

Advisory Council Minutes

Monday, Oct. 10, 2022

Online Zoom meeting

Present: Barbara Schliesser, Polly Feis, Nancy Comer, Charlyne Berens, De Tonack, Bob Bleicher, Nancy Mitchell, David Dyke, Mary Ann Losh, Roger Lempke, Paul Van De Water, Maxine Moul, Jim McLoughlin, Carol Myers, John LaDuke, Greg Jensen, Jim Van Kirk, Bob Michl

The meeting was called to order by the vice chair, De Tonack, at 9 a.m.

The minutes of the September meeting were approved as corrected.

Treasurer's Report: Paul Van De Water said UNL informed us our carry-forward amount under YTD 22-23 is larger than previously reported: \$167,529. Our total income for 2022-23 to date is \$161,557. Total expenditures to date are \$103,375.

Directors Report: Bob Michl reported that membership is 90 below where we were last year at the end of September. He and Patricia Saldana sent renewal reminder letters again a few weeks ago to about 600 people who were members last year and had not renewed and 100 to people who were last members in 2020-2021.

Michl directed the council to look briefly at the annual report included in their materials for the meeting. It breaks down revenue sources and expenditure categories and compares enrollments by category for the last two years by term. Three-year membership enrollment data show that membership is still down compared to pre-COVID, but course and event enrollments are significantly higher.

John La Duke asked if Bob's report could include "credit hours" information, comparing numbers in one session courses to multi session courses. He wondered which bring in more revenue.

OLLI's participation in the UNL development planned for 17th and Vine hit a snag when at a recent meeting the interim vice chancellor for business and finance asked if OLLI was willing to pay rent for space in the complex. Bob responded that we are not willing to pay rent, and if it came to that we would continue our arrangement on East Campus. He said both CEHS Dean Sherri Jones and Chancellor Ronnie Green had been supportive of OLLI's having a presence in the new complex at no charge.

David Dyke asked if we have built up a large enough carry-over to meet the suggested goal of five to six months of expenditures. Bob said that we were between five and six months of carry-forward amounts.

De Tonack talked about the membership survey being developed. She reminded us that 2018 was the last time we did an all-member survey. Members of the survey committee are Cheryl

Freree, Bob Michl, Patricia Saldana, Kay Rockwell (who led the 2018 survey development) and De herself. A draft of the survey has been sent to all committee chairs who are asked to provide input by December 1. The goal is to administer the survey to members in April 2023.

Jim Van Kirk asked if the committee was trying to keep the survey to a certain number of questions. De Tonack said they are aware the survey should be shortened and that a final version will come before the council for approval. Greg Jensen suggested running a final draft past Todd Mattox at the University Foundation, as well.

Old Business: De Tonack noted that Bob Michl had sent out the latest version of revised roles and responsibilities. John LaDuke asked some questions about style, which will be addressed and corrected.

De Tonack said an ad hoc committee had met since September to look at the action plans/goals document. Committee members are Nancy Mitchell, Bob Bleicher, Jim McLoughlin, Jim Van Kirk, and Nancy Comer. Tonack said when the committee looked at the action plan, they thought many of the components are already in the Roles and Responsibilities document. They thought the action plan should possibly be renamed “strategic plan,” but that kind of revision and redevelopment went beyond the ad hoc committee’s charge. When considering a strategic plan, the committee said it should be measurable, manageable, and reflect the entire organization. Bob Michl said OLLI continues to operate under a strategic plan created in 2013 and said he would recommend creating a new strategic plan in an item under “new business.”

New Business: Bob Michl talked about the fall fundraising report/annual ask planning. He said the resource development committee talked about creating a plan for the entire year. They decided the annual ask will go out in November. A letter has been drafted by committee members and reviewed by Todd Mattox at the Foundation.

OLLI was part of the UNL Glow Big Red fund-raiser last winter and has talked about how to build on that again in 2023. Bob said it is important to let people know WHY they should give to OLLI instead of simply asking for donations. The committee has looked at several possible ideas, including developing levels for Pillars Society donations.

He suggested goals for the annual ask (\$15,000) and for Glow Big Red (\$3,500).

Bob Michl, Mary Ann Losh and Greg Jensen of the development committee have talked about finding donors to support hiring a social media intern for a planned pilot project for second semester. They are looking at not just raising money in general but helping donors achieve more specific ownership of OLLI projects and goals. Mary Ann Losh said she and Greg Jensen have met quite a bit and have some ideas in mind. They will work with Bob Michl to take those ideas further. Bob Michl asked the council to look at the funding proposals document that was included in their materials for the meeting. It listed several potential projects. He said he hopes to start advertising soon for a social media/marketing intern who could, he hopes, start in the second semester.

Other possible projects include an event to recognize volunteers, a focus group to determine how OLLI can serve people in Omaha, and working with Aging Partners, which is now moving to a large facility on the Veterans Administration campus on 70th Street.

The committee is also looking into applying for specific grants.

Bob said the Pillar Society foundation fund has \$6,000 that must be spent; it's considered an underutilized fund. OLLI also has \$30,000 in a development fund that is not earning interest and can be used to fund selected projects.

Bob talked about needing a strategic plan that is up to date to replace the one developed in 2013. He suggested that we use SWOT (strengths, weaknesses, opportunities, and threats) as a way to look at the process. We need to look at what we already know and what we think we know, using short- and long-term objectives. To expedite the process, he proposed we spend time on this and develop ideas and suggestions internally instead of asking someone from the outside to evaluate and recommend. We could use focused time in the council meetings and look at evaluation components. We need a strategic plan that looks forward. Some of the information could come from the retreats held the last two summers. The new survey will also give us information. Nancy Mitchell said that there is a lot of information from the student project last spring. Bob will send out SWOT documents for review and ask they be reviewed and sent back to him to begin the process.

There were brief committee reports.

The meeting was adjourned at 10:30 am. The next meeting will be on Monday, Nov. 14, at 9 a.m. via Zoom.