OSHER LIFELONG LEARNING INSTITUTE
UNIVERSITY OF WISCONSIN-MILWAUKEE
MINUTES OF THE BOARD OF DIRECTORS
January 13, 2014

In Attendance: Phil Rozga, David Kelling, Diana Hankes, Kathy Brehmer, John Link, Beth Waschow, Linda Nolan, Mary E. Kelly, Kim Beck, Jenny Neale

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

1. MINUTES-Minutes approved as submitted.

2. STRATEGIC PRIORITIES

   . CURRICULUM GROWTH

   - Beth reported that the Spring Catalog is completed, and will be distributed shortly.

   - Work is proceeding on the Summer Catalog; there will be 6 to 8 potpourris, 10 go-explores, 6 short courses, and 6 lectures.

   - Membership of the committee stands at 14, plus Kim and Jenny.

   - Beth will discuss the planned lecture components with Kim.

   . EXPAND AND DIVERSIFY MEMBERSHIP

   - Linda Nolan was introduced as the new Membership chair

   - Current membership stands at 815

   - Natalie reviewed the results of her phone calls to non-renewals (Board members received a detailed summary of her efforts) All agreed that the comments and suggestions should be helpful going forward, especially those that focused on perceptions of exclusivity, cliquishness and barriers to interaction among members at classes, social events and S.I.G.s.

   - John Link, new coordinator of all S.I.G.s will address the issue with the respective S.I.G. leaders.

   - Phil wondered if a percentage breakdown was available of member attendance at potpourris, classes, travel and go-explores.

   . FINANCIAL STABILITY

   Update on February 11th event-

   - Zorba Paster has agreed to be our speaker; the donation amount will be $1,000.
- Non-members will be welcome to attend.
- Details regarding the art auction are evolving.
- Kim discussed the spreadsheet, which delineates the financial goals of each aspect of the 1000 + $15,000 = 1 million campaign and the status to date.
- We have until the end of May to achieve our goal of $15,000; we are currently at $7,182.

PUBLIC RELATIONS AND MARKETING

No report; Mike Roller excused.

SOCIAL AND CULTURAL ENHANCEMENT

- The Holiday gala was discussed briefly, and the consensus is that the event was a social success, but has clearly outgrown the Heftier Center and its physical limitations. The Social Committee will evaluate and make recommendations for the future at the January 14th Social Committee meeting.

3. PRESIDENT’S REPORT

None

Phil expressed his belief that each committee chair should designate an alternate, so that a representative of the committee would be available at Board meetings.

4. EXECUTIVE DIRECTOR’S REPORT

- W.A.L.L. Conference- Is scheduled for September 3rd to the 5th, 2014 at the Downtown campus. Planning is going forward, and various speakers have been confirmed. Kim distributed a breakdown of the tentative schedule.
- Create Change Event- June 23rd to June 25th, 2014. This is a national conference on Aging and Memory. The keynote speaker is Anne Basting, a scholar on aging. Formerly the Director of the Center on Aging and Community at UWM, she currently coordinates the Applied Theatre program at the Peck School of the Arts. There will be opportunities for OSHER members to attend the conference.
- Dean’s Lecture- U.S. Immigration Policy: Issues and Solutions. Scheduled for Wednesday, February 12th. The presenter is Professor Rachel Buff of the UWM History department; she is the coordinator of the Comparative Ethnic Studies program.

5. NEW BUSINESS

- Gift Cards to presenters. There is an issue regarding giving gift cards to presenters who are current faculty members, since gift cards are considered compensation.
- A question was raised about where the Newsletter Committee is situated relative to the Board Meeting agenda and our strategic priorities; Kim will incorporate this area in future agendas.
- NEWSLETTER- Diana reviewed the time frame for submission of articles and other information for the newsletter:
  
  The OSHER Outlook is published every other month, and the copy
Deadline is always the first Monday of the month prior to the published issue. For example, the March/April issue deadline is Monday, February 3rd.

Diana asked John to remind all of the S.I.G. Chairs about the copy deadlines.

6. ADJOURNMENT- Meeting was adjourned at 2:25 p.m. The next Board meeting is scheduled for Monday, February 3rd, 2014.

Respectfully submitted,

Mary E. Kelly
Recording Secretary