

OLLI Marketing and Communications Committee
Meeting Notes September 12, 2018

Members Present: Jonathan Hall (Chair), Fred Busche, Max Morley, Tom Klammer, Gary Patz, Margaret Higgins, John Booth (secretary), Jordan Williams (staff)

The meeting convened at 1:03 pm. Items discussed included the following:

- Jordan Williams reported on OLLI demographics. Approximately 100 people have joined from Flower Mound. Total OLLI membership is now approximately 530, taking into account 160 previous members who have not yet updated their expiring memberships. Attendance at sessions held at Frisco's UNT New College has risen to the low double digits.
- Marketing efforts since the last meeting have included: ads in *Community Impact* will continue for a year in Frisco, Highland Village, Lewisville, Flower Mound. Fred Busche stated he could get Highland Village to insert small flyers in that city's water bills. Advertising will continue in the Denton *Record Chronicle* and the *Cross Timbers Gazette*; the latter covers numerous communities surrounding Denton. Committee members were encouraged to write short articles about OLLI programming for the various newspapers and newsletters in the area, given that they have a high likelihood of publication, especially if accompanied by a photograph. Copy for such items should be funneled through Jordan Williams.
- An update on digital advertising at the UNT on the Square location is being sought from staff.
- The allocated advertising budget for the 2018-2019 fiscal year is \$45,000.
- Information from a short survey collected from fall 2018 registrees is being sought for review by the committee to determine whether its findings might inform marketing or communications efforts.
- The OLLI Ambassadors program was discussed by Max Morley, who has been designated Chief Ambassador. Max and committee members discussed possible ways to utilize the Ambassadors program. Max will continue to gather information about current ambassadors and their availability for various activities and will report to the committee in the future.
- OLLI's Fall 2018 Catalog was discussed. 1,100 copies were printed, but the supply was quickly exhausted, a problem for further promotional activity. Ways to supplement this supply were discussed, including possible abbreviated versions of the essential contents to be printed on less expensive stock.
- Jonathan mentioned the OLLI on-line store and items that might be marketed there to supplement OLLI's revenue.
- Committee members were encouraged to bring one new idea apiece for an advertising, communication, or marketing strategy to each meeting.

The meeting adjourned at 1:58 pm.

Submitted by John Booth, September 13, 2018