

Advisory Council Minutes

Monday, February 14, 2022

online Zoom meeting

Present: John La Duke, Barbara Schliesser, David Dyke, Polly Feis, Peter Levitov, Charlyne Berens, Suzie Harder, De Tonack, Kay Rockwell, Helen Meeks, Carol Myers, Maxine Moul, Bob Bleicher, Bob Michl, Nancy Mitchell, Patricia Saldana, Greg Jensen

The Chair, John La Duke called the meeting to order. The minutes of the January meeting were approved.

Treasurer's Report Jim Van Kirk was absent so Bob Michl reported on the current budget. He said that there was \$5,100 brought in for January because of 102 new OLLI members.

There was \$4,700 of income from travel, and some donations as part of income. We are at 63% of our projected revenue through the end of January. Next month we expect our revenue should show about a \$45,000 increase due to Term 3 registrations. Endowment and fundraising income increased by just over \$16,500 over the month. Jim and Bob met with Johnathan Carlson, UNL business office, about the numbers for the 2022-2023 budget and came up with a very rough budget. They are planning that revenue and expenses will be neutral and just slightly higher than this year's projected budget. There were some questions about Foundation funds and what kind of interest is allowed and what is the amount taken by the NU Foundation. Those questions will be reviewed by the resource committee.

Director's Report **Bob Michl reported** that UNO has started its own Lifelong Learning Program and they asked to advertise in our catalog. Bob told them he would like to open communications with them in serving Omaha, but they couldn't advertise in the OLLI catalog. He did visit with a UNO Vice Chancellor of Academic Affairs and he was going to pass the information along to the UNO Chancellor of Academic Affairs, but Bob never received any correspondence.

Bob also talked to the OLLI National Resource Center as we're not the only OLLI looking to expand. Our marketing team has been advised to start working on a marketing strategy to get into the Omaha area beginning with the 2022-23 academic school year. We will continue to explore this as Omaha is a large market. We currently have 50 members from Omaha.

Several council members were concerned that we need to cooperate with UNO and not compete moving forward. As UNO is part of the Nebraska system, the NRC is not authorizing another chapter in Omaha. We will try to use the alumni to help with working together.

Old Business

John La Duke asked about the travel report and whether all the areas of concern are in the current RFP. Bob Michl said that UNL has a procurement process and they looked at the RFP from three years ago and made the changes. Carol Myers will meet with Bob on specifics for the RFP.

New Business

John La Duke said that we need to review the succession plan for the standing committee chairs. What do you do when committee chairs want to step down? Is there a process in place to move up members to fill committee chair roles. It needs to be made clear that there could be someone on the committee who could step up if necessary. Any major changes made to the succession plan would need to be put in Policies and Procedures. Kay Rockwell reported that the membership committee assigned back-ups for the chair and the ambassador group leader if they are temporarily unable to carry out their duties.

Joe Seewald, who is in charge of the nominating committee, said that there was an announcement about candidates who might be interested in running for Advisory Council and there are already 11 candidates willing to seek election. All of the council officers are in place and Helen Meeks has been nominated for chair of the council and De Tonak is nominated for vice chair. Joe said we have excellent new candidates and he is excited about the response.

The retreat tentatively planned for June in place of the advisory meeting was discussed. Peter Levitov said that information from retreats is good information on how the council operates. Charlyne Berens said that last year was good because we examined what we're doing and did some specific planning. Joe Seewald suggested that we have a theme titled Beyond COVID. It was decided that it will also be nice to get together in person. We'll talk about topics for the retreat at our next meeting.

Bob Michl reported that the Showcase is scheduled for Friday, August 12, at the East Campus Student Union. The entire Student Union is reserved for the afternoon. There will be teasers and a sampling of classes. Tentative plans are to include ice cream

sundaes from the Dairy Store. We may need to reserve some green space with the Dairy Store so that people can eat outdoors if weather permits. This change in venue will save OLLI a significant amount of money.

There was no discussion on the fee schedule.

Committee Reports

Nancy Mitchell and Patricia Saldana gave a thorough and well done report on the Marketing Committee. Patricia has played a significant role in this because of her wealth of experience. They looked at analytics in the advertising experience. They also said that communications involve strategies and tactics and a big evaluation component. Patricia meets every month with someone from the Lincoln Journal Star to make changes. The committee spends a lot of money on advertising and tracking zip codes. Charlyne asked if we would have access to the information collected by the students in a marketing class at UNL. It was suggested that the information be provided at the June retreat.

The meeting was adjourned.

The next meeting will be held on Monday, March 14, 2022 at 9 a.m. on Zoom.