

Minutes of December 9, 2024, OLLI Advisory Council Meeting

Present: Jim McLoughlin, David Dyke, Jeanette Wellsandt, Jim Van Kirk, Nancy Mitchell, Paul Van De Water, Charlyne Berens, Bob Michl, Gene Stohs, Suzanne Schied, Zakiyyah Mustafa, Teri Hlava, Patricia Saldana, Helen Meeks, Mary Ann Losh, Audrey Paulman

Absent: Roger Lempke, Carol Myers, Greg Jensen

Called to order: 9:00 am by James Van Kirk.

Call to add agenda items: None

Director's Report: Bob Michl

Introductions of all council members. Request to have each person ID themselves while speaking. Bob Michl has had productive meetings with all four University of Nebraska campuses.

Approval of the November 2024 meeting minutes: No additions or corrections. Moved, seconded and approved.

Budget Report: Paul Van De Water

Foundation report was shared through October. Development Fund includes donations that go into the OLLI fund which is expendable. The remaining five funds are endowed. Expenses are noted. The Osher Endowment Fund pays for staff salaries. Other funds are more discretionary.

Budget report: We are doing well for this year. The goal is 6 months of expenditures in carry over funds. Currently, the carryover is closer to 8 months of reserve. The revenue stream is strong due to increased course enrollments and the high membership rate to date.

Chair comments: Jim VanKirk

Jim spoke regarding an NU Foundation fund request he received (not from OLLI). To help keep OLLI membership/course fees down, we need to have fundraising, specifically Pillar donations, to assist as Pillar dollars are spent down. Other endowment funds help offset this issue. Jim encouraged donations to the Pillar Society fund.

A high number of volunteers is noted - approaching 200 volunteers. Discussion of participation of those on the committees. It is important we engage all members of the committees. James Van Kirk worked to build a bench for the council's treasurer position, and he encourages all to build a bench for leadership in your respective committees to promote sustainability. We are struggling to find a chair for the diversity committee.

Discussion about volunteerism and including volunteers in activities. Might want to consider allowing the presenter to facilitate. Discussion of the burden of filling out forms. One-on-one recruitment was discussed to fill needed positions.

Old business: 2025-26 calendar events have been finalized: Monday, July 28 at Scott Conference Center for Omaha Showcase—afternoon. The Lincoln Open House will be Friday August 8, in the afternoon, in the Great Plains Ballroom. The symposium is going to be planned.

Status update for OLLI Three Year Plan: A review of the first three goals this year.

Membership Retention: The goal is 80%...with 76% rejoining so far. Of the 8 strategies listed, we are strong in 6 of the categories.

Expansion: We are meeting the goal. Most strategies are being employed. One that could use attention is having each council member identify two groups of people that we could speak to for information sharing regarding OLLI. Bob is scheduled to speak to the UNMC Engage Wellness group in January.

Financial stability: Financial situation remains strong. Ongoing learning is occurring for working with the NU Foundation.

Motion by Helen Meeks and seconded by Nancy Mitchell to have a review of the membership and course fees to be conducted by budget committee. Discussion followed about the fees and costs and need to review on an ongoing basis. Motion passed. The budget committee will review and have a recommendation for the January council meeting.

Discussion of the targeted increase in membership was discussed.

New business: None.

Marketing committee report: Presentation by Nancy Mitchell and Patricia Saldana. Discussion of recruiting and retaining members. Patricia Saldana presented tactics of media sources, collaborations with alumni associations, retirees' organizations, etc. The ability to review encounters and cost was reviewed. Google analytics were presented. The marketing committee is looking for the most cost-effective methods possible.

Questions about the project the journalism students did a few years ago.... most of the recommendations were already implemented. The "for the love of learning" phrase came from that group. They also predicted the changes on Facebook that have occurred. Some other ideas were not affordable.

Cost of catalogs was discussed. These are distributed upon request. Can we get more information on why people want the catalog in print form? Discussion on the cost of printing including advertising possibilities, going to black and white, etc. Costs of the catalogs are around \$14,000 per year.

Will allow for more questions about marketing at the January meeting.

Next meeting is January 13, 2025, at 9:00 a.m.

Motion to adjourn 10:44 am.