



# UNIVERSITY of WISCONSIN GREEN BAY

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## **Board of Directors Meeting**

### **Lifelong Learning Institute**

**Date: July 22, 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), Lou Norsetter (At-Large), Gary Lewins (At-Large), Mary Gajeski (At-Large), Heidi Jahnke (Program Specialist), Kerry Winkler (Program Advisor), Julia Wallace (Past President).

Members excused: Loraine Klopotic

Guests: Tori Grant Wellhouse, UWGB Marketing, Sue Sorenson, Wes Carvenough

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

#### 1. Changes to Agenda

- Time and date for meeting to discuss Focus Group report.

#### 2. Approval of Meeting Minutes

- Moved by Steve Lenz, seconded by Gary Hanna, to approve the minutes of the Board Meeting of June 3, 2024. Motion carried.

#### 3. Program Specialist Report – Heidi Jahnke

- Heidi noted that we will be having a table at the Packers' Training Camp 3 days this week.
- The bus trip to the Peninsula Players is this coming Wednesday.
- Testing of the registration software will happen this week.
- The Intros to LLI in Green Bay and Manitowoc were very successful.

#### 4. UWGB Marketing Report – Tori Grant-Wellhouse

- Tori discussed website and Facebook analytics. Copies of the reports will be sent to Board members.
- Overall, our website is reaching 7.2K active users and our Facebook page is reaching 32.8K users.
- Getting other organizations to link to our page will help to increase our visibility.

5. Treasurer's Report/Finance Committee – Kris Lewins

- June revenues totaled \$4,250 and consisted mainly of travel and catalog revenue. June expenditures totaled \$9,951 and consisted mainly of normal office expenses, travel costs and software support.
- Our June cash balance is \$36,546.88 and is in balance with WISER. June is the end of our fiscal year.
- The Foundation Report is quarterly and will be available for the next meeting.
- Moved by Kay Pascoe, seconded by Gary Hanna to accept the Treasurer's report. Motion carried.

6. Advisor's Report – Kerry Winkler

- Kerry noted that LLI has received a grant from the Rennes Group. The funds will be distributed over 3 years and the group has not yet made the amount public. The catalog does show that LLI is supported in part by the Rennes Group and we will be working with them to bring some classes to their facilities. Details are still being worked out.

7. Vice-President's Report – Rob Miller

- Rob noted that his main focus will be to expand LLI membership.
- Rob is also attending meetings of the P&P committee and he will continue to work with UWGB Marketing.

8. President's Report – Norm Schroeder

- Norm discussed his goals for LLI for the coming year and noted that our website has a section devoted to governance. He urged all Board members to familiarize themselves with this section.
- He provided the Board with a list of responsibilities as detailed in the Manual of Procedures and Guidelines.

9. Committee Reports

- Publicity and Promotions Committee – Mary Cook
  - There were 88 participants in the Intro to LLI held last Wednesday. We consider this very successful. Attendees were asked how they heard about the event and at least 50% said Facebook and/or friends and family. Others mentioned flyers/posters and other advertising but Facebook and word of mouth are our best methods of promoting LLI.
  - Our booth at Art Fest, which was this past weekend, had a lot of traffic and we feel this was definitely worth while, especially as registration is upcoming and the booth was free. Many people were very enthusiastic about LLI. Our location was very good this year and that helped bring in traffic. Many people signed up for a drawing for a free membership. We had excellent help setting up and working the booth.
  - It was noted that many people at both events had many questions and we hope that in the future office hours can be expanded prior to and during the registration process.

- At our next meeting, we will be discussing all of our advertising and promotional materials to determine what to focus on going forward.
- Our committee has two proposals that we think will help recruit new members that we would like the Board to consider:
  - Appoint a committee dedicated solely to producing an informative, interesting and fun Newsletter monthly, and
  - Consider a sliding fee so new members can join at various times of the year. It is difficult to recruit new members and keep them interested when registration is several months in the future. Kris volunteered that the Finance Committee will consider this.
  
- Curriculum: Steve Lenz
  - Lou attended the Curriculum Committee meeting to break down the Focus Group information to help the committee when working with presenters.
  - 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. Ellen Frammes is also working on Zoom presentations. If this works out, there are many other organizations that we may be able to work with for Zoom presentations.
  - Liz noted that some members do not have computers to use for registration. She suggested that they use the public library on registration day. Kris noted that using a credit card on a public computer could be problematic and suggested that they use the pay later option and then send in a check. Other options were also discussed.
  
- Technology Committee – Dean Cherry/Gary Hanna
  - The registration process is scheduled to be tested tomorrow at 2:00, both in the office and remotely. IT personnel have done mass testing in the past.
  - The possibility of recording classroom presentations and having them available for a short time for people who cannot make the class or have been waitlisted has been discussed. We do not yet know the cost of this as special equipment may be needed so that the presenter can feel free to move and to make sure the audio is adequate. It may be some time until the UWGB IT Department has the time to work on this project.
  
- Social – Karen Carvenough for Loraine Klopotic
  - The committee is working on plans for the Fall Kick-Off to be held Sept. 25<sup>th</sup>. Plans will be finalized at the August 7<sup>th</sup> meeting and invitations will go out soon after.
  - Loraine has recruited 3 new members so the committee is in good shape.
  - Karen noted that she is an office volunteer and one of the reasons for the minimal office coverage is that only 7 volunteers are available to cover the whole month. There is a need for additional volunteers if coverage is to be expanded.

10. Old Business

- There is no update yet on the LLI Futures Fund Campaign. (Note: Kerry notified us after the meeting that \$25,200 has been raised.)

11. New Business

- Bob Srenaski is no longer working with Marketing on the marketing plan for LLI.
- The tentative date for a zoom meeting to discuss the results of the Focus Group meetings is Tuesday, July 30<sup>th</sup> from 10 am to 11:30 am. Lou will be sending out her report prior to the meeting.

There being no additional business, there was a motion by Rob Miller, seconded by Liz Koehler to adjourn the meeting. The motion passed and the meeting adjourned at 9:14 am.

Next meeting: **8:00 am**, Monday, August 26, 2024.

Minutes submitted by Kay Pascoe, Secretary.