

UNIVERSITY of WISCONSIN
GREEN BAY
Lifelong Learning Institute

Board of Directors Meeting

Date: March 22, 2021

10:00 AM – On-line via Blackboard Collaborate

Members present: Fred Delie (President), Bob Srenaski (Vice-President), Kathy Nielsen (Treasurer), Kay Pascoe (Secretary), Gary Hanna (Technology), Dean Cherry, (Technology), Julia Wallace (At-Large), Ron Ross (At-Large), Mary Braband (Curriculum), Susan Pike (Office Manager), Jason Mathwig (Advisor)

Excused: Bill Zoelle, Vicki DeMain, Wes Carvenough

Guests: Karen Carvenough, Ben Cruz-Uribe

1. Call to Order – President Fred Delie at 10:00 am.
2. Changes to Agenda
 - There were no changes.
3. Approval of Meeting Minutes
 - Motion by Dean Cherry, second by Gary Hanna to approve the minutes of the regular Board Meeting of February 22, 2021. Motion carried.
4. Treasurer's report – Kathy Nielsen
 - Balance as of February 28, 2021 was \$87,387.53. Receipts totaled \$21.00 and expenses were \$8,014.61. Motion by Gary Hanna, second by Kay Pascoe to accept the Treasurer's report. Motion carried. Kathy noted that if there are no unforeseen expenses, we should end the year with approximately \$50,000 to carryover. Last year's carryover was \$93,240.00. This matches the drop in enrollment. Kathy also noted that next year's proposed budget will be presented at the April meeting.
5. Advisor's report – Jason Mathwig
 - No report
6. Office Manager's Report – Susan Pike
 - Susan is working with all curriculum committees and is making significant progress with Marinette/Menominee. It is expected that they will have approximately 20 classes for fall.
 - We have over 30 recruiters working with the various committees.
7. Vice President's Report – Bob Srenaski
 - No report at this time.

8. President's Report – Fred Delie

- Defer to Old/New Business

9. Committee Reports

- Publicity and Promotions Committee – Kay Pascoe for Bill Zoelle
 - Committee is working on having an in-person LLI Sample Class this summer. Date and place have not yet been finalized. The Neville Museum is limiting its capacity at this time so we are looking at alternate venues.
 - We are not sure if ArtStreet will be held this summer.
 - Tori Grant Welhouse attended our meeting and spent considerable time going over the University marketing plan for LLI, including press releases, upgrades to our publications and increasing the video that is available to the public. We are hoping for a targeted e-mail to former members encouraging them to return. Tori does analyze e-mail campaigns and she will share the analytics with us. Tori would also like to promote a flyer that can be updated easily and often for distribution to the public.
 - This was Bill's third year as chair of this committee so he is not eligible to continue in that position. Mary Cook volunteered to chair this committee and she was unanimously approved by the committee.
 - Bill has sent our proposed budget to Kathy.
- Curriculum – Mary Braband
 - Recruiting for fall is on-going. 50 classes are set for fall – 30 in-person, 10 on-line, 4 pre-recorded, 4 outdoors and 2 recorded from a live class.
 - The committee is trying to balance the work load among recruiters from all areas, in that you do not need to live in an area to recruit in that area. The committee will be losing two recruiters.
 - We are in a holding pattern right now in assigning venues as Covid protocols and University guidelines are somewhat fluid at this time.
- Technology Committee – Dean Cherry/Gary Hanna
 - The Committee is looking at the equipment in RH 220 and 230 to see if recordings can be made with the equipment that is there.
 - The Committee is also exploring the possibility of using RH 250 as a venue for recording classes. Susan noted that this will require more volunteers to do the recordings. Susan is also concerned with the mix of live on-line vs. recordings of in-person classes and feels that members mostly want live on-line with the interaction and not just pre-recorded classes.
 - If the future of LLI will include recorded classes, it will be necessary to have the equipment and technology available.
- Social – Karen Carvenough

- The 2021 Spring Fling at the Tundra Lodge has been canceled and is rescheduled for May 4, 2022.
- The Stadium View has been reserved for the Fall Kick-Off on Sept. 22, 2021.
- The December 1st Winter Social is still in the works.
- Three more LLI members have shown an interest in the Social Committee and have been contacted.

10. Old Business

- Kathy noted the MOA and Policies and Procedures Manual have been updated and given to CE&CE for their review but need to be reformatted to match other documents. Gary volunteered to work on the reformatting. Risk Assessment must also approve the documents. Jason will check on the timetable for this process.
- Fred noted that many members are concerned that doing away with the registration lottery will do considerable damage to our ability to attract and keep members. He is not satisfied with the statement that we cannot have a lottery because it is not supported by the current software and would be too expensive to add. He feels it is necessary to have further discussions with the University on this issue. Jason has a meeting with USI (our software provider) set up for Friday and hopes to learn more on this issue. There was considerable discussion among Board members. Fred suggested that the impact of the lottery be evaluated by the Growth Task Force, especially as our membership grows. Ben noted that an analysis of membership, especially in regard to waitlisting, can be done in the fall to establish a baseline. Another analysis can then be done in the spring. Ben agreed to work on this.
- Should we have more than one representative from LLI attend the UWGB Marketing and the UWGB Travel meetings to give a broader perspective from LLI to the University? This discussion will be deferred to the next meeting, with the hope that members will volunteer for these committees.
- Ben Cruz-Uribe prepared a Short-Term Goals and Action Plan (version 7) for the Growth Task Force and noted the future must include both in-person and on-line classes to satisfy the different needs of our members. That report will be sent to the Task Force today and Ben will be at the next meeting. The purpose of the report is to document the needs of LLI and set the stage for next year for LLI to do a proof of concept that we can do presentations in various formats. Ben is willing to use his own class as a prototype for future types of presentations. Technological, financial and venue issues will need to be addressed.
- Bob noted that circumstances have given us an opportunity to grow in ways we had not anticipated before. Technology has enabled us to breach the wall which previously limited growth. The Growth Task Force will be meeting on Thursday morning and will have as a guest Mike Pankratz, the technology specialist from the Mauthe Center. The Mauthe Center is upgrading and expanding their technological capabilities, which may dovetail with our future plans for long-term growth. Bob also noted that he feels the loss of the lottery may negatively affect our membership.
- Bob also explored the possibility of offering our classes to assisted living facilities but they expressed little interest as they already have a wide variety of offerings for their residents. Senior living developments do offer a large potential market that needs to be explored. Given the growth of our target demographic, the potential for growth for LLI is extremely positive.

11. New Business

- Karen Carvenough had stepped aside as Social Chairman for a year because of the cancellation of all social events due to Covid. She is now eligible to return as Chair of the Social Committee. Karen graciously agreed to take on this responsibility for the balance of this fiscal year. It was unanimously approved by the Board. It will then be up to the committee to elect a Chair for the upcoming year.

There was no additional business.

Motion to adjourn by Gary Hanna, second by Kay Pascoe. Meeting adjourned at 11:30.

Next meeting: **10:00 am**, Monday, April 26, 2021 On-line

Minutes submitted by Kay Pascoe/Secretary