

UNIVERSITY of WISCONSIN
GREEN BAY
Lifelong Learning Institute

Board of Directors Meeting

Date: September 25, 2023

8:00 AM – Zoom

Members present: Norm Schroeder (Vice-President), Kris Lewins (Treasurer), Mary Cook (Publicity and Promotions), Gary Hanna (Technology), Dean Cherry (Technology), Jean Rausch (Curriculum: Man/Sh), Karen Carvenough (Social), Lou Norsetter (At-Large), Rob Miller (At-Large), Mary Gajeski (At-Large), Heidi Jahnke (Program Specialist), Teri Zuege-Halverson (Advisor), Fred Delie (Past President).

Members excused: Julia Wallace, Kay Pascoe

Guests: Ron Niesing, Sue Sorenson, Bob Srenaski

The meeting was called to order by Vice-President Norm Schroeder at 8:00 am.

1. Changes to Agenda
 - Parking and Signage
 - Use of Rose Hall 250 for larger classes
 - Suggestions for Marketing and Research
 - Ron Niesing to discuss ways to improve the registration process
2. Approval of Meeting Minutes
 - Moved by Fred Delie, second by Kris Lewins a to approve the minutes of the Board Meeting of August 28, 2023. Motion carried.
3. Treasurer's Report/Finance Committee – Kris Lewins
 - August revenues totaled \$79,959, of which \$78,300 is from registration. That equates to 522 registrations but more will be trickling in. Other revenue is from course material charges and registrations for the Fall Kick-Off. August expenditures totaled \$21,296. There were no unusual expenses. Payroll was normal and we still had some expenses from the trip to the Peninsula Players and the Wisconsin Discovery Center. We were also charged \$155 for a booth for the Senior Expo at the Kroc Center.
 - Our July cash balance is \$100,823.49 and is in balance with WISER.
 - The Foundation Report is unchanged.
 - Most presenters do turn in receipts for materials they purchased and are reimbursed.
 - The Treasurer's report was accepted.

4. Advisor's Report – Teri Zuege-Halverson

- Jess and Teri met with staff from Crossroads at Big Creek in Sturgeon Bay. That organization has a Community Center that could provide space for LLI classes. Some classes are already provided there that we might be able to work into our repertoire. Cross country ski areas and a launch area for kayaks are also available. Crossroads is willing to work with us and possibly provide free access and classroom space. A great deal of outdoor space is available, as well as classrooms. This is something to look into for next year.

5. Office Manager's Report – Heidi Jahnke

- There is still room on the bus trip to see *Baskerville*. We will be doing a 36-passenger bus instead of a 56 passenger. We will break even on this trip. One more reminder will be sent out.
- The software system continues to be a learning experience. There are still a number of glitches that we are working out. We are having some problems with the class rosters so I encourage people to go to their classes unless they hear from us.
- An option that the new software system provides is called an Attendee Link, which is individualized for each person and available to each member. There are a number of ways to use this tool, including adding and deleting yourself from some classes. The link is fairly straightforward and we may look at using it for the next semester.
- We are moving some classes to larger venues to accommodate the number of registrations. The class on Spies had 60+ registrations and was moved to the Christy Theatre. Rose Hall is often not available because it is used by traditional students and class times do not always coordinate with LLI class times.

6. Vice President's Report – Norm Schroeder

- No report

7. President's Report – Julia Wallace

- No report

8. Committee Reports

- Publicity and Promotions Committee –Mary Cook
 - Our Dutch Treat Breakfast is attracting non-members as well as members, and we hope that will continue. Breakfasts are held the fourth Wednesday of the month at the Bay Family Restaurant.
 - We are working on upgrading our Facebook page. Heidi and Ed are really working on our Facebook page and that seems to be the most effective way of reaching people right now. We are hoping to get some metrics on this soon to help us evaluate this. Facebook is not just pictures. With a few words added, we are telling a little about the class and hopefully, make the classes really look appealing. That will be one of our big ongoing pushes and another push is to get more information into the City Pages.

- Our committee is also charged with travel and we would like to present a suggestion to the Board that we spread the dinner venues around in Door County and not limit the venue to the Log Den.
- Curriculum: Steve Lenz
 - The next curriculum meeting will be in October and that will be the last meeting of this year. We will be discussing registrations and where we're at for Spring Semester. The deadline for course proposals for Spring is October 8th. We will be updating venues for the next catalog and updating coordinator information.
 - Jean noted that we are going to continue to put maps in the catalog to help identify venues. Some of our venues do need more specific information. We are also talking about getting coordinator names back in the catalog. There are times when coordinator contact information is needed but we may need the coordinator's permission to publish that.
 - Approximately 100 classes are so far set for spring, but many come in during the last couple of weeks before the deadline.
- Technology Committee – Dean Cherry/Gary Hanna
 - No report.
- Social – Karen Carvenough
 - The Fall Kick-Off was held at The Right Place and we had 64 paying attendees. It was a very successful event. Mary Ellinger from Play by Play Theatre was our speaker and she gave one of the best talks that we have had. The meal was excellent.
 - Our Christmas Social will be held December 6th at the Riverside Ballroom. Our entertainment will be the LLI Choir.

10. Nominating Committee – Fred Delie

- No report.

9. Old Business

- Rob Miller discussed two surveys sent to Board members that were generated by ChatGPT and that could be sent to members and former members. Ben Cruz-Urbe has volunteered to do the statistical analysis of the survey. Heidi and her student intern will put the questions into a survey system and export that. Rob noted we are experiencing a decline of about 500 members from pre-covid levels. It was noted that the Milwaukee LLI also lost approximately half their membership but they have recovered about half of the membership that was lost. The survey is submitted for your review and comments.
- It was noted that a good survey needs considerable research and planning and, after considerable discussion, it was the consensus of the Board to set up a small group to begin the planning process. The group will consist of Rob Miller, Lou Norsetter, Bob Srenaski and Mary

Cook. The critical issue to address is that we have lost more than 50% of our membership, possibly due to Covid and the dependence on Zoom. Membership has not rebounded post-Covid and we do not know why. Potential issues include economics, technology, cost, educational value, socialization and accessibility. Survey questions need to reflect issues that we need answers to and that are actionable. As a business, we have not been successful in getting new customers, in spite of an exemplary program, and this suggests that we have a major marketing problem. It was also noted that UWGB has a Marketing Department and it would be helpful if we could enlist the services of these experts.

10. New Business

- Ron Niesing addressed the Board on his concerns about the registration process. Ron is a former member of LLI but not a current member and one reason is that if he is not able to register at the opening of registration, he has been unable to get the classes he wants. He feels this is a problem shared by many members and potential members who cannot register at the time registration opens. He notes that current members can sign up for 15 classes and that often fills classes immediately and prevents later registrants from getting enough classes to make it worth signing up. His suggestion is to limit the number of classes one can originally sign up for and then open the registration later to fill those classes not filled. Heidi noted that the Attendee Link she talked about earlier might be very helpful in giving members agency to sign on for more classes after the designated registration period. A major reason for limiting class size is the size of the room or venue available and the office is often surprised by what interests people. Some class sizes are limited by the type of class or by the presenter but many classes would work in a larger venue. Heidi noted she has been trying to move classes with wait lists to larger venues but is limited by the rooms available and the parking shortage. Heidi agreed that we may have to plan for larger venues. After considerable discussion, it was decided to put this on the next agenda for further discussion. This will give members time to give this issue serious consideration.
- There was also considerable discussion about the problems with parking on campus. It was noted that construction on campus has eliminated some parking so this is a challenge for us. Heidi will provide instructions from Wood Hall Lot to the Christie Theatre, which is approximately one-half mile. Members need to be aware that parking is an issue and one needs to plan ahead.
- The Treasurer noted that we have been charged for a booth at the Senior Expo at the Kroc Center even though the P&P Committee had previously determined not to participate because it had not been beneficial for us. However, the University strongly wanted LLI to participate as it addresses our prime demographic. It was decided that it would be worthwhile to give the Expo another try and then make an evaluation before next year.

There being no additional business, the meeting adjourned at 9:35 am.

Next meeting: **8:00 am**, Monday, October 23, 2023. We will be notified if the STEM Center is available.

Minutes submitted by Kay Pascoe, Secretary.