



# UNIVERSITY of WISCONSIN GREEN BAY

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**Board of Directors Meeting  
Lifelong Learning Institute  
Date: September 23, 2024  
8:00 AM – Zoom**

Members present: Norm Schroeder (President), Rob Miller (Vice-President), Kris Lewins (Treasurer), Kay Pascoe (Secretary), Steve Lenz (Curriculum), Liz Koehler (Curriculum Man/Sh), Mary Cook (Publicity & Promotions), Bob Srenaski (Publicity & Promotions), Gary Hanna (Technology), Karen Carvenough (Social), Gary Lewins (At-Large), Mary Gajeski (At-Large), Lou Norsetter (At-Large), Heidi Jahnke (Program Specialist), Julia Wallace (Past President).

Members excused: Kerry Winkler, Dean Cherry, Loraine Klopotic  
Guests: Sue Sorenson, Wes Carvenough

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

Norm noted that Dean Cherry's wife passed away this week-end. A sympathy note will go out to Dean on behalf of the Board.

1. Changes to Agenda
  - There were none.
2. Approval of the August 26, 2024 Board meeting minutes
  - Moved by Gary Hanna, seconded by Liz Koehler. Motion carried.
3. Treasurer's Report/Finance Committee – Kris Lewins
  - August revenues totaled \$86,125 and consisted mainly of member registrations. This represents 574 registrations. More will be coming in as 650 members actually registered but some registered as pay later. August expenditures totaled \$9,400 and consisted of normal office expenses and some travel expenses.
  - Our July cash balance is \$100,522 and is in balance with WISER.
  - We have not received a Foundation report. The Finance Committee will look into this.
  - The Finance Committee has agreed with the concept of posting a YE Summary Financial Report on our website. They will put together a form for this. Norm noted that Jess is okay with a summary report but does not feel that a detailed report is necessary.

#### 4. Advisor's Report – Kerry Winkler

- Kerry was not in attendance at this meeting.

#### 5. Program Specialist's Report – Heidi Jahnke

- Heidi reported that she now has more help in the office with the addition of two new student employees, who will be paid out of the Continuing Professional Education (CPE) budget. Taylor will be providing approximately 10 hours/week to LLI. Her e-mail address is stlli@uwgb. Anna will be providing back-up help as needed. There is also a new full-time employee in the Department, Jana Lee, who will be devoting approximately one-quarter of her time to LLI. The new employees will be at the Fall Kick-Off Social on Wednesday. Representatives from Rennes will also stop by.
- The office is currently working with the Curriculum Committee getting ready for next semester.
- Name tags will be mailed to those who requested them.

#### 6. Vice-President's Report – Rob Miller

- Rob noted that he had emailed the Treasurer requesting information on whether or not the grant from Rennes had been received into our account and how those funds will be accessed. He also noted that a Thank You should go to Rennes. Norm will address these issues in his report.

#### 7. President's Report – Norm Schroeder

- Norm reported that he had met with Jess and Kerry. The Rennes grant is a \$300,000 grant to the CEWT (Continuing Education and Workforce Training) Department, of which LLI is a part, and will be spread over three years. Jess will be making the allocation decisions. Norm has personally thanked the CEO of Rennes.
- Jess is very supportive of promoting Live Streaming and upgrading the equipment in RH 220 and RH 230 to facilitate this. It is possible that this could be done during the winter break.
- CEWT also supports a marketing campaign to increase our membership. This could include a direct mail campaign. The marketing campaign is part of a Continuous Improvement Plan that Norm and Gary Lewins have been working on.
- Norm noted that LLI is considered to be part of the department's community outreach and is not regarded as a revenue source. He reiterated that the relationship between LLI and UWGB is positive and very supportive.
- As of 9/09/2024 and per Matt Kelliher, the LLI Future Funds Campaign has received 103 gifts. This includes \$24,544 in cash and \$7,500 in pledges. Handwritten thank you's have been sent to all donors. Members of the Board and Julia wrote the notes.

#### 8. Committee Reports

- Publicity and Promotions Committee – Mary Cook

- The 2024-25 LLI Implementation Plan Draft, prepared by Gary Lewins and SCORE mentors was discussed. We will be discussing the plan in more depth at our next meeting.
  - We are researching the possibility of developing a short video to highlight different areas of LLI that could be used by speakers. It would be in a very concise and professional format that would be very time efficient.
  - An e-mail requesting volunteers for our Newsletter Committee went out last week and we immediately received two responses. The request will be sent out again this week. Our aim is to get a core group of 5-6 volunteers for this committee.
  - Mary and Bob Cook will be representing LLI at the Mulva Center this coming Thursday for a Joining Fair. There will be a 2-hour movie and 45 minutes for vendors to meet with attendees. We will be taking contact information from anyone interested in LLI and will be giving out guest passes with our contact information. 18 organizations will be represented at this Joining Fair.
  - We are also seeking volunteers for the Senior Fair at the Kroc Center on Friday morning, October 4<sup>th</sup>.
- Curriculum: Steve Lenz
    - So far, the spring calendar has 111 classes. Generally, there is a large influx of proposals before the deadline, which is Sept. 30<sup>th</sup>. Heidi noted that she is willing to work with recruiters if they need extra time. The deadline is needed to allow time for the catalog to go to the printers.
    - All members will receive a mailed catalog with a disclaimer that if you do not need a hard copy of the catalog, please place the catalog somewhere where others will see it. An additional 150 catalogs will be printed.
    - There is a new recruiter on the Committee who will be mentored by Karen Dallman.
- Technology Committee – Dean Cherry/Gary Hanna
    - Gary is still working with Heidi and IT to get a list of any problems that arose during registration.
    - A live stream test was done in RH220 with equipment supplied by UWGB Tech Support. It worked very well but the equipment was very high end. We will be looking at acquiring equipment for placement in Rose Hall classrooms.
    - There was considerable discussion on the merits and problems of live streaming, recording and Zoom classes. Issues with storage will need to be resolved.
- Social – Karen Carvenough
    - The Fall Kick-Off will be held this coming Wednesday, September 25<sup>th</sup> at the Village Grille on Bellevue. 63 members have signed up. The speaker will be Diane Lahti who will be speaking about giving tours of Lambeau Field. Heidi will send out an e-mail reminding those attending that the venue is the Village Grille Event Center on Bellevue St.

9. Old Business

- There was none.

10. New Business

- There was none.

There being no additional business, there was a motion by Gary Hanna, seconded by Liz Koehler to adjourn the meeting. The motion passed and the meeting adjourned at 8:55 am.

Next meeting: **8:00 am**, Monday, October 28, 2024.

Minutes submitted by Kay Pascoe, Secretary.