

OLLI at UNT

Marketing and Communications Committee

Meeting Summary, Monday February 3, 2020

Present: Tom Klammer, Pat Cheek, Gary Patz, Max Morley; Jordan Williams also attending for OLLI staff.

Not Present: Jonathan Hall, Greg Hawk, Fred Busche, Pankaj Jain (on temporary leave from UNT), Scott Lent (membership inactive)

The meeting was called to order by Chair Tom Klammer at 3:30pm

- The September 23 meeting notes were approved, with one correction: Max Morley should also be listed among committee members who were not present at the meeting.
- OLLI at UNT print advertising was discussed.
 - Jordan Williams described the difficulty of determining the connection between ad campaigns and new memberships. OLLI at UNT relies on self-reporting of new members to indicate which print ads they have seen.
 - Jordan Williams updated the committee on staff's ongoing evaluation of the most cost-effective approaches to print advertising. For example, depending on the size of OLLI at UNT's advertising budget, it may be most efficient to target fewer areas for print ads. Staff may also decide to schedule ads to run in anticipation of the start of each semester, as opposed to year-round.
- A redesign of the OLLI at UNT "marketing piece" brochure was discussed. Jordan Williams explained that the brochure was designed to have a shelf life of one year. The current piece will have been in circulation for one year in April 2020.
- The following redesign ideas were discussed:
 - Use less verbiage on the opening pages. Replace with short, simple messages about the nature of the program and attractive graphics.
 - Call out popular courses.
 - Look at updating photography – arrange for a photo shoot with members?
 - Challenge the specs of the piece – cheaper paper available?
 - Adjust print schedule to focus on semester start dates?
- Committee members were encouraged to keep actively recruiting faculty (both UNT and non-UNT) to teach courses.
- UNT Athletics staff and coaches were suggested as potential speakers for OLLI at UNT.
- Committee members were encouraged to seek out potential marketing venues, including inexpensive opportunities like having ambassadors at local events and special interest group meetings.