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

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

Meeting was called to order at 1:03 p.m.

1. MINUTES Consent agendas approved as submitted.
2. MINUTES Minutes of January meeting approved as submitted.
3. COMMITTEE REPORTS
   FINANCE AND DEVELOPMENT
   . Kathy reviewed the January 2014 Financial Report. We are at 60% of budgeted revenue; 55% of budgeted expenditures. Due to increased use of the SCE facility for classes, we will exceed budget on that line; parking cost is $6.00 per person
   . A status report of the 1,000 +$15,000=$1 million campaign was reviewed. At this point we are $5,273 away from our goal, and membership stands at 848. A spreadsheet was distributed which summarizes the six steps of the campaign.
   . Have a Heart Campaign
     - 55 people signed up so far
     - Various donated works of art have begun arriving for the silent auction. The goal is 12-15 individual works. The financial goal is $5,000.
     - Event is scheduled from 2:00 until 5:00 p.m., with Dr Zorba Pasteur’s presentation at 3:00 p.m. Winners of the silent auction will be announced after his presentation. George, our newsletter photographer will take pictures throughout the event.
     - There will be a paid public announcement on WHAD promoting the Have a Heart event.
     - Flyers were distributed at the Jewish Home, East Castle, St John’s on the Lake, the Catholic Home, and Alexian Village.
     - Kim sent an email to all members, and will send an additional reminder.
     - It was suggested that Board members go to larger classes to promote the event. A script has been developed by Public Relations and Marketing to assist this effort.
     - A formal motion was made and seconded to encourage Board members and Committee Chairs to give short presentations at classes and programs to promote membership and our fund raising efforts. Motion passed.
     - There has been some negative feedback regarding the $50.00 price of the Have a Heart event.

   PUBLIC RELATIONS AND MARKETING
   Basic strategies for marketing OSHER include:
   . Identifying target groups
   . Identifying a leader in the group
   . Sending a letter to this leader
   . Following up with a letter from OSHER office
   Target groups will include Kiwanis, Veterans Groups, Rotary and various business retirement groups. Others will be identified going forward.
Kim Beck, Ted Tousman, Terry Rozga, Phil Rozga and Roller will be the primary presenters once a request for a speaker is made. Natalie Fluker will coordinate inquiries. Steve Blackstone will obtain a list of all publications throughout the metropolitan area, and will contact them as to how OSHER information, articles and interviews can be included.

MEMBERSHIP
The committee focused on combining the New Members and the Prospective Members meeting. Focus should be on course offerings, opportunities for service in OSHER, and having attendees talk about themselves. A more social, less formal approach is proposed, possibly in the Hefter Library. The committee will decide how frequent these meetings should occur. It was also suggested that an invitation/flyer would be preferable to the current letter being used. Natalie Fluker will work with the committee.

SOCIAL
- Committee members will be available at the Have A Heart event to assist with check-in, greet attendees, and direct traffic as needed.
- Regarding acknowledging individuals who were instrumental in raising money, it was decided that the Spring Luncheon/Annual Meeting would be a more effective time and place to do this. The Public Relations committee will work out details.
- The Spring Luncheon/Annual Meeting is scheduled for June 11th at the Wisconsin Club. Menu choices, speaker and other details are evolving.

CURRICULUM
- SIGS- Currently we have 10, with a potential for 3 more. Photography and chess are likely candidates, and leaders have already been identified. Phil wondered if a survey should be developed to determine interest in additional S.I.G.s.
- CORE PROGRAMMING- Summer courses and Go Explores are evolving, and some work has already been done for the fall catalog.
- The enrollment summary from Fall 2010 through Winter/Spring 2014 was distributed and reviewed.
- Lecture Committee- a job description has been developed; a Chair has yet to be identified.

NEWSLETTER
Diana made her usual plea for more contributions from board members and our various committee chairs and members. She does not want the newsletter to be a “one person show”.

LEADERSHIP AND DEVELOPMENT
- Priorities of the L and D committee were outlined:
  - Identify a Lecture Committee Chair
  - Expand the new member survey
  - Develop effective follow-up for member survey responses
  - Development of a “skills inventory” of members
  - Harness those skills to benefit the organization
  - Support committee chairs in achieving the goals of the Strategic Plan

David suggested that the Board meet to focus specifically on the Strategic Plan to evaluate our progress in meeting its goals, i.e. Operationalize the Strategic Plan.

4. PRESIDENT’S REPORT- None
Phil stated that the way to address the notion that OSHER is too elitist is to expand program options. Kim reminded us that OSHER needs to be careful about not competing with other groups. Given the political climate, we cannot lose sight of the goals and mission of the University.

5. EXECUTIVE DIRECTOR’S REPORT
   . February 12th is the next scheduled Dean’s Lecture. Professor Rachel Buff will be addressing issues of immigration.
   . Travel survey- There were 140 responses, which was about 20% of members
     . The price points were generally acceptable
     . Some of the destinations were problematic
     . Some younger responders felt that too many trips are geared to older members

   The Travel committee will study the survey results and adjust future planning accordingly.

6. NEW BUSINESS- None

7. ADJOURNMENT- Meeting was adjourned at 2:40 p.m. Next Board meeting is scheduled for Monday, March 3rd, 2014 at 1:00 p.m. at SCE.

Respectfully submitted,
Mary E. Kelly, Secretary