

UNIVERSITY of WISCONSIN
GREEN BAY
Lifelong Learning Institute

Board of Directors Meeting

Date: September 28, 2020

10:00 AM – On-line via Blackboard Collaborate

Members present: Fred Delie (President), Bob Srenaski (Vice President), Kathy Nielsen (Treasurer), Kay Pascoe (Secretary), Karen Dallman (Curriculum), Gary Hanna (Technology), Dean Cherry (Technology), Bill Zoelle (Publicity & Promotions), Julia Wallace (At-Large), Ron Ross (At-Large), Susan Pike (Office Manager), Jason Mathwig (Advisor), Weston Carvenough (Past President)

Excused: Vicki DeMain

1. Call to Order – President Fred Delie at 10:00 am.
2. Changes to Agenda
 - There were no changes.
3. Approval of July 27, 2020 BOD Minutes
 - Motion by Wes Carvenough, second by Gary Hanna. Minutes were approved as submitted.
4. Treasurer's report – Kathy Nielsen
 - Balance as of August 31 was \$126,287.40. Receipts totaled of \$45,875.00 and expenses were \$8,042.01. Motion by Kay Pascoe, second by Julia Wallace to accept the Treasurer's Report. Motion carried.
5. Advisor's report – Jason Mathwig
 - No new information to report.
6. Office Manager's Report – Susan Pike
 - Currently, we have 531 registered members and except for a few minor glitches, classes are going very well. Comments on the evaluation forms have been very positive and have been shared with the presenters.
 - Newsletter is going out today and includes many positive comments from members.
 - It was noted that word of mouth is one of the best ways to spread positive news about LLI and encourage former members to return.
7. Vice President's Report – Bob Srenaski
 - Bob noted that he had sent a paper titled **LLI – Where Do We Go From Here?** to all Board members. He is concerned that, if the current situation continues, we will not recover lost

revenue and continue to operate at a financial loss. His objective was to open a discussion on how to go forward in these circumstances so that our organization can, at a minimum, break even financially. He also noted that Joy Ruzek, from the Office of Continuing Education, is willing to meet with the Board to discuss our future. Further discussion is deferred to New Business.

8. President's Report – Fred Delie

- No report.

9. Committee Reports

- Publicity and Promotions Committee –Kay Pascoe (Bill Zoelle had not yet signed into meeting)
 - The Committee will meet this coming Wednesday. Bob Srenaski has been invited to that meeting and we will be discussing how to promote LLI.
- Curriculum – Karen Dallman/Susan Pike
 - There are 66 classes scheduled for spring, of which 34 are new classes.
 - The committee is still recruiting this week.
 - One presenter will be working from Georgia so this opens the possibility of remote presenters.
 - We have a Master Gardener recruiting a number of outdoor classes and other possibilities were suggested, including a commercial fisherman and the Mauthe Center.
 - Karen would like the Communications Committee to come out with an “old fashioned” newsletter.
 - Another committee member has resigned so there is a need for members that are really vested in LLI to join the committee.
- Technology Committee – Dean Cherry/Gary Hanna
 - Dean complemented Sue on the great job she is doing handling the on-line technology.
 - There is an audio problem with music for Mike Murphy's class that is being addressed.
 - Have we lost members because people are afraid of the technology, and, if so, how can we address that? The process is going extremely well and we need to make that point to members who did not renew.
 - Gary noted that, from the moderator's side, the process is going very well.
 - It was also noted that interactive classes (Continuing Issues, Books and You) are working very well. It is hoped that Mysteries and Me can be restarted.
 - Members are participating in classes at satellite campuses.
 - There is a potential for a hybrid of on-line and face-to-face classes in the future.
- Social –Wes for Karen Carvenough
 - There are no plans for social events until at least May.
- New Business
 - The option of offering a group fee for convalescent homes was discussed. This would promote community outreach and increase our revenue. A first step might be to send a

- letter requesting input from these homes to gauge their interest and determine feasibility. It was suggested that we begin collecting information on this prospect with the intention of moving forward in 2022. The consensus was that this option be considered only for facilities where members were restricted to the facility. Senior housing is a market that should be addressed but those people can come to us. It was suggested that an ad hoc committee be set up to gather information and report back to the board. Since this item can also be considered as a way to grow our membership, Fred decided to defer setting up a committee until after the discussion on growing our membership.
- Considerable discussion ensued relative to the Bob's submission **LLI – Where Do We Go From Here?** It was noted that we have grown approximately 18% since 2016. An analysis done by Ben Cruz-Urbe in 2019 showed us at a tipping point such that our current administrative structure will not support substantial growth. We do not know yet if this semester is an anomaly and if the numbers will return once the pandemic passes. Fred then solicited volunteers to participate in an exploratory committee to look at growth options. Volunteers were Dean Cherry, Julia Wallace, Kay Pascoe and Bob Srenaski. This committee will also need to look at input from the University relative to their expectations for LLI. The Treasurer noted that we need to get back to the membership level of last year and then discuss whether or not we want to grow. It was also suggested that Ben Cruz-Urbe be asked to provide data to this committee. It was recommended that the exploratory committee put together a mission statement to be submitted to the Board at the October meeting.
 - Old Business
 - The Treasurer reported that the Finance Committee approved the recommendation that, on a one-time basis, the semester fee for Spring 2021 be set at \$65. This will reduce revenue from members who normally renew in January by approximately \$6,500 but this should be offset by Fall renewals and former members renewing. We can absorb this and the committee felt that the benefits outweighed the drawbacks. This information needs to be passed on to those members who did not renew in September.
 - There was some discussion relative to setting a semester by semester fee rather than an annual fee. Any change would need to be evaluated by the Finance Committee if the Board decides to consider this.
 - It was suggested that the e-mail notifying former members of the one-time semester fee be accompanied by testimonials from current members emphasizing how well the digital platform is working.
 - Motion by Wes Carvenough, seconded by Julia Wallace to set the membership fee for **Spring 2021 only** at \$65. Motion carried.

There was no additional business.

Motion to adjourn by Kay Pascoe, second by Kathy Nielsen. Meeting adjourned at 11:45.

Next meeting: **8:00 am**, Monday, October 26, 2020 On-line
Minutes submitted by Kay Pascoe/Secretary