

MEETING NOTES — FEBRUARY 14, 2018

OLLI at UNT  
MEMBERSHIP AND NOMINATIONS/ELECTIONS STANDING COMMITTEE

Committee Present: Tom Hoemeke (Chair), Peggy Higgins, Pat Cheek, Kurt Geringer, J.B. Spalding

Committee Not Present: Judy McCann, Janice Barnett, Max Morley

Also Present:

Communications/Marketing Committee: Jonathan Hall

OLLI UNT Staff: Stephanie Reinke, Andrea Tuckness

Meeting Notes:

1. January 10, 2018, Meeting Notes approved as posted on the OLLI at UNT website.
2. Membership
  - a. Summaries of research of other OLLI membership committee organization and activities were discussed. Almost all membership committees include an emphasis on recruitment and retention.
    - i. Some of the chapters researched include University of Arizona, University of Illinois, and the University of Nevada Reno.
  - b. Recruitment: Several approaches could be possible for OLLI at UNT:
    - i. Several programs use recruitment videos on their websites. A video used for the Emeritus College could be modified, or redone, to use at OLLI at UNT. Staff will check on the video and the cost of modification or production of a new one. UNT Marketing is a potential resource.
    - ii. If a way can be found to identify persons who attended a function (e.g., open house) or made inquiries about the program but did not join, then the committee could organize a system to contact them to answer questions and/or follow up in other ways.
    - iii. Committee members, ambassadors, and other members could use the weekly e-mail list of classes for that week as a way to recruit. (For example, the e-mail could be forwarded to prospective members indicating what they are missing by not joining.)
    - iv. Focus groups of current and prospective members could be organized to discuss recruitment issues. (For example, reasons members leave or prospects do not join.)
    - v. Suggestion to review existing communication materials (available from Staff) for potential update. Is the material attractive and compelling? Reconstruct materials for target groups. Ambassadors are a built-in sales force ready to leverage recruiting materials. About 20 very active ambassadors are currently in place.

- vi. Availability of recruitment materials on line might make it possible for any member to play the role of ambassador if an opportunity arises.
- vii. Suggestion to offer one or two classes per term at specific member sites such as a senior center.
- viii. Pilots can be very useful in evaluating and implementing new initiatives.
- ix. Current membership at 450. 500 members is one major criteria for the \$1 million endowment from OLLI.

c. Retention and Outreach

- i. Special interest groups are a prime method to retain existing members.
  - 1. Stephanie will share the list of suggestions collected at OLLI 101 classes.
  - 2. Consider volunteer workshops to develop a process for creating and maintaining SIG's.
- ii. Ambassadors, or committee members, could be asked to arrive for classes early and stay a few minutes after class to be at the information table to be a visible resource for members attending that class.
- iii. Any satellite class space needs to be rent free per Staff.

d. Action plan

- i. Ambassadors are recognized as critical to implement committee action plans.
- ii. Draft notes to be shared with Ambassadors (and possibly other members) who would be willing to be a pre-class and post-class resource person at OLLI at UNT table.
- iii. Identify target audiences for possible focus groups.

3. Nominations/Elections Committee

- a. To date only one nomination for election to the Advisory Council has been received. Several members have volunteered to join standing committees.
- b. It was noted that committees do not have to meet each month. Monthly meetings have been introduced as the meeting process has started. Meeting commitments should be communicated as part of the volunteer recruitment process.
- c. Action plan
  - i. Staff will resend request for nominations to all members.
  - ii. Persons introducing classes will be asked to mention need for nominations to the AC as part of the introductory information read before each class.