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

September 17th, 2012

In Attendance: Phil Rozga, Diana Hankes, Chris O'Brien, Linda Nolan, Beth Waschow, Mary E. Kelly, Mimi Notestein, Mike Roller, David Kelling, Kim Beck, Jenny Neale; Italian SIG-Silvana Kukulan, Simone Perez

Meeting was called to order at 1:00 pm.

Prior to proceeding with the Board agenda, Kim summarized the cook book project developed by the Italian Special Interest group.

- Cook book project represents three years of work
- Recipes have been submitted by members of the SIG
- Will be in both Italian and English
- Approximately 158 pages; printing, duplicating, binding and laminated covers will be done in-house through UWM
- A “guesstimate” of cost per unit is $10.00
- SIG would like to sell books at OSHER events, as well as advertise availability in national OSHER publications
- 62 books have been ordered so far

A lengthy discussion followed, including:

- A need for clarification of actual cost
- If excess revenue, who would get it?
- If loss is incurred, who would cover it?
- Does UWM retain control?
- What about the copyright issue?
- An order form needs to be developed

Conclusion- the Board agreed in principle to go forward, with the proviso that Kim will research the cost issue further and get back to the Board at the October meeting.
SIG report:

. Silvana reported that attendance averages 21
. Discussion is in both languages, with a half hour of each meeting devoted strictly to Italian
. The group meets weekly, participants are wonderful, and all feel very comfortable

AGENDA

1. Phil introduced the co-chairs of the Public Relations committee, and the chair of the membership committee
2. MINUTES Filed as presented
3. TREASURER’S REPORT
   . UWM Foundation account balance is $33,999
   . Interest is growing; is used only when needed (e.g alcohol at OSHER events)
4. COMMITTEE REPORTS
   a. MEMBERSHIP
      . Membership now over 900
      . August 22nd new member meeting had 15 in attendance
      . September 15th prospective member meeting had 23 attendees, some of whom joined on the spot
      . OSHER will not have a presence at the 50 plus Senior Fair this year; it has not proven to be cost effective in prior years
      . Marketing sub-committee Ted Tousman was not available for input
   b. LEADERSHIP AND DEVELOPMENT
      . The Letter of Agreement between SCE and OSHER continues to evolve, as corrections and fine tuning continue
      . There will be two Theatre Partnerships this year; ads will be appearing soon
      . A final draft of the Standing Rules Guidelines will be submitted at the next L and D Committee meeting
      . The Public Relations committee has met with the SCE Marketing Department
      . The approved revisions of the By-Laws will be posted on the OSHER web site
      . The W.A.L.L. Leadership Conference scheduled for October 5th and 6th in Oshkosh will be attended by Phil and several other Board members
   c. PROGRAM
      The agenda indicated that:
      . As of September 14th, there were 981 enrollments in various courses
      . The enrollment in Potpourri 1 is 90
      . There are 9 courses with waiting lists
   d. SOCIAL
      . The Holiday gala is scheduled for Thursday, December 13th from 2 to 4 pm at the Hefter Center.
A Mid-Winter Madness pot luck will be planned for late February/early March. Possible locations include the Urban Ecology Center, Gordon Park pavilion, Next Act Theatre and the Shorewood Resource Center. A get-acquainted bingo could be part of the fun, and was a good ice breaker last year.

The May Wine and Cheese event will be scheduled, depending upon the Rozga’s calendar.

The committee discussed having a member greeting and checking in class enrollees as they arrive for various courses. Potpourri could be a good place to start. Diana Hankes will handle this for Potpourri 2. A greeter will be especially helpful for new OSHER members.

e. NEWSLETTER
   The deadline for the Nov/Dec OSHER Outlook is October 2nd.
   Thallis Drake will be featured; Leslie Clevert will write the article.
   The issue will include the President’s letter, the Open New Doors conference, the Writers’ SIG, the Italian SIG’s cook book and the revised By-laws on the web site.

f. PUBLIC RELATIONS
   A meeting was held with Kim, which covered numerous areas including the OSHER Strategic plan, which will assist with formulating public relations strategies.
   Diana will include something about this new committee in the Jan/Feb OSHER Outlook.

5. PRESIDENT’S REPORT
6. EXECUTIVE DIRECTOR’S REPORT
g. Kim introduced Lisa Longhina to discuss the Dean’s Lecture Series.
   Has existed for two years
   Lectures are held bi-monthly, from 5:50 to 6:30 pm
   Kim helped launch the series
   The series is an ideal mechanism for making connections with premier faculty members and the broader community
   On average, 40 people attend
   The Dean would like OSHER to co-sponsor the series
   A $4,500 investment would be involved if OSHER agreed to co-sponsor
   The OSHER logo would be part of the promotional materials
   Possibly refreshments and an honorarium could result from this co-sponsorship
   To be determined...what audience are we trying to reach? Kim will need to send details

a. Open New Doors Conference- Registration is lower than expected at this point. Kim pointed out that scholarships are available if necessary.

b. W.A.L.L. Conference in Oshkosh. Phil, Terry, Diana and possibly Linda are attending so far.

c. Strategic Plan- It is time to re-visit the plan, since the last update was 2010. Areas to look at include space concerns related to membership, and programming relative to fees being charged (e.g., are we undervaluing Potpourri- should we be charging more?)

d. Input from OSHER Foundation
   Executive Director status- interim title for Kim is not acceptable
   Questioned whether the University is committed to this position
Sponsorship of travel programs should be OSHER, not the University
National OSHER conference- Kim is expected to attend
Hosting future W.A.L.L. conference will be referred to L and D committee for further discussion

7. OLD BUSINESS
- Thai special interest group (SIG) wants to meet weekly
- OSHER now has a laminator for membership cards
- Standing Rules Guidelines are being developed by Terry Rozga
- The discussion regarding our guest policy for Go Explore and Travel will be held over for a future meeting so that Ruth Kurensky can offer input to the discussion
- Membership roster will be available on-line

8. NEW BUSINESS
a. SIG facilitator or chair should be up to the respective group
b. Should we have advertisements in our catalog, similar to the North Shore Senior catalog? Referred to Strategic Plan committee
c. There is now a suggestion box on the table in the main reception area at Hefter
d. The shortage of meeting space for our SIGS will be deferred to the next Board meeting

9. ADJOURNMENT
The next Board meeting is scheduled for Monday, October 1st. This meeting was adjourned at 2:35 pm.

Respectfully submitted,

Mary E. Kelly