



UNIVERSITY of WISCONSIN GREEN BAY

Board of Directors Meeting

Lifelong Learning Institute

Date: August 26, 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), Dean Cherry (Technology), Karen Carvenough (Social), Loraine Klopotic (Social), Gary Lewins (At-Large), Mary Gajeski (At-Large), Heidi Jahnke (Program Specialist), Kerry Winkler (Program Advisor), Julia Wallace (Past President).

Members excused: Lou Norsetter

Guests: Chancellor Michael Alexander; Tori Grant Wellhouse, UWGB Marketing; Jess Lambrecht, Division of CE&WT; 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. Guest: UWGB Chancellor Michael Alexander

- Chancellor Alexander appreciated the opportunity to address this Board and noted that the University has completely leaned into the idea of Lifelong Learning. The system continues to recover from Covid and grow its continuing education population. Chancellor Alexander noted that only 1/3 of students served by the University system are in the 18-22 age range and that lifelong learning is a high priority. When asked about encouraging faculty to become presenters for LLI, the Chancellor noted that both he and his wife have presented classes but many faculty members have high workloads and/or are in areas not pertinent to LLI. When asked about allowing volunteers in the office without a University employee present or giving permission for LLI members to make changes to our website, he noted that we operate under the rules and guidelines of the university system, which is a rather large bureaucracy. He noted that 17% of funding comes from the State of Wisconsin, which is the largest funder. He also noted that the university is extremely wary of being hacked and therefore limits access to technology to credentialed users. The Chancellor also noted that he is very excited about the direction of LLI and is looking forward to teaching another class.

3. UWGB Marketing Update: Tori Grant-Welhouse
 - Tori reviewed what Marketing does for LLI and noted that the preparation of the Spring and Fall catalogs are the most labor intensive activities. Marketing also designs and executes Facebook placements, web page updates, e-mails, press releases, paid Facebook announcements and travel and event announcements. The cost to us is \$140/hour. The estimate for this year is 113.5 hours for a projected cost of \$15,890.
 - There was also a discussion of Newsletter content. Marketing takes the information supplied by the P&P committee and puts it into the format for distribution by e-mail. Using another format would be difficult to merge with the Mailer program.
 - It was also noted that Facebook is regularly updated with photos and information provided by Heidi and Ed Smith.

4. Approval of the July 22, 2024 Board meeting minutes
 - Moved by Gary Hanna, seconded by Rob Miller. Motion carried.

5. Treasurer's Report/Finance Committee – Kris Lewins
 - July revenues totaled \$875 and consisted of one registration, one gift certificate and trip and catalog income. July expenditures totaled \$10,587 and consisted mainly of normal office expenses, printing and mailing catalogs, travel expenses for two bus trips and a new office computer.
 - Our July cash balance is \$23,796.52 and is in balance with WISER.
 - The Foundation Report is still in flux.
 - The Finance Committee is studying the proposal for a sliding fee for new members.
 - When available, the Rennes Grant will show in the Foundation Report.
 - It was suggested that our year-end financial report be posted on our website so that potential donors have access to this report. Jess will look into this.

6. Advisor's Report – Kerry Winkler
 - Kerry noted that two students have been hired and this will be a great help in the office.
 - Kerry also noted that our Facebook followers have increased from 409 in 2019 to 1200 currently.

7. Program Specialist's Report – Heidi Jahnke
 - Heidi noted that registration went much smoother this time.
 - The Travel Committee will be meeting soon. The next trip combines a class with a bus trip.
 - Due to the additional funding from Rennes, we will be able to mail everyone a paper catalog for Spring Semester. In order to accommodate the printing schedule, the deadline for recruiting is being moved up by one week.
 - Heidi noted that we have 650 members registered. It was noted that 675 members were registered for spring although there was some discussion about the accuracy of that number. A graph was distributed showing how new members heard about us. Out of 242 people who showed interest, 56 actually registered. 37% of people who attended the Intro registered. However, if we have 56 new members, then we have lost some old members. Although this is

part of a normal progression, we do need to be targeting younger members and looking at reasons why people are not returning.

8. Vice-President's Report – Rob Miller

- Rob noted that he is working with the Technology Committee to accumulate data on how many members had problems with registration and what those problems were.
- Rob is also exploring other LLI's for ideas that might be relevant for us.

9. President's Report – Norm Schroeder

- Norm noted that as of 8/19, 99 gifts or pledges had been received to the Future's Fund totaling \$29,985, of which \$8,500 is in pledges. All Board members and Julia will be working to send out personal thank you's to all donors.
- There have been some negative comments on registration and Norm noted that Gary, Heidi and IT will be working on these issues.

10. Committee Reports

- Publicity and Promotions Committee – Mary Cook
 - Updates for the website have been submitted to Marketing.
 - Our committee has been evaluating all of our printed material. We will be letting Marketing know what we want to emphasize for maximum impact.
 - We are proposing to the Board that LLI establish a Newsletter Committee tasked with publishing a monthly newsletter highlighting interesting persons, classes and activities as a way of getting our message out in a timely and regular basis. We feel a dedicated committee is necessary to make a monthly publication viable. After some discussion, it was moved by Gary Hanna, seconded by Liz Koehler to establish such a committee. Motion carried. The P&P Committee will work on attracting committee members.
 - Gary Lewins noted that he has joined the committee and is working on a marketing plan that will put forth a consensus on where we want to go and how to improve and grow the organization.
 - The September Newsletter will be coming out next week.
- Curriculum: Steve Lenz
 - Spring recruiting is under way. The deadline is the end of September.
 - Sue Pike is working with the Committee with the goal of recruiting presenters who do Zoom meetings for UW Madison to present on Zoom to our members. She is currently waiting for feedback from people she has contacted
- Technology Committee – Dean Cherry/Gary Hanna
 - Gary discussed the possibilities and problems of live streaming and recording classes. The committee will be doing some testing of this process in 2 classes.

- Dean noted that, due to his wife's illness, he will be temporarily stepping back from his involvement in the committee.

- Social – Loraine Klopotic
 - Loraine introduced herself to the Board and noted that she appreciates Karen's help. There are now 14 committee members and they meet on an as-needed basis.
 - The Fall Kick-Off will be held September 25th at the Village Grille on Bellevue. It will have a "Draft" theme in keeping with this being the Packer's NFL Draft year.

11. Old Business

- There was none.

12. 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 9:33 am.

Next meeting: **8:00 am**, Monday, September 23, 2024.

Minutes submitted by Kay Pascoe, Secretary.