



UNIVERSITY of WISCONSIN GREEN BAY

**Board of Directors Meeting
Lifelong Learning Institute
Date: October 28, 2024
8:00 AM – Zoom**

Members present: Norm Schroeder (President), Rob Miller (Vice-President), Kris Lewins (Treasurer), Kay Pascoe (Secretary), Steve Lenz (Curriculum), Mary Cook (Publicity & Promotions), Bob Srenaski (Publicity & Promotions), Gary Hanna (Technology), Dean Cherry (Technology), Loraine Klopotic (Social), Karen Carvenough (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: Liz Kohler

Guests: Sue Sorenson, Wes Carvenough

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 September 23, 2024, Board meeting minutes
 - Moved by Gary Lewins, seconded by Gary Hanna. Motion carried.
3. Treasurer's Report/Finance Committee – Kris Lewins
 - September revenues totaled \$11,697 and consisted mainly of 71 registrations and course material/catalog fees. September expenditures totaled \$8,200 and consisted of normal office expenses, credit card fees and Facebook advertising. Currently the records show 646 registered members with a few still having outstanding balances.
 - Our September cash balance is \$104,018 and is in balance with WISER.
 - The Foundation Report shows a balance of \$91,788 which reflects an influx of \$24,936 from the Future Fund and \$50,000 from the Rennes Group. The Scholarship Fund has a balance of \$285,300. \$3,000 was taken by UWGB in August to fund the Future Fund Campaign.
 - Moved by Kay Pascoe, seconded by Gary Hanna, to approve the Treasurer's Report. Motion carried.

4. Advisor's Report – Kerry Winkler

- Kerry has been working with Heidi and Tori to get the member drive campaign up and running. Postcards and catalogs will be sent by direct mail and the team is also working on Search Engine Optimization (SEO).
- Beginning the week of Nov. 18th, postcards will be mailed to adults 60-80 years old with an income of \$50K+ with various interests. We will reach approximately 14,000 people within a 20 mile radius of Green Bay.
- Catalogs will be mailed that same week to 657 members and additional copies will be placed within the community.
- SEO will be delivering search engine results for key words related to LLI. This will be a year-long campaign for maximum impact.
- Costs will be paid from the Rennes funds and are expected to total approximately \$15,000.
- Tori will be compiling a metrics dashboard to be presented quarterly.
- Rob reported that Oshkosh had considerable success with direct mailing and also noted that analyzing the responses will be extremely important.
- Mary Cook noted that the P&P Committee is concerned that the office will be able to handle new members by following up with contacts and felt a pro with IT on a procedure to enroll members outside of the regular registration process, but this will take some time.

5. Program Specialist's Report – Heidi Jahnke

- Name tags have been mailed to members' homes.
- Information on the next travel date will go out by e-mail this week. The date is December 19th and is a day trip to Milwaukee for a Candlelight Christmas Concert.
- The office is busy proofing the spring catalog.
- Consistent student help has helped the office workload. Taylor is working 12 hours/week and Jana Lee is full-time and approximately 30% of her time is dedicated to LLI.
- Some members have volunteered to help UWGB admissions as a result of a Facebook posting. UW Madison and Green Bay are the only growing higher education institutions in Wisconsin.

6. Vice-President's Report – Rob Miller

- Rob noted that he had emailed a flyer to the Board that had been partially generated by AI. He hopes it can provide a prototype for marketing materials that he would like to have distributed. Volunteers are needed to do the distribution ideally right after the election. He also provided some illustrative Facebook posts and material marketing a spring class about the Anne Frank House. He noted that 150,000 Facebook posts could be done for \$750 and felt that this would be a manageable expense for LLI.
- There was considerable discussion of these issues but Rob noted that registration is December 10th and time is of the essence.
- Moved by Gary Hanna, seconded by Kris Lewins that these ideas be brought to the P&P Committee and then concrete recommendations be brought back to the Board. Motion carried with Rob dissenting.

7. President's Report – Norm Schroeder

- Norm noted that he had sent out a copy of the LLI Improvement Plan for Member Recruitment and Retention and the Implementation Plan Draft which summarized the goals and listed the Key Person Responsible. A marketing campaign is embedded in this plan and Tori has been working on that. Also included will be a metrics dashboard which will be put on a one-page spreadsheet. There was some discussion of this plan but many members requested more time to review it. Norm noted that the Plan is a work in progress. The consensus was to table this to the next meeting.

8. Committee Reports

- Publicity and Promotions Committee – Mary Cook
 - Mary noted that we have 6 volunteers to form the nucleus of a Newsletter Committee and Constant Contact has been suggested as a digital platform for the Newsletter. We will be talking to Marketing to discuss the feasibility of this. The Committee will be responsible for all the content and Marketing will format it and send it out.
 - We are also urging that our social aspects be promoted more aggressively as that is why many people join.
 - There was considerable discussion about collecting useful data that can track our marketing efforts. Bob Srenaski will be discussing this with Heidi.
 - The committee strongly recommends not charging new members \$100 to join in the middle of the year. This led to some discussion and the option of a discount was discussed. The Finance Committee will look at this and also at a pro-ration of tuition.
 - We also want to promote our guest passes more aggressively and will be meeting with Heidi to discuss this. We would like to redesign the guest passes and make sure they are distributed. Keith does pass out guest passes at the Dutch Treat Breakfast.
- Curriculum: Steve Lenz
 - 202 classes have been finalized for the Spring Semester and almost one-half are new. Normally about 10% are Zoom classes.
 - The committee is currently in hiatus and will begin recruiting for Fall 2025 in January.
 - We requested information on how new presenters are worked into the system and will follow up with Steve after the meeting.
- Technology Committee – Dean Cherry/Gary Hanna
 - IT has been measuring for the installation and placement of ceiling cameras. We do not have a final price yet.
 - One spring class has been designated for Live Streaming. Once we have the cameras installed, we can look at adding more classes for live streaming. The option for live streaming could be added to the presenter recruitment form. The Curriculum Committee will discuss this.

- Social – Loraine Klopotic
 - 63 members attended the Fall Kick-off. This was a smaller turnout than expected but the speaker was amazing and very humorous. There were some issues with the venue and the food.
 - The Winter Social will be held December 4th at the Riverside and the LLI Choir will perform.
 - One member has resigned from the committee.

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 Gary Lewins to adjourn the meeting. The motion passed and the meeting adjourned at 9:18 am.

Next meeting: **8:00 am, Monday, December 2, 2024.**

Minutes submitted by Kay Pascoe, Secretary.