OSHER LIFELONG LEARNING INSTITUTE
UNIVERSITY OF WISCONSIN-MILWAUKEE
MINUTES OF THE BOARD OF DIRECTORS

September 17, 2013

In attendance: Phil Rozga, David Kelling, Mike Roller, John Link, Beth Waschow, Dave Georgenson, Elaine Burns, Kim Beck, Jenny Neale

Excused: Mary E. Kelly, Diana Hankes, Kathy Brehmer

Meeting was called to order at 2pm.

1. MINUTES- Minutes approved as submitted

2. TREASURER’S REPORT

. Kim shared the financial report for FY 14. Since it is the beginning of the year, upcoming reports will be more meaningful.

3. COMMITTEE REPORTS

a. MEMBERSHIP

. The prospective member meeting on August 24th went well, with 10-15 people in attendance. Carolyn Sweers presented and was well received. It was discussed that the weekend time is a good time for those who work.

b. FINANCE AND DEVELOPMENT

. The Osher foundation is in a spend-down mode. We have the next 12-18 months to raise $15,000 and must have a structure in place to do so annually in order to qualify for the $1,000,000 endowment. We have set April 1, 2014 as the date to reach this goal to be on the safe side. The acquiring of funds must meet the foundation’s fundraising requirements and cannot be from raising our course fees, for example.

. Kim handed out a letter from Kathy Brehmer asking board members to make a personal commitment to raising $15,000 by April 1, 2014. The letter is attached.

. Kim explained that the committee is working with SCE development staff to develop a letter campaign to membership that is expected to bring in $2,000-$3,000. They are also considering an event specifically for Osher members who are potential donors.

. Some members of the board expressed concerns about turning members off by asking too much, others thought it to be the responsibility of membership to work towards acquiring the endowment. The board agreed to accept the committee’s plan as a starting point, but requested additional strategies.
for after this first stage. Ideas for additional strategies included an event with a silent auction and an event featuring a sponsored speaker that would be open to the public and for which we would charge a fee.

- The board agreed that a compelling article should be included in the next newsletter that clearly explains how the funds will be used and what it means for programming.

c.  LEADERSHIP AND DEVELOPMENT

- The committee spent 2.5 hours editing the strategic plan and is going to take another look at their next meeting. This final version will be presented to the board at the October meeting. The goal is to assign “owners” to be in charge of each of the five strategic goals.

- The committee is looking to fill the Curriculum Chair, the SIG Chair and the Social Chair.

d.  PROGRAM

- There has been a drop in membership on the committee and they are seeking more members. The deadline for the spring catalog has been extended slightly and there may be a few less classes than in recent catalogs.

e.  SOCIAL

- No report for a Chair has not yet been identified.

f.  NEWSLETTER

- Kim reported that the Nov/Dec issue will include a profile of Elaine Burns and a book report by John Link. As always, the committee requests ideas.

g.  PUBLIC RELATIONS

- The committee has a new member, Steve Johnstone who has an extensive background in public relations.

- The committee had a great meeting discussing the demographics and psychographics of the potential members they would like to target. The initiatives that are being planned include a wallet insert with the features and benefits of Osher, as well as a gifting campaign to “Give the gift of Osher,” geared towards those who participate in programs at SCE and others who know people who may be interested in Osher.

4.  PRESIDENT’S REPORT-None

5.  EXECUTIVE DIRECTOR’S REPORT

a.  With the transition to the annual renewal timeline, there are about 500 people whose memberships are current in our new registration system. A list of those who have been members in the last two years
has been merged with our current list. An email will be sent to these who haven’t renewed reminding them to do so, followed by a mailed letter to those who don’t respond, followed by personal phone calls. It was noted that some may have ignored the last renewal notice for it did not closely resemble a bill that needs to be paid immediately.

b. We have acquired $4,500 to support our goal of diversifying our membership. Kim proposed that this be used to hire a Public Ally for a 10 month commitment. The remainder of the $13,000 needed for a Public Ally would come from the foundation. The Public Ally would have a November 1st start date.

Mike motioned, Beth seconded and it was unanimously approved.

c. A UWM history professor who has been involved in the Dean’s Lecture Series asked if we would sponsor a conference on December 9th. The board agreed to provide $200-$300.

6. OLD BUSINESS- None

7. NEW BUSINESS

a. Kim proposed that we change the format for board meetings and utilize a consent agenda. Minutes from committee meetings should be emailed to everyone before board meetings, along with the agenda. Each meeting is to focus on the 5 goals of the strategic plan and each chair is to report what their committee is doing to reach those 5 goals. As usual, “New Business” will be used to address current concerns. The board agreed to this new format and will employ it at the next meeting.

8. ADJOURNMENT- Meeting was adjourned at 3:11pm.

Next meeting is scheduled for Monday, October 7th, 2013 at 1pm at the Hefter Center.

Respectfully submitted,

Jenny Neale