



UNIVERSITY of WISCONSIN GREEN BAY

Board of Directors Meeting

Lifelong Learning Institute

Date: December 2, 2024 (November Meeting)

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), Bob Srenaski (Publicity & Promotions), Gary Hanna (Technology), Dean Cherry (Technology), Loraine Klopotic (Social), Gary Lewins (At-Large), Mary Gajeski (At-Large), Lou Norsetter (At-Large), Heidi Jahnke (Program Specialist), Kerry Winkler ((Program Adviser), Julia Wallace (Past President).

Members excused: Mary Cook

Guests: Sue Sorenson

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

1. Changes to Agenda
 - There were none.
2. Approval of the October 28, 2024, Board meeting minutes
 - Moved by Gary Hanna, seconded by Lou Norsetter. Motion carried.
3. Treasurer's Report/Finance Committee – Kris Lewins
 - October revenues totaled \$3,885 and consisted mainly of 18 registrations, travel receipts and course materials. October expenditures totaled \$15,206 and consisted of normal office expenses (this was a 3-paycheck month), venue rentals and course material costs, including bus charges for the Belgian Heritage Center class and food service for the Fall Kick-Off. Currently the records show 664 paid members.
 - Our November cash balance is \$92,697 and is in balance with WISER.
 - At a meeting with Kris, Norm, Kerry and Jess, it was decided that financial reports would be compiled quarterly rather than monthly. This will relieve Heidi of several hours of work each month.
 - After some discussion, it was decided that Norm would present a brief summary of Future Fund fund raising results at the Winter Social with on-going fund raising efforts included in the Newsletter.

- Moved by Kay Pascoe, seconded by Liz Koehler, to approve the Treasurer's Report. Motion carried.

4. Advisor's Report – Kerry Winkler

- Cameras and audio-visual equipment will be installed in our Rose Hall classrooms over the winter break. We do not yet know the final cost for this project.
- LLI will be working with Rennes personnel to stream classes to Rennes facilities. This will function as a pilot program for providing virtual classes.
- We are working with IT to enable new members to register as a member at any time. Cost for joining at non-registration times and the ability to begin taking classes after the semester has begun are still under discussion and probably will not be implemented until fall 2025.

5. Program Specialist's Report – Heidi Jahnke

- The office is very busy getting ready for registration next Tuesday.
- There has been a lot of positive feedback on the catalogs that were sent to all members.
- There was a direct mail campaign that went out within a 20 mile radius of Green Bay. So far, at least 50 requests for catalogs have been received.
- The bus trip to Milwaukee for the Candlelight Concert did not sell out. 36 tickets were sold so this will be a break-even trip. If there are no additional sign-ups, Heidi will try to get a smaller bus.

6. President's Report – Norm Schroeder

- Norm briefly discussed the LLI Improvement Plan and the LLI Implementation Plan. The Plan includes marketing strategies for attracting new members.
- Gary Lewins gave a brief overview of the metrics dashboard. Marketing has committed to updating the dashboard quarterly. Committee chairman will also be asked to provide data that will be included on the dashboard. The dashboard will be sent to all members. This will be an on-going and multi-year project.
- After some discussion, it was moved by Gary Hanna, seconded by Steve Lenz to approve the Improvement and Implementation Plans with the Dashboard. Motion carried.
- Bob Srenaski briefly discussed the LLI Marketing Plan which focuses on selecting and targeting our demographic. This will be discussed more in depth at a Marketing meeting on December 12th.
- Rob noted that he is fully supportive of all these efforts and that it is vital that we assess our marketing efforts. We need to be able to measure our ROI so that we can channel our efforts productively.
- Rob also noted that he would like to see LLI consider an Internet Only membership.

7. Committee Reports

- Publicity and Promotions Committee – Kay Pascoe for Mary Cook
 - It was noted that the Committee spent considerable time discussing the Marketing Plan and, specifically, how it pertained to our committee. It was decided that we would focus on producing a quality and interactive Newsletter. We are awaiting a meeting with

Marketing to discuss the platform and form of the Newsletter. Heidi noted that we should simply submit articles to the office, Marketing would formulate the document, and we could then do a final edit.

- We would like the Newsletter to include regular updates on fund-raising, how the Rennes Group is working with LLI, as well as updates on social events and classes.
 - The Travel Committee is compiling a list of potential travel destinations and we would like to include this list in the Newsletter and have members vote on preferred trips. It was noted that a trip to a craft show in Milwaukee was being considered but this does not adhere to the LLI rule that all travel should have an educational component.
 - We are also looking at updating our marketing material and looking into the possibility of having a videographer do several videos for us that would meet specific needs.
- Curriculum: Steve Lenz
 - 203 classes have been finalized for the Spring Semester and 98 are new offerings.
 - The committee is currently on hiatus and will begin recruiting for Fall 2025 in January.
 - Technology Committee – Dean Cherry/Gary Hanna
 - A live-streaming test was done in September and was very successful. The recording will be sent to Gary, Dean and the presenter for their evaluation.
 - Once the equipment is installed in Rose Hall, we will have to decide how many streaming classes we want to offer, which classes, which presenters are willing to be recorded and/or streamed.
 - Streaming equipment is available in Christie Theater. It is necessary to pay a student a small stipend to run the equipment. The student would not replace the coordinator. This could be a recruiting tool for coordinators if they know they are not responsible for running the equipment.
 - There was considerable discussion pertaining to live-streaming and recording classes. There are a number of questions that need to be answered and this issue will continue to evolve.
 - Social – Loraine Klopotic
 - 159 members have signed up for the Winter Social at the Riverside on December 4th. The LLI Choir will be performing. The meal will be chicken and ribs served family style.

8. Old Business

- There was none.

9. New Business

- Julia Wallace, past president, will chair the Nominating Committee and the Board needs to appoint two members to work with Julia. Julia detailed the procedure for the election:

Jan 31 E-mail bios of nominees to members
April 1 Ballots are sent out to all members
April 15 Last day for returning ballots
Annual Meeting Results are announced

- Lou Norsetter volunteered to be on the committee and Mary Cook was nominated. Conditionally moved by Gary Lewins, seconded by Gary Hanna to appoint Lou and Mary to the Nominating Committee pending Mary's acceptance. Motion carried.
- Julia noted that the by-laws state that a member of the Board is elected for a one-year term and can agree to a second year. The member can then run for the position one more time, after which they cannot run for another consecutive term. Julia suggested that the Board consider changing the by-laws to accommodate two-year terms.

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 9:17 am.

Next meeting: 8:00 am, Monday, January 27, 2025.

Minutes submitted by Kay Pascoe, Secretary.