OLLI Advisory Council Minutes
Monday, Aug. 14, 2023
Online Zoom meeting

Present: Helen Meeks, De Tonack, Carol Myers, Paul Van De Water, Jim Van Kirk, David Dyke, Nancy Mitchell, Mary Ann Losh, Jim McLoughlin, Polly Feis, Bob Bleicher, Greg Jensen, Zakiyyah Mustafa, Teri Hlava, Bob Michl, Jeanette Wellsandt, Patricia Saldana

The meeting was called to order by the chair, Helen Meeks, at 9:04 a.m.

Newly elected council representatives, Zakiyya Mustafa and Teri Hlava were introduced and welcomed by chair Helen Meeks. Each then provided a brief introduction of themselves.

The minutes of the May, 2023 meeting were approved as presented.

Treasurer's Report: Paul Van De Water presented information on the end-of-year 2022-2023 financial report. OLLI realized a cash surplus of $39,078.10 over the fiscal year. This was due to revenue of $463,770.39 (119% of projected) and expenses of $424,692.29 (109% of projected). With the previous surplus, the amount carried over to the 2023-2024 fiscal year is $206,607.10. This represents 6.05 months of surplus.

The surplus was also partly due to $8,600.00 (Campus CE for '23-'24) and $9,500 (UNL parking for '22-23) not being paid. UNL will pay the $8,600 in July and this will go on the '23-24 budget. UNL parking has not yet submitted their invoice. When received, that payment, too, will be part of the '23-'24 budget.

Bob Michl reported the NU Foundation monies have three funds that are still underutilized. He will use those funds to pay larger expenses that come up in FY 2024.

Director's Report: Bob Michl reported that OLLI ended the 2023 year with 1,419 members, an increase of 48 from the previous year but with record high enrollments of 10,517 (courses and events combined). Membership for 2023-24 is already nearing 1,100 because of OLLI offering a $10 discount on memberships from online registration.

More than 600 people registered for and more than 500 people attended the Taste of OLLI event on Aug. 4 in Lincoln.

Growth into the Omaha/Metro area continues to be discussed. In addition to hosting a Taste of OLLI Showcase in Omaha where 300 registered and 200 attended, OLLI staff are focused on finding locations in Omaha for in-person courses. Michl has meet with Dean Sherri Jones and UNL Chancellor Rodney Bennett's chief of staff, Josh Davis, about obstacles and resistance from UNO.

Michl reported about a collaborative effort between the UNL Emeriti and OLLI and about an uptick in interest of OLLI from senior living centers in Lincoln, Omaha, and Wahoo. He also said the UNL development at the 21st and Vine Street area is back on the UNL Regents' radar and that OLLI is still being considered as a collaborator in that endeavor.

Curriculum Director's Report: Jeanette Wellsandt presented a review of the 2022-23 year. She shared information on registration numbers for courses and events per term. Included in the report was data that compared in-person registrations and Zoom registrations. Zoom continues to be an important part of the delivery of OLLI courses.

Wellsandt also reported on her attendance at the Southern Regional Conference for Learning in Retirement that she attended in July 2023 at Clemson University. Not only did she give a presentation on "multi-format classrooms," but she also attended numerous sessions, did networking, and brought home some ideas she plans to follow up on.

Communication Associate's Report: Patricia Saldana presented a plan for the marketing that OLLI will do/is doing in 2023-24. Saldana said her focus is on "targeted" advertising and promotions. OLLI markets to a specific demographic to get the best value for their marketing dollars.

Saldana addressed the Marketing Committee's goals, the target audience, objectives and outcome. Ultimately, the goal is to increase membership, participation and engagement.

Due to time considerations, chair comments, old business, new business and committee reports were tabled until the September meeting.

The meeting was adjourned at 10:37 a.m.

The next meeting will be at 9 am on Monday, Sept. 18, via Zoom.