



| Class of 2025 | Class of 2026 | Class of 2027 |
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| Joyce Avery Paul Christy Laura Simonds | Colet Allen Mary Devlin Ann Magill | Myrna Hall John Schuyler Sarah Tisch |

**OLLI Council Meeting Minutes
February 18, 2025**

Council: Joyce Avery, Laura Simonds, Colet Allen, Mary Devlin, Myrna Hall, John Schuyler, Sarah Tisch **On Zoom:** Paul Christy **Absent:** Ann Magill

Committee Chairs: Karla Langland, Anne Coleman **On Zoom:** Cathy Prazenica, Dwight Wilson, Ginny Blankinship

Members and Staff: Phyllis Fernlund, Tom Woosnam **On Zoom:** Megan Rutherford

SOU Staff: Janet Fratella

1. The meeting was called to order at 3:35 pm
2. Approval of the Agenda with Flexibility (Tisch, Avery)
3. Approval of the Minutes of January 21, 2025, Council Meeting (Tisch, Hall)
4. Reports
 - A. Janet Fratella, VP, SOU Advancement & ED, SOU Foundation
 - 1) Senior living update
 - a) Demolition will be finished in Spring 2025.
 - b) RFQ (request for qualification) has been issued. SOU will provide the land and is looking for a partner. Another organization with the appropriate expertise will build and operate the facility.
 - c) Dr. Bailey is hoping for a ribbon cutting in 2027.
 - 2) Foundation Financials
 - a) Tracy Palermini has played a critical role in reconstructing financials for the last year.
 - b) Good data is available through June 30, 2024.
 - c) The OLLI distribution is not impacted because it's based on the previous fiscal year.
 - d) A new Finance and Administration VP has been hired whose first priority is to get the financial systems working and lined up.

- 3) HB 3213 introduced in Oregon House.
 - a) The bill will apply public record laws to all higher ed only foundations and require that foundations make their donor lists public.
 - b) Janet will provide Talking Points re: HB3213.
- 4) Campus Conversation with Dr. Bailey in response to Federal Executive Orders
 - a) Dr. Bailey made it clear that SOU would not engage in anticipatory obedience.
 - b) Higher ed was put on notice on February 14. Any program that encourages consideration of race (such as diversity scholarships) is in violation of the order.
 - c) Institutions have been given 14 days to comply.
 - d) There is the threat of withholding Title 3 money (ex. Pell Grants). This would result in an existential crisis for SOU.
 - e) Litigation is likely.
 - f) OLLI at SOU is not at risk since it has no dependence on federal grants.

B. President's Report – Laura Simonds

- 1) Membership Report
 - a) The current report corrects the errors found in the last report.
 - b) As of today, memberships stand at 1653 compared to 1506 on this date last year, for an increase of 9.7%
- 2) 2024-25 Calendar Update
 - a) The Volunteer Appreciation Event is now scheduled for April 14. The date flipped with that of the New Member Social which is now scheduled for April 21.
 - b) The Volunteer Appreciation Event will be held at Stevenson Union in the entire student lounge area. The event will include a salad buffet and games.
 - c) The Instructor Appreciation Event will be on May 22.
 - d) The Annual Membership Meeting will be on June 6 in the Rogue River Room in Stevenson Union.

C. Administrative Director's Report – Heather Inghram

- 1) Report stands
- 2) HEC technology changed passwords and equipment without telling OLLI. The updated manual was immediately obsolete. Paul Christy volunteered to take the lead and redo the manual.

D. Standing Committee & Other Reports

- 1) Communications-Sarah Tisch
 - a) Report stands
- 2) Curriculum-Anne Coleman, Ginny Blankinship
 - a) Report stands
 - b) There has been some course attrition for Spring term. The current course count stands at 118.
 - c) The Teaching at OLLI course will be repeated in Spring.
 - d) The committee has 2 new liaisons who have been recruited, one from the leadership academy course.
- 3) Finance-Paul Christy
 - a) The membership totals are in the right direction and will exceed 1743 budgeted membership level.
 - b) All revenues (Osher distribution, fundraising and memberships) will likely exceed targets.
 - c) Expenses are coming in as expected.
 - d) There are two risk areas
 - a. May not get all the sponsorships expected.
 - b. Commissions from travel program may be lower.

- c. The total impact will be no more than \$15K which can be absorbed by revenue overreaches.
 - e) Paul asked committee chairs to think about spending plans for next year in preparation for submission of budget requests on April 15.
 - f) Youth programs will not use the Campbell Center this summer, which is a potential \$11K impact for next year.
 - 4) Fundraising-Dwight Wilson
 - a) Report stands
 - b) The committee is ahead of goals.
 - 5) LRDC-John Schuyler
 - a) Report stands
 - b) Elections are coming up. John requested that current membership use word of mouth to recruit for council. Word will also go out via the Newsflash.
 - 6) Membership-Colet Allen
 - a) The committee has a possible new committee member (also interested in Communications).
 - 7) Programs and Activities-Karla Langland
 - a) Three potential new members have expressed interest.
 - 8) Travel Pilot Project-Myrna Hall
 - a) Report stands
 - b) John Schuyler will give a presentation prior to the Klamath Dam trip on 4/18.

5. Old Business

6. New Business

A. Strategic Planning Ad Hoc Committee Update

- 1) Laura Simonds introduced Co-Chairs Phyllis Fernlund and John Schuyler and committee member Tom Woosnam.
- 2) Phyllis Fernlund identified the 9 members of the committee and praised their varied experience and contributions.
- 3) The process was to look at previous strategic plans and review the mission, vision and values. The recommendation is to leave them as is.
- 4) Lorraine Vail attended an early session and talked to the committee about the strategic planning process including challenges and pitfalls.
- 5) The committee completed a SWOT analysis (strengths, weaknesses, opportunities, threats).
- 6) 4 major goals (draft)
 - a) Sustainability
 - a. Stable balance of finances and membership growth
 - b) Structure
 - a. Build and strengthen a top-notch organization of volunteers, staff, partners and locations
 - c) Connections
 - a. Facilitate connections amongst our members and within our communities to promote cultural enrichment and social interactions
 - d) Curriculum
 - a. Maintain and create high quality learning opportunities that inform, educate and entertain members led by sparkly, engaged and well-versed instructors
- 7) The committee will be developing strategies and actions for each of the goals.

- 8) The intention was to limit the number of goals to something OLLI can wrap their arms around and keep in front of the Council.
- 9) A town hall meeting will be held on 3/12 at the Campbell Center and online to reach out to the general membership.
- 10) A draft plan will be submitted at the April council meeting for review and a final plan will be submitted to council at the May meeting for approval.
- 11) Heather Inghram reported that a survey will be sent to non-renewing members to identify reasons for OLLI at SOU's higher than average attrition.
- 12) The council thanked the committee for their work.

B. Communications Standards

MOTION (Tisch, Schuyler) I move to approve the Communications Standards as presented.

- 1) The document was created to address a requirement in the Communications Committee charge and policies and procedures.
- 2) It addresses the need for marketing/printed materials to be standardized and follow a particular style in compliance with SOU.
- 3) Sources
 - a. SOU-marking, branding, and website compliance (50%)
 - b. OLLI Policies and Procedures (48%)
 - c. OLLI staff (2%)
- 4) Will be updated annually when there are updates from SOU.
- 5) Adjustments will be made as they relate to OLLI as needed.
- 6) Document is a working tool targeted for committees.
- 7) The document could be posted under Resources with logo added. It must be ADA compliant.

MOTION PASSED.

7. Additional Remarks

- A. Next meeting 3/18, 3:30-5:30 pm
- B. Council members are reminded to pick up 5 or more Spring catalogues.

8. The meeting was adjourned at 5:03 pm