name tags, breakout session with Kate, plan for follow-up, invite to orientation, invite to next general meeting
 - Presentation of survey results: This Is Who We Are
 - Match each new member with an OLLI board member buddy
 - Ice breaker to encourage social interaction
 - Special food, eg hot h'ordeurves, finger food served by waiters

- Agenda ideas: forum of past presidents, instructor parade, interest group leader pop-ups, grad student research presentation
- Create flyer re 'How to Join OLLI' or 'Fall Courses and Interest Groups'
- Re-name 'general meeting' to connote curiosity, expert speaker, social interaction, nonmembers

Next Board Meeting:
August 21, 2023
Walnut Commons