OSHER LIFELONG LEARNING INSTITUTE
UNIVERSITY OF WISCONSIN-MILWAUKEE
MINUTES OF THE BOARD OF DIRECTORS
October 1\textsuperscript{st}, 2012

In Attendance: Phil Rozga, Diana Hankes, Chris O’Brien, Linda Nolan, Beth Waschow, Kathy Brehmer, Ruth Kurensky, Mike Roller, Mary E. Kelly, Jenny Neale; Tony LoBue, SIG

Meeting was called to order at 1:05 pm

1. MINUTES- Minutes were filed as presented.
2. TREASURER’S REPORT- None
3. COMMITTEE REPORTS
   b. MEMBERSHIP
   . There was no committee meeting since the last Board meeting; the next committee meeting is scheduled for October 24\textsuperscript{th}.
   . A get well card was sent to John Link and George Bryant.
   . Membership lists by state are available from the national OSHER office.
   c. LEADERSHIP AND DEVELOPMENT
   . Discussed the Memo of Understanding with the SCE and OSHER Lifelong Learning Institute, last dated 8/26/2011
   . Finalized the guidelines for committee standing rules
   . Discussed how the space on the 2\textsuperscript{nd} floor of the Grand Avenue mall could be used for OSHER activities
   . Open New Doors Conference, and what to do and not do for future conferences
   . Development of a Strategic Planning Committee to work on how OSHER will work with a potential membership of 1,000
   d. PROGRAM
   . Winter catalog almost complete
   . Discussion about enrollment in certain classes, particularly Potpourri and Go Explore, and the frustration for new members especially, who sign up, and then learn that the enrollment is closed
   . Program committee sets the maximum limit and communicates this to registration staff
   . Suggestion that enrollment period begin earlier so that new members can get in
   . Issue of non-members registering and taking up class space should be resolved under the new registration system
   . Guest policy needs to be revisited, especially with Go Explore as our membership continues to grow
   . Increasing the price of courses as an option for managing large enrollments should be discussed at the Program committee level and brought back to the Board
a. SPECIAL INTEREST GROUP
Tony LoBue gave a brief description of his SIG
- Meets weekly from 9:30 to 11:30 A.M.
- Average attendance is 14 to 16, with a solid core of 10 regulars
- Focus is on reading, writing and grammar, with a particular emphasis on building up vocabulary
- Currently reading a series of short stories about the realities of migrant life
- Various articles from Spanish and Latin American journals are read
- Class members rotate reading aloud; Tony monitors pronunciation
- Members are encouraged to write a summary of an article or pose questions for discussion
- It’s a fun group, with class members at various levels of language competency
- In response to a question, Tony has no need of anything from the Board at this time

e. SOCIAL

Chris is looking into renting the new Urban Ecology facility in the Menominee Valley for a mid March social event.

f. NEWSLETTER

- Diane needs summaries from the various reporters at the Open Doors Conference
- The next Osher Outlook will include a profile of Thallis Drake, a book report, status of current membership, and a SIG group
- Diane wondered what our formal policy should be when a member dies, especially someone who has been a long time presenter of Osher classes. This will be discussed as a policy issue

g. PUBLIC RELATIONS

- Mike had a productive two hour meeting with Kim Beck, during which they discussed among other things: who is our member, and who do we want as our member
- The committee will work on our Mission statement, which will be linked to the Strategic Plan
- The committee will remain at two members for the time being

4. PRESIDENT’S REPORT- None
5. EXECUTIVE DIRECTOR’S REPORT- None
6. OLD BUSINESS
a. A motion was made and approved to enable an Ad Hoc Strategic Planning Committee to review and update the OSHER Lifelong Learning Institute’s Strategic Plan. In addition to the proposed committee members, it will include someone from the Program committee.
b. Open Door Conference- Kathy reviewed the evaluations and summarized the comments:
   . Sessions were well received
   . More time for visiting with exhibitors
   . One keynote speaker
Feedback from Board members:
   . Conference should have been promoted better internally, e.g. at classes like Potpourri
   . Better use of social media could have been effective
   . Every 2nd or 3rd year, rather than annually
   . Content might not have had enough appeal for older members
   . Recommend a permanent planning entity, which would have a more holistic approach
   . A different marketing strategy for members vs non-members
c. Sponsorship of Dean’s Lecture Series
   . Leadership and Development committee felt that the $4500 request for co-sponsorship is too much
   . Other comments-
      There could be reciprocal benefits for OSHER
      OSHER does not have that much money
      Support the Dean’s Lecture Series in principle, but not financially
It was clear from the discussion that further review of the request is necessary, and the recommendation will be tabled until the next Board meeting
d. Status of Italian SIG’s cookbook project
   . Per Jenny, a meeting has been scheduled with Silvana and Simon
   . The book would be printed on campus
   . Jenny will develop the order form
   . Suggested price is $10.00
   . The breakdown of costs is summarized below-
      Paper-8 ½” by 11” 20 lb paper
      Price per sheet for 2-sided copying-3.4 cents per side black and white
      Price per sheet for color copy of title page- 33 cents per side
      Price per sheet to laminate cover page- $2.50 per page
      Price to bind book with an ibicomb- $1 per book
Jenny calculated that for estimating purposes, a book of 158 pages (79 sheets) would cost $9.17 plus whatever additional costs there are for labor, etc. If a heavier page was used for the back, that would be an additional cost as well.
e. W.a.L.L Conference
   The primary focus is how to get members involved. Kim has assigned which sessions our representatives will attend.
7. NEW BUSINESS
The Program committee needs to be represented on the Strategic Planning Committee; either Ruth or her designee.

8. ADJOURNMENT

Next Board meeting is scheduled for Monday, November 5\textsuperscript{th}, 2012 at 11:30 am (subsequently changed to Tuesday, November 6\textsuperscript{th} at 11:30 am) Meeting adjourned at 2:30 PM.

Respectfully submitted,

Mary E. Kelly, Secretary