

MEETING NOTES
Wednesday, May 2, 2018; 4:00 – 5:00pm
OLLI AT UNT
COMMUNICATIONS AND MARKETING COMMITTEE

Committee Present: Jonathan Hall, Greg Hawk, Fred Busche, Tom Klammer

Committee Not Present: Susan Cohen, Scott Lentz, Peggy Higgins, Max Morley

Also Present: Stephanie Reinke and Jordan Williams (staff)

Meeting Notes:

1. Chairman Hall called the meeting to order shortly after 4:00pm.
2. Chairman Hall welcomed new committee member Greg Hawk. Committee members introduced themselves. Greg recounted his career, which included work in the marketing field.
3. OLLI at UNT membership was announced to be at 496, 4 away from goal of 500.
4. Director Reinke detailed new satellite location at Flower Mound Senior Center (FMSC). FMSC members are entitled to \$75 Annual Membership (All Classes Included) in OLLI at UNT. A summer showcase will be held at FMSC prior to the start of Fall 2018 semester, when the first classes will be held at this new location.
5. Digital Marketing Report: Jordan Williams reported that UNT on the Square's display sign is still down. OLLI at UNT advertising will appear on their sign once it is operative.
6. Traditional Marketing Report: Stephanie Reinke reported that the Good Samaritan Society showcase at the Lake Forest Village location went well. Some residents signed up on site. Jordan Williams reported that 34 emails were collected at the OLLI at UNT booth during Denton's Arts & Jazz Festival. Many festival goers also took information with them. OLLI at UNT ads will be included in the sourcebook bags being delivered to every house in Robson Ranch this summer.
7. Greg Hawk recommended Primrose at Sequoia Park (near TWU) as a prospective site for member recruitment and marketing. The community has its own shuttle. Greg expressed his willingness to go to the location with materials to promote OLLI at UNT. Tom Klammer suggested marketing to the Dogwood Estates community.
8. OLLI at UNT member participation in the Successful Aging Survey research project went well, with 30+ responses reported at the time of the committee meeting.
9. Chairman Hall expressed that OLLI at UNT's participation in the Opening Night festivities of the Thin Line Film Festival was a success.
10. Spring Semester Reflections:
 - a. Tom Klammer – Addition of new events/lectures was a big success. Tom is working on compiling information that will demonstrate the savings that members can enjoy by taking advantage of special event opportunities.
 - b. Greg Hawk – He has noticed that attendance hasn't petered out at the end of the semester like it used to. Attendance is especially consistent at Robson Ranch. Greg believes the increase in quality of classes helps retention. There is now more variety and less repetition of material. New faculty members are also very impressive. Greg didn't walk out of a single class this semester thinking that a faculty member failed to live up to OLLI at UNT's standards. Greg also believes that smaller class attendance at Frisco location has some advantages. Smaller classes can be more intimate.

- c. Chairman Hall – OLLI at UNT continues to be a great value. His goal is for the program to continue to take chances as it grows, while retaining a focus on community outreach.
11. Fred Busche suggested OLLI at UNT reach out to the Lewisville-Lake Cities Symphony. He is also willing to do outreach in Highland Village to promote the new FMSC location.
 12. An example of the first OLLI at UNT baseball cap was shown to the committee. Committee Members were asked to consider and propose ideas for OLLI at UNT merchandise.
 13. It was recommended that OLLI at UNT members are encouraged to take pictures during classes and events to submit to olli@unt.edu for use in social media posts and promotional materials.
 14. Greg Hawk mentioned that there is an existing photography club at Robson Ranch. He suggested that OLLI at UNT might be able to partner with this club.
 15. The next meeting date was discussed and tentatively planned for July.
 16. The meeting adjourned at about 5:00pm.