OSHER LIFELONG LEARNING INSTITUTE
UNIVERSITY OF WISCONSIN-MILWAUKEE
MINUTES OF THE BOARD OF DIRECTORS
October 7, 2013

In Attendance: Phil Rozga, David Georgensen, Beth Waschow, Elaine Burns, Kathy Brehmer, Diana Hankes, John Link, Mary E. Kelly, Kim Beck, Jenny Neale

Meeting was called to order at 1:00 p.m.

1. MINUTES-Minutes of the September 17th, 2013 Board meeting were approved as submitted.
   Under the new Board meeting format, minutes from the Newsletter, Finance and Development, Membership, Program, Travel, Leadership and Development, Public Relations and Marketing committees were distributed.

2. REVIEW, APPROVAL OF STRATEGIC PLAN
   - David reviewed the process of how the Strategic Plan evolved, and acknowledged the role of the Leadership and Development committee, and the many people who contributed great ideas along the way
   - Board should now evaluate and refine where necessary
   - Stressed the concept of a living document, and the need to think in terms of three years to accomplish the objectives
   - At future Board meetings, each committee will focus on how their particular area met the five strategic priorities
   - Kim acknowledged the work of all members of the committee, and expressed appreciation for Elaine Burns’ leadership in the curriculum area
   - A motion was made and seconded to accept the Strategic Plan as submitted, and to proceed with implementation. Motion was approved.

3. STRATEGIC PRIORITIES
   CURRICULUM GROWTH
   - Curriculum Chair- no candidate as yet; suggestions include reviewing members’ interest surveys, putting an item in the newsletter, and enlisting Board members to help recruit a candidate. Kim will send a job description for the Curriculum Chair to all Board members. Beth Waschow was mentioned as a possible candidate.
   - Fall and Spring Programming- close to being finished. Elaine indicated that there has been an unusual number of drop outs and cancellations among presenters. A possible explanation is the longer planning window.

Expand and Diversify Membership
   - A Public Ally will begin working with OSHER the second week of November, for a ten month period.
The School of Continuing Education is “gifting” OSHER with a full time staff person through the end of June. Duties will include greeting members, assisting with coffee at Hefter, and working with the membership and social committees. There will be no financial outlay on our part.

Non-renewals- Emails were sent to the 450 members who have not renewed as yet. Some individuals thought they had already renewed. A hard copy will be sent in addition to the email. We are currently at 665 members, and efforts will continue to increase this number. Our new Public Ally will be involved in this effort.

FINANCIAL STABILITY

Development Campaign Update- Kathy reported that we must raise $15,000 and increase membership to 1,000 by the end of April, 2014.

$2,000 was raised through the raffle
A cocktail party will be held in February 2014; charge will be $50.00 per person, and the goal will be to raise $5,000
Other strategies include:
. Work with UWM’s Fund Raising/Development office
. Seek “angel donors” to supplement our efforts
. Encourage Board members to “step up to the plate”; goal is $2,000 from the Board by end of November
. Individual board members could go to specific classes and give a pitch re: contributing to the campaign. In the case of SIGs, the coordinator would be asked to assist
. In early November a letter will be sent to all members to promote the campaign
. The December Holiday party at Hefter could include a silent auction as a fund raising mechanism

PUBLIC RELATIONS AND MARKETING

The committee has met twice; is working with the University’s Development Department

Give the Gift of Membership Campaign- more information will be forthcoming about this great idea

SOCIAL AND CULTURAL ENHANCEMENT

A priority is to recruit a Social Committee chair
The Holiday Party is scheduled for Friday, December 13th; the committee needs to meet so that planning can proceed
Kim will follow up on a job description

4. PRESIDENT’S REPORT- None

5. EXECUTIVE DIRECTOR’S REPORT
   a. Deans’s Lecture Series
      October 23rd and November 20th
      Lectures begin at 5:30 p.m. at SCE
      OSHER is co-sponsoring these lectures
   b. Thoughts on travel-
      .Kim wonders if we are over-reaching with our planning
. Issues to consider include financial and mobility realities of our membership
. Would we be wise to partner with other entities?
. Should we scale back our goals?
. Repetition is not a good idea...only 12 participants for the Cuba trip

c. Time Management-
   . Kim acknowledged that he is on overload
   . The number of committee meetings has tripled in the last two years, making it difficult to handle all responsibilities effectively
   . Kim is looking for input from the Board

d. Clarifying Finest’s role
   We need to re-thing our expectations of Finest when it comes to assisting presenters’ with technical support. He is being asked to do more than his position is designed to do.

6. COMMITTEE REPORTS- All were submitted
7. NEW BUSINESS- None
8. ADJOURNMENT
   Meeting adjourned at 1:00 P.M. Next meeting will be Monday, November 4, 2013

   Respectfully submitted,
   Mary E. Kelly, Secretary