

Advisory Council Minutes

Monday, November 14, 2022

Online Zoom meeting

Present: Barbara Schliesser, Polly Feis, Nancy Comer, Charlyne Berens, De Tonack, Bob Michl, Nancy Mitchell, David Dyke, Mary Ann Losh, Roger Lempke, Paul Van De Water, Maxine Moul, Jim McLoughlin, Jim Van Kirk, Helen Meeks, John La Duke

The meeting was called to order by the chair, Helen Meeks at 9:01 a.m.

The minutes of the October meeting were unanimously approved.

Treasurer's Report: Jim Van Kirk reported that we are one third of the way through the fiscal year. OLLI's expenses are also at about the one-third point, despite more promotional costs in the first term than are expected for the remaining terms and the fact that the Campus CE expense for the entire year is encumbered in the first quarter of the fiscal year.

Our carry forward is currently \$223,000, which exceeds our six-month operating expenses goal. The Foundation reports shows a drop of \$654,000 in funds due to a significant drop in the stock market. Because return on investment at the Foundation is based on a 60-month rolling average, this drop isn't hugely significant.

Foundation accounts that haven't been drawn on in 24 months or where the spendable amount is more than double the expected one year's revenue are considered underutilized. Bob Michl said he will use the underutilized funds for some projects that are being planned. Helen Meeks cautioned that we should not rely on these funds for operating expenses and make certain that expenditures are appropriate as we don't want to be forced to ask for big fee hikes in the future.

Director's Report: Bob Michl pointed out that Term 2 has surpassed Term 1 in revenue, which is unusual. OLLI spent approximately \$1,500 to send letters inviting members to renew. Of the 186 people who joined in October, 130 were renewals. Bob said the office will make one more renewal push – this one by email – in early January.

There were 24 people (OLLI members from the Omaha metro area) who contributed to a focus group regarding the question of how to better serve the Omaha metro area. A preliminary report was given to the staff, and a final report is expected in mid-December. Foundation funds will be used to pay for related expenses. Bob said we need to know how best to serve the Omaha area and take a deliberate approach with the process.

OLLI is working on a pilot project to hire a social media intern. A donor has stepped up to pay for expenses. Nancy Mitchell and Patricia Saldana are working on identifying a candidate who will do this for OLLI.

A practicum student from Gerontology will work with OLLI during the second semester from January 23, 2023, through May 12.

The Fall Symposium turned out to be an excellent event but with smaller numbers than in the past. We learned that it may be hard for people to commit to a 10 a.m. to 2 p.m. event. Eighty-five people attended in person with 35 on Zoom. Bob said we should consider whether the symposium should be shortened in length or should occur every other year.

Jim thanked Bob for the Annual Report that was sent to the membership.

Chair's Report: Helen Meeks also thanked Bob for the Annual Report, saying she found it to be succinct, informative, and clear. Membership numbers are rising, and the 1,400-member goal is very attainable. There is high interest in classes with expansive subject matter. Mary Ann Losh said that we should have a symposium every year because we have relevant topics.

Old Business: Bob said the NU Foundation people have sent out the "Annual Ask" letter to all 1,206 members. There was a discussion about the revised membership survey. Suggestions were made about how to modify the survey. Some suggestions include sending multiple shorter surveys instead of one long one and offering incentives to complete the survey. Another suggestion was to compare it to the 2018 survey. Bob said to be careful as we would be comparing apples to oranges. We need to collect information we don't have currently. The Advisory Council will have final approval of the survey. The survey is scheduled to be sent out in the spring of 2023.

New Business: Bob talked again about needing an updated three-year plan to replace the one developed in 2013. He said it is needed so that staff and volunteers can execute the vision of the organization. He suggested that we use SWOT (strengths, weaknesses, opportunities, and threats) 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. The ideas are already out there, and Bob said he is thankful to be entrusted with the process, but he needs to look at priorities. Bob asked that we think about this for another meeting time. Each committee should review the SWOT document of 2022 and submit comments to Bob.

John La Duke asked if we could have OLLI veterans march in the Veteran's Day parade in Lincoln next year. The event committee will investigate this.

The meeting was adjourned at 10:30 a.m. The next meeting will be on Monday, Dec. 12, at 9 a.m. via Zoom.