

MEETING NOTES
Wednesday February 14, 2018; 4:00-5:00pm
OLLI AT UNT
COMMUNICATIONS AND MARKETING COMMITTEE

Committee Present: Jonathan Hall (Chair), Members: Tom Klammer, Pat Cheek, Max Morley, John Booth, Scott Lentz

Committee Not Present: Fred Busche, Gary Patz, Susan Cohen, Peggy Higgins

Also Present: Debbie Smatresk (Advisory Committee), Andrea Tuckness and Jordan Williams (Staff)

Meeting notes:

1. Chairman Hall called the meeting to order at 4:05 pm.
2. No prior minutes available; John Booth volunteered to serve as committee secretary.
3. Chairman Hall led a discussion that briefly mentioned progress and details on initiatives including the following projects: The Tejas Storytelling Festival March 8-11 (a full page OLLI ad) and OLLI brochures in registration packets; a report on activity at UNT on the Square (January 8-February 3); a public service announcement currently running on KNTU; a just-activated check-in feature on the OLLI-UNT Facebook page; our Facebook and Twitter social media campaign conducted by Jordan Williams; OLLI's e-mail campaign to members and how its effectiveness might be increased; UNT emails to UNT OLLI constituents; updates to the OLLI website for a new system of online instructor/class evaluations (replacing paper—kinks being worked out) and for OLLI's advisory committees; advertising in the Robson Ranch Pioneer Press along with other efforts to place stories in local media instead of paid advertising; OLLI baseball caps that are on order and will be sold along with other OLLI-UNT items via the on-line OLLI store; contacts and activity at the Thin Line Film Festival and the upcoming Arts and Jazz Festival (where we will operate a booth); a suggest that OLLI members make posts on the on-line Nextdoor neighborhood site to encourage membership.
4. Ideas and initiatives In development were discussed, including the on-line OLLI store under development by Jordan Williams; OLLI visors; training scheduled for new software for use by OLLI program staff; consideration for a presence at the Highland Village Art Festival; consideration of reaching out to the Denton Black Film Festival for next year; possible ad purchases in the Robson Ranch Sourcebook, Frisco Community Impact, Frisco Style, Frisco Enterprise, Discover Denton, and the Cross Timbers Gazette.
5. Updates:
 - a. Debbie Smatresk reported that paid memberships now exceed 450, good progress toward reaching the fall 2018 requisite 500 to qualify for a \$1 prospective million endowment from the Osher Lifelong Learning Institute.
 - b. No further details were available on the former Sack 'N' Save building as a potential venue for on-campus presentations.
 - c. The Alumni Association and UNT Retirees Association were lauded for their support.
6. The meeting adjourned at 5:05 pm.

Our next meeting will be at Wednesday, Mar. 7, 4:00pm-5:00pm in Rm. 4139, at UNT's Woodhill Square offices, 1112 Dallas Drive, Suite 4200,