Call to Order
Adoption of Minutes
Staff Report
Committee Reports:
   *Curriculum [Vaughn Delp-Smith] – disposition of Oct. GC motion  1) evaluation process; 2) course distribution analysis; 3) summary of problems and proposed solutions.
   *Finance [Bob Walsh]
   Historian [Lucy Hanson]
   Newsletter [Al Herron]
   *Policy & Procedures [Chris Maxwell] –
   +SIGS [Lydia Garrett] -
   *Social [Mary Scherer] – Report on Holiday Dinner
   *Technology [Matt Lukaszewski] Rationale emailed; Motion: ” When a class requires a technology assistant, a $15 voucher/session is given to them in recognition of their contributions, commitment, time and effort.”
Old Business
New Business
Receiving/Tweaking Goals 1, 2, 3 with implementation steps; send to committees/person(s) responsible for feedback – adoption of goals will be
Any further business for the good of the order.....
Adjournment
Prescott OLLI
Governing Council Meeting
November 18, 2013

I. CALL TO ORDER:
The meeting was called to order by Council Chair, Barbara Mace, at 9:04 a.m. In attendance:

Council Members: Andy Reti  Chris Maxwell  Mary Scherer  Y. “Turk” Kangal
Barbara Mace  Hal Freedman  Matt Lukaszewski  OLLI Staff:
Bob Kane  Joyce Bugola  Susan Gerhart  Tricia Berlowe
Bob Walsh  Louise Schloss  Vaughn Delp-Smith  Cathie Martin

II. ADOPTION OF MINUTES
The Council Chair called for a vote to adopt the October, 2013 Governing Council meeting minutes.

Discussion
Q: Chris: Can you clarify question 10 of brainstorming?
A: Barbara and Tricia will try to identify who submitted this idea and ask for clarification.

NOTE: After the meeting, Barbara gave her understanding of the idea, as follows:
“Send out the current member survey to a random selection of members on the database, and analyze this data according to different subgroups, including by age differences, neighborhoods, and one-time Try-Me memberships.”

ACTION:
The Council voted unanimously to adopt the October, 2013 Governing Council meeting minutes.

III. STAFF REPORT – Tricia Berlowe

A. Trends
1. We have 633 members at the moment.
2. 52 new members signed up in fall-2.
   a. This is up a little from last year.
   b. These are good numbers, because fall-2 is usually slow.
3. Compared to fall-2 2012, “in-seat” enrollment is up by approximately 100 seats. (Note: This is different from membership numbers. “In-seat” refers to students enrolled in classes – the same student can be in more than one class).
4. 77% of our members are attending classes.
5. The average number of classes taken per member is 2.25.
   a. This is down from 2.50 in fall-1, 2013.
6. A better question to ask is “how many humans came in and went over the year”?
   a. This number matters because the interest earned on the endowment account is shared with Sedona/Verde OLLI based on the number of students enrolled. Our reporting to the Osher Foundation is based on this count, and this number will determine what percentage of the interest comes to Prescott OLLI. 
   b. We have been averaging around 850. Currently, we are up to 924! This is a healthy jump.

Discussion:
Q - Andy: Why do we take attendance if this doesn’t impact the amount we receive from the endowment?
A – Tricia: Attendance shows member satisfaction, drop-offs... The curriculum committee determines the effectiveness of the class format, subject matter based on attendance and drops. This information helps with determining future programming.

B. Catalog
   1. Photo contest results will be in new catalog.
   2. The spring-1 catalog will go out to the post office on Dec. 30th (as a favor from mail services because the college is actually closed for the holidays Dec 19-Jan 1).
   3. Classes for spring 1 will be built online in the next couple weeks.

Q - Marci: Are we adding pages to new catalog?
A: Tricia: Yes – four more pages to accommodate the increase in class offerings. In spring 1 we will have 53 classes plus all the free workshops and munch & learns. Our average number of offerings has been around 45 per term.

C. Holiday Party
   1. Invitations were emailed to the general membership last week.
   2. Printed invitations will be going out later this week (to all members back through the summer).

D. Website and Publicity
   1. The Technology Committee has asked for some design changes. We are meeting with the YC web designer this week to start implementing some changes.
   2. The tri-fold brochure will be updated this week.

E. Other
   1. The media library is in the process of being updated.

IV. Committee Reports
A. Curriculum Committee - Vaughn Delp-Smith
   1. The Curriculum Committee continues to look at the three tasks they were given in the October, 2013 GC meeting:
a. Look at the evaluation process
b. Analyze course distribution
c. Summarize problems and propose solutions

B. Finance: Bob Walsh

*Handout (see attached): Financial Statement as of October 2013*

1. Revenue: Pretty good
   a. YTD revenue through October is about $5,300 ahead of last year (mostly due to fall-1 increases)
   b. Fall-2 income is a little higher than last year.
   c. October is not all recorded due to credit card payments which don’t show up until November.
   d. The membership amounts seen on the handout are actually for September for credit cards only.
   e. Clarification: We don’t get the endowment money directly; we charge against the interest – this is how bills get paid. We don’t want to charge too much in the first half of the fiscal year as a safeguard for funds being available in the second half of the year.

2. Expenses:
   a. The interest drawdown to date is about 28% of the total available resources, and we are already a third through the year. Our balance is still about $2,700 favorable for this time of year.
   b. The annual fee for the computer registration system (Campus CE) was paid at the start of the fiscal year and represents our portion of the entire annual fee, so it was a one-time larger expense.

Discussion:

Q: Susan: How much do we pay for the computer registration system?
A: Bob: $4,537.50 – including everything (registration for all classes, trips, events...)
Q: Susan: How much is paid to the contractor?
A: Tricia: All of it. It costs $16,500 for the year, but Prescott OLLI pays only $4,500, which is our shared portion of the total cost. The balance is paid by Prescott and Sedona/Verde Community Education, EdVentures and College for Kids, and Sedona/Verde Valley OLLI. The Yavapai College GED program and the YC Foundation also uses the system.
Q: Susan: If we were to say that the system is unsatisfactory, who do we talk to?
A: Tricia: Technology Committee, Dennis and other departments that would have to pick up the cost if we are no longer a subscriber. If Prescott OLLI is not happy with Campus CE, we would have to pay the entire fee for any new program we would switch to.
Q: Susan: How long is the contract?
A – Tricia: We have a year to year contract. If we change our registration system it will be a big process. There are some systems out there that are “OLLI only,” but they are not as well suited to our specific needs, and it could be a lot more expensive to change over to them. Ours is a stand-alone program not managed by the college. It is all internet based, so we can access it anywhere. This system also
processes our credit cards. The cost of the system is shared with other departments, and this is what keeps our share of the cost down.

Q - Andy: Does this system include the media system?
A - Tricia: No - we don’t pay for the media system or IT and Helpdesk services provided to support facilitators in the classroom.

Susan: My concern is that people feel tortured. Is the cost worth our members feeling tortured? What else is available to us?
A - Tricia: Florida State only lets people register online. While I don’t endorse the idea, we could increase our usage of online registration by requiring all members to register online. There are systems out there that focus on OLLI programs only, and OLLI’s have reported some success using these programs.

Q - Susan: Why is the interface so difficult for student users, but so easy for the staff in the office?
A - Matt: The more you do it the easier it gets. There are also limiting constraints (re: checkout system for students). We are talking about simplification. Currently, we do not have a web-designer on staff. Tricia makes all the changes herself. We want to make changes to the website by the end of the year so that more people can register more easily online. Tricia has done a lot already, and we may get some support from YC in this process (exploring possibilities). In the interim, we can train members who are not comfortable with technology to help them get through the process.
A – Tricia: We have three approaches we can take:
1. Work within the system we have.
2. Keep the system but do something radically different – perhaps pay someone to add a page to make it easier?
3. Throw it out and start over with a new system.

B. Finance, cont.
3. Scholarship
   a. We have awarded some scholarships that are not yet recorded because we have not transferred the funds from the Foundation yet to cover the costs.
   b. The fund is running low and we need to do another scholarship drive after the start of the calendar year (Tricia: or sooner). If we do a good job of it, the fund will last a couple years.
   c. There was a request to add this item to a future agenda so we can discuss ideas for building up the scholarship fund.

C. Historian (Lucy Hanson – Excused)

D. Newsletter - Tricia
   Comment: Barbara Mace: Let’s give a big thank you to Cathie for doing such a superb job of the OLLI newsletter.
   1. The fall newsletter went out by email last week, and is posted to the OLLI website.
   2. Hard copies of the newsletter will be mailed this week to people who do not get email.

E. Policies and Procedures – Chris Maxwell
   Chris moved to update OLLI Policies and Procedures to include the current OLLI privacy policy as it is written:
“OLLI doesn’t ask you for personal information unless we truly need it and doesn’t share it with outside parties except to comply with the law or protect our rights. Personal e-mail addresses are only used to communicate with members. Personal information, such as a member’s home address, telephone number, date of birth, and e-mail shall not be distributed to other members without the member’s express consent and may not be used for marketing purposes or as a distribution list for commercial purpose or private gain.

Personal information is stored in our database and in hard copy files. Electronic information stored in computers is password protected.

Personal member information, other than first and last names, will not be listed on our website, or in any other venue with public access, without the express consent of the member. Examples include, but are not limited to course catalogs, social media (like Twitter, Facebook, and blogs), radio, television, and other print media.”

Discussion
Does this conflict with YC Privacy Policy?
Q: Can a member opt out?
A - Chris: Yes, by signing a consent form with an opt-out (includes photographs...) We need to add training about this process to the facilitator training (not sharing email addresses...).
A - Tricia: It would probably be better to just have an opt-out. Perhaps it could be in membership paperwork that they agree, but add in opt-out language. If they do not return it to us then we are protected.
Susan: Does this speak to the whole BCC/CC issue as a violation of policy?
Andy: In our classes we send around a sheet asking for voluntary information. If students are willing to share personal information they can put it on the sheet that is accessible to other class members.
Turk: I announce at the start of my class that I don’t send out a roster. You can ask individuals. If they want to share information with you they will.
Hal: They could just set up a “Charlie Brown” account on Edu for communications with classmates.
Andy: This is complicated – facilitators need training on how to do this.

Vote: The motion was passed unanimously.

ACTION TAKEN:
The Council unanimously voted to add the current OLLI privacy policy language from the motion made by Chris Maxwell to OLLI Policies and Procedures.

Discussion:
Barbara: We need to train our facilitators to abide by these rules so no one gets into trouble.
Vaughn: We will incorporate privacy policy training into facilitator training with the Curriculum Committee.
Matt: We should investigate the YC privacy policy and abide by what they do.
Tricia: This is too formal with regards to documentation. For instance, every time a student calls they have to go through a formal process of identification. We are too small and personal for our membership to do this. This is a membership group where we all care about each other and I wouldn’t want to lose that through this type of formality.

Q - Hal: Issue of BCC on Governing Council emails... How does our privacy policy cover the SiGs?
A - Chris: They are members. They could opt out.
A - Tricia: Keep in mind, if you BCC, then you have to be the central depository of information rather than having a quick conversation that involves everyone at the same time.

Tricia: “Opt Out” means I don’t want “any of that,” (newsletters, emails, communications...) It can be a disadvantage to people who opt out – they are not as connected.

Barbara: **The master membership list needs to separate out “opt out” people.**

Tricia: Membership language needs to include “you agree to...”

Q - Matt: Should we say “see OLLI policies and procedures...” and make it the member’s responsibility?

Tricia: **Chris, could you write up what is new for Policies and Procedures for the catalog?**

Comment – Barbara: Thanks to Chris and Matt for researching this!

---

**Committee Reports, cont.**

**F. SIGS (Lydia Garret-Excused)**

**G. Social Committee (Mary Scherer)**

1. Holiday Party
   a. Invitation went out by email last week. The hard copy invitation will be mailed this week.
   b. Reservations are due back by 12/2. Maximum capacity is 120 people.
   c. The party costs more this year because we have to pay a bartender and bar setup – these are expenses we didn’t have last year.
   d. The cost is $27 per person. Meal choices include a served buffet dinner of baked salmon or beef bourguignon with all the accompaniments.
   e. If 120 people come, our income will be $3,240. The total cost for the party is over $3,600. Some of the budget will be used ($400ish) to pay for the difference.
   f. Cocktails, PUGs (Prescott Ukulele Group) will entertain in the lobby and escort people to the stage. Dancing with music from the 40’s-70’s will be after dinner; provided by DJ John Mazella.
   g. Wear your craziest holiday sweater or accessory, tie... There will be a little prize to one woman and one man with most interesting accessory.
   h. No door prizes this year to keep cost down.

2. Games day in January?

3. OLLI picnic date is yet to be determined. It will be between the end April to the beginning of June.
   a. Preferably later in the day (4pm-ish)
   b. We will provide fried chicken & dessert and attendees will provide sides and salads.

4. Annual meeting will be next June.
H. Technology (Matt L):

1. Matt moved to adopt the following:
   “When a class requires a technology assistant, a $15 voucher/session is given to them in recognition of their contributions, commitment, time and effort.”

Background

Over the last two years, OLLI has offered a large variety of technology classes and workshops driven by the technology survey’s results. These classes/workshops have and continue to satisfy the growing need to educate seniors in modern day technologies, which some OLLI members are not comfortable or familiar with. The desire to get on the ‘technology bandwagon’ has been exemplified by the large attendance of the January 2013 technology workshop, growing interest in the technology TED talks and the over subscription of the current iPad class.

The existing paradigm of an OLLI facilitator has been expanded for some technology classes. Specifically, “technology teachers” use a hands-on approach that is critical in the comprehension and retention of technology by OLLI students. In order to implement this hands-on approach effectively and efficiently, "technology assistants" have been utilized to work with individual OLLI members during the class session. This teaching method was used by the Basic PC class (3 technology assistants) and is currently being used by the iPad class (2 technology assistants). Several of the Spring 1, 2014 classes will also be using technology assistants. OLLI technology teachers handle the bulk of the course preparation and execution. The technology assistants contribute to class discussions and work one-on-one (along with the technology teachers) with the OLLI members during the hands-on portion of the class. The technology assistants are present for the entire six week course. They are a valuable and needed resource. The importance of the technology assistance cannot be underestimated. For example, in the iPad class, we would not be able to meet the learning goals without the one-on-one coverage that the technology assistants provide.

Discussion:

Thought: Ask people in current tech classes if they want to learn to be a Tech Assistant so that we can build our Tech Assistants base.

Amendment to motion by Hal: Tech assistants (as well as assistant facilitators) should get a $25 voucher.

Amendment to motion by Chris: Add “for a six-week class.”

Vote: The Council voted unanimously to give technology assistants a $25 voucher.
ACTION TAKEN – The Council voted unanimously to change the OLLI Policies and Procedures to include:

“When a 6-week learning group requires a technology assistant, the assistant will receive a $25 voucher. This policy will be effective as of fall-2, 2013.”

Chris Maxwell will update the policy to include the new language.

I. Scholarships:
   1. Tricia: A solicitation letter will be going out soon.
   2. Scholarships can be full or partial. Our scholarships this fall were fewer than usual.
   3. Can we add a basket at the holiday dinner to take donations for the scholarship fund?
      General discussion:
      Yes. And maybe the DJ could announce the basket a couple times. We could also have this up front as people come in. We should be prepared to take cash, check... Checks should be made out to Yavapai College Foundation so donors can get a tax deduction. We need to make a sign to post near the donation basket showing how to make out the check.
      Tricia: We could have a laptop and take credit cards for donations at the party.
      4. Concern was expressed that scholarship recipients won’t be able to afford the dinner.
         a. Tricia commented that we have only four donated tickets so not all of the scholarship recipients can get a free ticket to the holiday dinner (there are over 20 scholarship recipients).

V. Old Business - None

VI. New Business
   1. Tricia: Lucille Houston, a member of Mesa New Frontiers LLL group, and part-time member at Prescott OLLI, has a lot of energy and has some interesting ideas.
      a. Mamma Mia collaboration: Mesa members could buy their own tickets without having to pay for bus seat. We could all have dinner together at the restaurant, meet at the show, and sit together. (Tricia noted that Prescott OLLI could add $5 to cost of ticket for our time). It could be fun.
      b. Hiking groups combined with Mesa to do things together.

VII. Strategic Planning

Handouts – Goals 1, 2 & 3 (attached)

Barbara Mace: Thank you to Hal for providing a structured framework for discussion.

Review and discussion of the goals handouts:
Barbara will send a summary of assigned responsibilities to the various committees.

Q - Barbara: Since there are no meetings in December, is it possible to get committee reports back by the end of January or early February for reporting at the February GC meeting?
Vaughn: We need to be working on this sooner.
Matt: I did not attend the strategic planning meeting. Our customer is OLLI membership. As I was going through this I thought it would be good to get more feedback from the membership. Did the members that attended participate?
A - An invitation went out to the entire OLLI membership. More than a half-dozen community at large members attended and did fully participate.
Q - Marci: Do we know how members feel about proposed changes?
A - Tricia: We will do surveys before making decisions.
Hal: We cannot accommodate growth right now. The summary goal statement addresses meeting the needs of our current membership. We need to maintain at our current levels while we “fix” our internal issues in a way that will allow us to better serve our membership.
Turk: We need to find (and train) new facilitators before we grow.
Barbara: This was discussed at length at the meeting.
Chris: This was addressed in detail by the group that handled Goal 2.
Marci: Many of current facilitators are starting to recruit facilitators that we will work with to train (she and others).
Turk: At least a couple times during a session, we need to announce to the classes that we are seeking new facilitators in a way that suggests it is something good to do.
Hal: 3 or 4 years ago we started on a growth campaign. Now many think that we need to fix our “growth-related” issues before we seek to grow even more.
Barbara: It was determined at the meeting that a membership base of around 800 is a tipping point, so we have a little time to address concerns before our FT membership base grows to this point. How can we improve what we are doing now to make certain that we are ready when we get there?
Vaughn: I was impressed to learn at the strategic planning session that we have more class space here on campus due to more online classes offered by YC. What we are missing are facilitators to lead classes so we can reduce the overlap of classes.
Barbara: More will be seen from the pilot program results.

A. Assigning of responsibilities from the goals adopted at the Strategic Planning Session:

1. GOAL 1:
   Obj 1: Additional classes (3 class per day format? Class times?)
     Curriculum Committee
   Obj 2: Eve or Saturday classes?
     Curriculum Committee
   Obj 3: Facilitator training issues:
     Curriculum Committee
   Obj 4: Create a long range committee:
     Barbara Mace, Ward Stanke, Chris Maxwell, Jenna Brod, Tricia Berlowe

Discussion:

Vaughn: We (Curriculum Committee) will probably assign a sub-committee to address these first two objectives.

Bob Walsh: Concern - Why evening and weekend classes?
A – Barbara: To better serve OLLI members who are still working.

Question - Matt: Can we record classes? Was this discussed at SPS?
The Council voted unanimously to receive Goal 1 as presented.

2. GOAL 2

Discussion:
Chris: We need to address issues of privacy before this information goes out to the membership. People will wonder what is happening with the information they provide.
Joyce: I think this is intrusive and will drive people away. It will have the opposite effect desired.
Hal: Wasn’t a survey already done?
A – Tricia: Five years ago.
Q - Joyce: Do people know what is happening with this information?
General Response: No.

VIII. Adjournment
Barbara announced that goals 2 and 3 will be reviewed at the next meeting and adjourned the meeting.

The meeting adjourned at 11:00 a.m.