

OLLI Marketing and Communications Committee
Meeting Notes November 14, 2018

Members Present: Jonathan Hall (Chair), Fred Busche, Max Morley, Greg Hawke, Tom Klammer, Wally Davis, John Booth (secretary), Stephanie Reinke, Director, Jordan Williams and Andrea Tuckness (staff)

The meeting convened at 1:00 pm. Items discussed included the following:

- Director Stephanie Reinke announced the following items of very good news.
 - OLLI/UNT has received its endowment of \$1,000,000 from the Osher Foundation which will be held by the Osher Foundation and will guarantee a 5% annual payout for at least the initial years. The Foundation also awarded a \$50,000 bridge grant for the current fiscal year.
 - UNT has allocated a leased and renovated building at 1716 Scripture Street to serve as the offices of OLLI UNT and as a meeting space and member lounge. There will be office space for the Director and staff, and a meeting area seating from 40 to 60 persons, and restrooms. The building has 40 free parking spaces; other street parking is adjacent.
- Director Reinke also addressed other concerns:
 - A query about possibly possibly insufficient new classes (excessive repeats) was investigated. At least 53 new titles were offered during the Fall 2018 term and the curriculum has expanded further with new venues, suggesting this is not a problem.
 - OLLI/UNT will not expand to any additional venues for the next two years.
 - Frisco offerings will take place at the current Senior Center there, and will move to Frisco's new Senior Center when completed.
- Jordan Williams and Andrew Tuckness discussed several items:
 - He reported good cooperation from area Senior Centers on distribution of literature and OLLI new-member recruitment meetings with their members.
 - They distributed examples of advertisements placed in FYI 50+, the DRC's Denton County magazine, and editions of Community Impact.
 - Other advertising efforts, including door hangers for several areas, were discussed
 - They announced that an OLLI member Susan Supak will be recording interviews with some instructors to provide a podcast to be available as a recruitment and retention tool.
- Committee members suggested ways to market OLLI/UNT and communicate with members:
 - Working through local churches to promote membership (a concern about UNT being a state agency was raised in this regard).
 - Marketing through maintaining high programming quality.
 - Reminder notices to current members to attend classes, renew memberships, etc.
 - Consider pursuing the opportunity to place advertising inserts into local utility bills, etc.
 - Allowing instructors to communicate by email with their class attendees to encourage course evaluations and other feedback.
 - A recommendation that class instructors be provided a brief script to remind those attending to do evaluations and renew memberships, etc.

- Chair Jonathan Hall made the following observations in closing:
 - He attended a session on class evaluations at the OLLI national conference which indicated that 20%-30% return on class evaluations using paper was high, and that electronic evaluations returned lower percentages.
 - He questioned whether OLLI Ambassadors might be tasked to follow up telephonically with new, renewing and non-renewing members to seek strategically useful information and encourage member retention.
 - He learned at the conference that Lands End can create a branded on-line merchandise store for organizations like OLLI/UNT to use as a fund-raising tool that would offer more choices and fewer inventory management headaches than operating our own on-line store.

The meeting adjourned at 2:24 pm.

Submitted by John Booth, November 14, 2018