

OLLI@UNT

Advisory Council Meeting

January 11, 2021

- In attendance: Stephanie Reinke, Darrel VanDyke, Cheryl Storm, Tom Klammer, Karen Nelson, Deborah Diehl, Bert Hayslip, John Booth and Emily Richardson
- The meeting was called to order at 1:01 PM
- Best wishes were sent out by the group to Max Morley, who was currently in the hospital. As a result Darrel will lead the meeting today.
- Financial Report – Tom Klammer
 - Here are the highlights
 - We continue to get the endowment of about \$50,0000 year
 - Grants will be happening again, and it is anticipated that OLLI@UNT will receive one
 - Expenses are down in part due to less membership, but also without the office expenses, so it demonstrates mostly salaries
 - Advertising is only about \$6000, last year in the spring we spent \$63,000
 - Membership has been hit hard, even with the cost being dropped
- Stephanie gave the Director's Report
 - National Resource Center sent a survey to all OLLI's nationwide
 - Determined that on average membership is down 34% - but as high as 90%
 - Our own survey demonstrated that 23% of members are waiting until we are back to face-to-face classes
 - Remember that OLLI has a rolling membership. Approximately 300 people dropped off in December, which equates to 50% of total membership
 - Stephanie feels confident that we will see renewals
 - Plan to personally call all members that have lapsed next week
 - Zoom meeting scheduled to give instructions about phone call effort
 - On Friday everyone will get their phone lists and script
 - 1 week to make calls
 - Member who gets the most renewals will be recognized
 - She reminded the advisory council to purchase membership for others, since the discount once we have purchased ours drops price to \$25.00
 - Re-evaluating out advertising and marketing due to ongoing pandemic
 - Lily is working on getting information on every senior center and contacting them about advertising our classes.
 - UNT is promoting us and what we are doing
 - The alumni association is reaching out via their newsletter. Potential for an email just focused on OLLI to alumni
 - Membership is the priority
 - Grant application to OLLI is due the end of January
 - OLLI office is staffed at 40 hours, taking turns actually being in the office.
 - Semester starts on February 1st
 - Exploring OLLI's that operate year round

- Getting feedback from other directors
 - Still considering whether this change is right for us
- Darrel posed a question about how we talk to our members regarding how we can better promote social engagement
- Discussion occurred about a special incentive for summer
- John Booth presented the change in the charter that allows for more than 1 virtual meeting a year by the advisory council
 - Bert and Deborah both 2nd the recommendation
 - It was passed unanimously
- With no further business for discussion, the meeting was adjourned at 1:47 PM