

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

Committee Present: Jonathan Hall (Chair), Members: Tom Klammer, Pat Cheek, John Booth, Gary Patz, Fred Busche

Committee Not Present: Susan Cohen, Scott Lentz, Peggy Higgins, Max Morley

Also Present: Stephanie Reinke, Andrea Tuckness and Jordan Williams (Staff)

Meeting notes:

1. Chairman Hall called the meeting to order at 4:03 pm.
2. Chairman Hall led a discussion that briefly mentioned progress and details on marketing initiatives including the following projects: Social Media efforts continue; Traditional Marketing (ads in Cross Timbers Gazette, Denton County Magazine, Denton Record Chronicle, Frisco Style, Robson Ranch Pioneer Press, KNTU radio, and others); Arts and Jazz Festival (April 27-29) with a booth, some volunteers were needed to fill slots; The Good Samaritan Showcase will begin in summer, featuring an OLLI speaker each week; UNT on the Square will have an improved display featuring OLLI and possible future events there are being negotiated; a possible extension of OLLI speakers/programming to Seniors in Motion of Flower Mound was mentioned.
3. Discussed were upcoming April 2018 events sponsored or co-sponsored by OLLI, including:
 - After Five, April 3 at Robson Ranch, Dr. Anna Love (Jonathan was present as OLLI Ambassador to recruit)
 - Tomorrow and Beyond, April 9, with Jane Goodall
 - Lunch and Learn at Robson Ranch, April 12 with Dr. Alison Simons
 - After Five, April 17 at Robson Ranch, with Dr. Scott Belshaw
 - The Thin Line Film Festival April 18 event with complementary seats available for OLLI members
 - UNT's Symphony Orchestra's performance of Verdi's "Requiem," April 25
 - UNT's theatrical performance of "Hands on a Hardbody", April 26
4. Several future speakers either sponsored or cosponsored with UNT include Chef Tim Love. Use of some sort of bulletin board or PowerPoint slide at events to list upcoming OLLI sponsored/cosponsored events was discussed; the staff was to investigate possibilities for such programming reminder options.
5. Committee members discussed micro-targeting advertising and outreach to potential collaborating groups for co-marketing opportunities. Stephanie Reinke mentioned great cooperation from the UNT Alumni Association and the UNT Retirees Association, and the possibility of future co-membership arrangements for OLLI. Tom Klammer volunteered to work with Stephanie on the creation of a new marketing piece that would highlight the "value proposition" of membership with OLLI at UNT.
6. Brief mentions of the following were made as the meeting drew near its close:
 - a. Micro-targeting special interest groups, of senior centers, and the communities of Frisco, Gainesville, and Flower Mound

- b. The first OLLI summer session due to kick off on May 16.
 - c. Training and deployment of OLLI ambassadors to work events.
 - d. New OLLI promotional items.
 - e. A research project by a Texas State University professor on lifelong learning. OLLI members will be invited to participate in a half-day survey.
7. The meeting adjourned at 5:00 pm.

Our next meeting will be at Wednesday, May 2, 4:00pm-5:00pm in Rm. 4139, at UNT's Woodhill Square offices, 1112 Dallas Drive, Suite 4200,