OSHER LIFELONG LEARNING INSTITUTE
University of Wisconsin-Milwaukee
Board of Director’s Meeting
March 3rd, 2014

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

1. MINUTES Minutes of Committee meetings and the February 3rd Board meeting were approved as submitted

2. COMMITTEE REPORTS
   a. FINANCE AND DEVELOPMENT
      - Have A Heart Event-
        There were 90 attendees
        Dr. Zorba Pasteur was well received
        There were 15 works of art in the silent auction; $3,744 was raised (before expenses)
        At this point we are about $1500 short of our goal

   Board Discussion:

      - Attendees loved St John’s on the Lake as a venue
      - Parking was an issue for some
      - An evening event might have attracted more attendees; however, many Osher members do not want to travel at night
      - Consider a summer event when there is longer daylight
      - For future planning, could the auction be conducted on line?

Kathy was commended for a job well done, and the consensus was that the event was a great success for our first effort.

Southwest Airlines is again providing $100 vouchers for our use as a fund raising mechanism. The Finance Committee will decide the best way of handling this, and report back to the Board.

a. PUBLIC RELATIONS AND MARKETING

   - RECRUITMENT STRATEGIES
     - Kim will email all members, encouraging them to recruit new members
     - Appeals will be made at various classes and other gatherings of members
     - Board members are encouraged to sign up today to assist with these appeals
     - The promotional wallet size cards are evolving
     - Several mailings to UWM alumni have the potential of reaching 3,000 contacts

   - EXPANDING DIVERSITY
- Church groups and Pastors- Natalie is developing a contact list (north and south sides, city and suburban)
- Outreach to libraries using mass distribution mechanisms already in existence (Ozaukee and Waukesha, as well as Milwaukee county)
- Social service agencies
- UWM class auditors and 60 plus organizations
- Retirees from large companies like Northwestern Mutual and various educational institutions
- Rotiiooo educational newsletters
- Other Lifelong Learning organizations
- Placing articles in various publications

Mike and his committee have developed a matrix which summarizes the goals, objectives, strategies and timelines for accomplishing these public relations initiatives.

MEMBERSHIP

- Linda listed various entities which will be approached to promote Osher membership, including civic organizations, nurses’ associations, sororities, alumni associations, retired fire fighters and police, Milwaukee County retirees, and City of Milwaukee retirees.

- Ted reported that at the prospective meeting held March 13th there were 23 attendees, of which at least 6 became members.

Membership to date stands at 877.

CURRICULUM

- Beth reported that Summer programming is set, and fall program planning is progressing nicely

- Potential SIGs include gardening, art criticism, and Navigating the Second Half of your Life (Dave Georgenson’s class has been very well received)

- Lecture Committee- There have been four responses to recruitment efforts to designate a Chair.

TRAVEL

The committee is adjusting some of its planned destinations; for example, Mississippi rather than Detroit, due to lack of response to Detroit. Costa Rica is still in the mix, but the travel survey showed that our members don’t want to travel very far. (The cancelled India trip is a good example of that reality.)

NEWSLETTER
Diana reported:

. The March/April issue has gone to print
. Submissions for May/June are due the first Monday in April
. John Link will be doing book reports focusing on World War 1, since this July commemorates the 100th anniversary of the first World War.
. We have lots of photographs taken by our photographer George. Can they be sold?
. Kathy will write an article about how our finances work.
. As always, Diana encouraged submissions, especially from members about what interests them.

3. PRESIDENT’S REPORT
   . Suggestions needed for Board offices: President-elect, Secretary and Treasurer
   . Kathy expressed an interest in being secretary if Mary Kelly chooses not to run again.
   . Phil wondered if David Georgenson would be interested in being President-elect.
   . Could secretary and treasurer be combined?
   . As an incentive to increase membership, could there be a one-time only discount on membership?

4. EXECUTIVE DIRECTOR REPORT
   Volunteer/Staff relations- Kim expressed concerns about negative perceptions, and wants to ensure that we have a positive flow of communication between staff and volunteers.

5. NEW BUSINESS- none

6. ADJOURNMENT- Meeting adjourned at 2:20 p.m.
   Next Board meeting will be Monday, April 7, 2014

Respectfully submitted,

Mary E. Kelly