

MEETING NOTES — JANUARY 10, 2018

OLLI at UNT  
MEMBERSHIP AND NOMINATIONS/ELECTIONS STANDING COMMITTEE

Committee Present: Tom Hoemeke (Chair), Peggy Higgins, Judy McCann, Kurt Geringer  
Committee Not Present: Janice Barnett, Pat Cheek, Max Morley

Also Present:

Communications/Marketing Committee: Jonathan Hall

OLLI UNT Staff: Stephanie Reinke, Andrea Tuckness

Meeting Notes:

1. Director Stephanie Reinke distributed an outline of responsibilities of Membership Committee and of Nominations/Elections Committee as well as considerations for the effective operation of the committee.
  - a. Appoint a committee member to serve as Secretary to take notes and submit them to the Committee Chair and OLLI at UNT Director within 2 weeks of held meeting. After review, Committee Chair will forward notes to the Chair of the Advisory Council
  - b. Action plans should be a goal of every meeting.
  - c. For the June 2018 election, 5 new members will be elected to the Advisory Council.
  - d. A written document outlining consistent election procedures would benefit the program
2. Stephanie Reinke stated that current membership has reached 407, making progress toward goal of 500 members.
3. Kurt Geringer volunteered to serve as Secretary and will work with Tom Hoemeke to complete notes for this meeting
4. Membership responsibilities were discussed and include Recruitment, Retention, and Outreach.
  - a. Identified need to better define what is included in the above three functions.
  - b. Work on recruitment must interface with the Marketing Committee and define ways in which marketing materials can and should be used.
  - c. OLLI at UNT Ambassadors can be involved in recruitment, retention and outreach activities. For example, ambassadors could help committee organize and run focus groups, perhaps during lunch breaks between classes.
  - d. The time period between schedule classes was discussed as a prime time for additional membership communication activities.

- e. Jonathan Hall suggested one focus group for everyone that joined the program for the Spring semester.
  - f. Discussed importance of identifying appropriate target audiences and approaches to each audience. Jonathan Hall suggested leveraging membership data to identify population segments currently under-represented in the program.
  - g. Use of membership clubs and/or special interest groups were identified as an important component to Retention and Outreach. Also discussed were the geographic aspects of these clubs/groups, and the potential benefit of providing stable meeting places, as appropriate.
  - h. Action Plan:
    - i. Research ways in which other OLLI programs organize and run clubs, interest groups, and other retention and outreach activities. Information and new ideas will be shared by e-mail amongst committee members aimed at developing action plan.
    - ii. Share within committee ideas for recruitment (e.g., targeting retirement communities, other organizations already identified by staff)
5. Nominations/Elections responsibilities were discussed and include presenting an Advisory Council slate of candidates by mid-Spring for June election and Providing a list of member volunteers interested Standing Committees.
- a. Updated previously drafted plan as discussed below.
  - b. Prepare announcements of need for committee volunteers and nominations for Advisory Council. Notices will be distributed by e-mail, in newsletter, etc. Multiple distributions should be sent to all members within the next few weeks and certainly at the beginning of classes.
    - i. A draft announcement was distributed by Tom Hoemeke for comment and critique. He will e-mail the draft to the committee and staff to facilitate their input.
  - c. Slate of candidates for Advisory Council election should be ready for review by the Advisory Council by March 1, with election by electronic means to take place before end of spring term.
  - d. Newly elected members of the Advisory Council should be invited to a meeting of the Advisory Council in summer to allow for orientation to their role which begins on September 1.
6. Stephanie Reinke asked that a representative of each of the committees attend each of the OLLI 101 classes at the beginning of the spring term. A table will be set up to allow for inquiries from members and to facilitate volunteers and possible nominations.