

UNIVERSITY of WISCONSIN  
**GREEN BAY**  
**Lifelong Learning Institute**

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**Board of Directors Meeting**

**Date: February 26, 2024**

**8:00 AM – Zoom**

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

Members excused: Liz Kohler

Guests: Jess Lambrecht, Bob Srenaski, Sue Sorenson, Wes Carvenough

The meeting was called to order by President Julia Wallace at 8:00 am.

1. Changes to Agenda

- Add: Discussion pertaining to reorganization of duties within the Department that affect LLI.

2. Introductions

- Julia introduced Jess Lambrecht, Director for Continuing Education and Workforce Training (formerly CE&CE), the department which oversees LLI. Jess noted that LLI is one of the focal points of community outreach that is a main goal of her team and that she is investigating a potential partner to help meet that goal. She noted that the meeting with the Technology Committee and the UWGB IT department was extremely beneficial, and a number of problems had been solved. Jess addressed several questions that had been submitted by members, including the need for more support for outlying campuses, the “shifting dynamics” on the Marinette campus, website upgrades, the need for more staffing in the LLI office, the sharing of Zoom classes with other campuses and the potential for integrating classes, social functions and events with other campuses. This could include bringing members into Green Bay or transporting members from Green Bay to other campuses. She noted that she is open to exploring all these possibilities. It was also noted that LLI meetings are not subject to the Open Meetings Act requirements. In response to questions about the website, Jess noted that licenses to edit are limited and mostly confined to Marketing. However, there is the possibility that someone on the team could be trained so that simple corrections and updates could be made in a timely manner. Jess also noted that she is working with Kerry and Heidi to develop an outreach plan and she will be expanding on that subject as it develops. Jess is also active in promoting LLI to other organizations and will keep us informed as those events come up.

3. Approval of Meeting Minutes
  - Moved by Gary Hanna, seconded by Karen Carvenough, to approve the minutes of the Board Meeting of January 22, 2024. Motion carried.
4. Treasurer's Report/Finance Committee – Kris Lewins
  - January revenues totaled \$4,501 and included approximately 40 spring registrations. January expenditures totaled \$9,889 and reflected a 4% retroactive pay raise for UW employees.
  - Our January cash balance is \$73,794 and is in balance with WISER.
  - Kris noted that our Fund Balance continues to go down and will most likely be mostly depleted by next spring without a substantial increase in membership and that we will need to keep the Department apprised of our financial position. It was suggested that we need to look for additional revenue streams and possibly should have a fund-raising committee.
  - Moved by Norm Schroeder, seconded by Gary Hanna to approve the Treasurer's Report. Motion carried.
4. Advisor's Report – Kerry Winkler
  - No report
5. Office Manager's Report – Heidi Jahnke
  - Fees for Spring Semester are still being invoiced and collected.
  - Parking data is being analyzed in preparation for negotiating the parking costs for next year.
  - Members are now able to sign-up for the first trip of this year to the Fireside Theater in Fort Atkinson to see *Beautiful: The Carole King Musical*. The cost is \$139 and will generate a small profit for LLI.
  - Heidi will be on vacation the week of March 18<sup>th</sup>.
6. Vice President's Report – Norm Schroeder
  - No report
7. President's Report – Julia Wallace
  - Julia is working on the roster for nominations for officers and members-at-large. Bios are still coming in but the roster should be complete by the next meeting.
8. Committee Reports
  - Publicity and Promotions Committee – Mary Cook
    - Breakfasts, FaceBook and the Newsletter are all on going and doing well. Business cards are now available in classrooms in Rose Hall and are being distributed by members.
    - A small sub-committee met to work on the website. We were all pleasantly surprised at the information that was included on the website and how easy most of it was to access. We do have several suggestions for changes that our Committee will be discussing before we ask Heidi to take them to Marketing. At Heidi's suggestion, we are

trying to be as specific as possible and will present all our suggestions at one time for ease of updating.

- Our main focus this past month has been to work with LPI, the agency that does the marketing for the ADRC Magazine. We feel that this magazine targets our specific demographic and has extremely wide distribution throughout Brown County. The annual cost for a business card size ad is \$637. The ad runs monthly, can be changed 4 times per year and includes color and the services of their graphic department. If paid prior to running the ad, one month is free, bringing the monthly cost to \$49. There are not enough funds left in the P&P budget to cover this cost so Board approval is needed to authorize the expenditure. Considerable discussion ensued. Moved by Norm Schroeder, seconded by Gary Hanna to approve the expenditure of \$637 from Foundation funds for a trial advertising year in the ARDC Magazine and to reevaluate in 9 months. We do need a metric to determine its effectiveness and Mary suggested adding a line to the registration form asking new members how they learned about LLI. The Committee will approve the ad before it is placed in the magazine. We will aim to get an ad into the May issue to promote our Intro to LLI.
  
- Curriculum: Steve Lenz
  - The committee has met with LouAnn to discuss the data she has so far collected and is trying to implement her suggestions such as more afternoon classes and to spread classes throughout the semester.
  - Recruiting for the Fall Semester has begun.
  - The committee is looking for new members. Steve will be meeting with a prospective member.
  - One of the ways of addressing the problems with waitlisting is to list certain classes in the catalog with venues TBD (To Be Determined) and then assigning a venue appropriate to the size of the class.
  
- Technology Committee – Dean Cherry/Gary Hanna
  - The Technology Committee met with Jess and members of the IT Department last week and the meeting was extremely productive. A number of problems associated with registration had already been addressed and were solved or in the process of being solved. Gary addressed some of the specific issues that were discussed such as the order of classes (day, date or calendar), adding classes, closed captioning on Power Points, freeing up Heidi from the routine of setting up Zoom meetings and setting up FAQ's associated with registration. Gary noted that he feels very comfortable going forward but is always supportive of a test run before changes are implemented. Regular interaction with the IT staff will be ongoing.
  - It was suggested that it would be helpful if the office were staffed on Friday. However, it was noted that Fridays are traditionally very quiet and that there is a shortage of volunteers to fill the time. Friday is Heidi's remote day and it is necessary that a full time department employee must be in the office if a volunteer is there.

- Social – Karen Carvenough
  - Planning is ongoing for the Spring Fling at the Tundra Lodge.
  - The Fall Kick-Off will be held at the Village Grill on Bellevue Road. This is a new venue and the committee is working on the contract.
  
- Nominating Committee
  - Roster will be complete by the next meeting.

#### 9. Old Business

1. LouAnn updated the Board on the Focus Group Planning. Zoom and in-person sessions are scheduled for Wednesday, March 6<sup>th</sup> and she is still in need of note-takers. The meetings will not be recorded so note taking is very important. She provided the Board with information on how the groups had been selected and how the sessions would proceed.
2. Registrations issues were addressed by the Technology Committee.

#### 10. New Business

- The Board discussed the reorganization of duties within the Department that affected LLI staff without LLI input. Julia will check the MOU to see if this issue is addressed and Kerry will talk to Jess about this issue. It is hoped that better communication between the Department and LLI will alleviate this type of problem.

There being no additional business, there was a motion by Gary Hanna, seconded by Norm Schroeder to adjourn the meeting. The motion passed and the meeting adjourned at 10:05 am.

Next meeting: **8:00 am**, Monday, March 25, 2024.

Minutes submitted by Kay Pascoe, Secretary.