

OLLI at UNT
Marketing and Communications Committee
Meeting Summary, Monday September 23, 2019

Present: Jonathan Hall, Tom Klammer, Pankaj Jain, Pat Cheek, John Booth; also attending for OLLI staff: Stephanie Reinke, Jordan Williams. Not present: Scott Lent, Fred Busche, Greg Hawke, Gary Patz

The meeting was called to order by Chairman Jonathan Hall at 4:05 pm.

- Election of officers for 2019-2020. Tom Klammer volunteered to serve as chair and John Booth agreed to continue as secretary. Both were elected by acclamation.
- The committee members thanked outgoing chair Jonathan Hall for his service and hard work on behalf of OLLI.
- Dr. Pankaj Jain was introduced. He expressed his interest in helping Olli recruit members from the fast-growing South Asian community in the region.
- Jordan Williams, senior communications specialist, reported on several items from a recent survey of 150 members, including:
 - the demographics of OLLI members (education: 53% BA, 30% some college, 12% MA, 3% high school, 3% Ph.D), ethnicity (4 Hispanic, 4 African American, 142 Caucasian), and
 - residence location in DFW area (heaviest concentrations in Denton, Corinth, and Flower Mound, followed by Frisco, Southlake, with others ranging SW Fort Worth to Gainesville, and northern Dallas suburbs).
 - A discussion followed of possible contacts in ethnic community organizations around the metroplex – churches, mosques, temples – to reach out to more diverse populations.
 - Jordan updated new advertising, results of a survey of members on how they learned of OLLI (vast majority cited “friend” or “senior center”/Robson, and a Channel 8 appearance). He also provided a schedule of advertising or presence at 19 events or publications since January 2019.
- There was a review of current marketing activities, micro-targeting (SIGs, senior centers, and the work of OLLI Ambassadors at events), upcoming events (podcasts, displays, and education forums).
- There was an informal discussion of courses and schedules in various locations as related to marketing activities.

The meeting was adjourned at 5:10 pm

Upcoming meetings:

Monday January 27, 2020, 4:00-5:00pm
OLLI at UNT Scripture Street

Monday March 23, 2020, 4:00-5:00pm
OLLI at UNT Scripture Street

Monday May 18, 2020, 4:00-5:00pm
OLLI at UNT Scripture Street