OLLI-CSUCI Steering Committee Minutes 3/5/13

- Steering Committee met at 2:00 p.m., Tuesday March 5, 2013 at the Camarillo Coco’s. Members present: Pat O’Neill, Diana Troik, Saul Lessler, Carol Evans, Geri Gretan, Jack Phillips. Gary Collins was our usual welcome guest and financial resource. Nick Fuentes was unable to attend.
- Agenda was approved with the addition of an item under Finance to consider $5000 in “found money”
- The minutes of the 2/7/13 SC meeting were approved as read.

1. **Subcommittee Reports, items submitted for agenda:**

   **Finance/Fundraising:**
   - Proposal:
     A new membership fee/tuition structure for the fall was proposed by the Finance/Fundraising Committee, then discussed and adopted by SC:
     - One six-week class per session = $75
     - One eight-week class per session = $100
     - Two eight-week classes per session = $150
     - Three or four eight-week classes per session = $200, additional classes @ $50 each
     - Annual (up to four classes/session) = $500, additional classes @ $50 each
     - Taste of OLLI: $15 per single lecture, $100 for each full series, Fall and Spring.
     - Annual membership is included in the tuition paid for the first six- or eight–week class taken in the academic year. Those not taking a course but wanting to participate in membership activities may pay a separate $25, non-refundable membership fee.
   - General discussion of rationale for membership fee, and proposed fee/tuition structure:
     - Finance recommends this partial reduction in fees as an incentive for greater enrollment. We can do this due to a surplus that came from higher-than-budgeted enrollment in the fall and winter, the successful raising of $15,000 in donations to support the budget for this year, and conservative budgeting in our first full year of tracking by the Membership Council.
     - It was pointed out that the whole point of the “OLLI Spring” was to take responsibility for keeping the fees reasonable as the best way to grow membership.
     - The idea of a Membership fee, common in most OLLI programs nationwide, hinges on a perceived value over and above the academic programs for which tuition is paid. Our “OLLI-Fest” party, organized field trips like the tour of the Camarillo Ranch and JPL, and the new “second tier” student-led activities are all part of this enhanced membership value
     - Saul and Pat agreed to work on a listing of membership benefits, to be reported back at the April SC meeting.
   - Report: Imprecise bookkeeping practices within the University Endowment makes our planning process and our operations difficult, to wit:
     - Pat reports that as of today’s meeting, the bus company providing transportation to JPL two days from now has still not been paid – nor have any of the checks been deposited. Instructors have also reported delays in receiving their checks.
Confusion over imbalance between deposits and expenses led to the discovery that $40,000 in income had been recorded as a negative expense. When the error was pointed out, it was compounded with another error.

At the Finance Committee meeting, Nick said that the Finance department was understaffed and recently underwent a move; and while this is not an excuse, we should make some allowances for their difficulties.

It was agreed that we should continue monitoring before raising the issue with University authorities – at least until the end of the fiscal year on June 30th. With the surplus, the situation is much less dire than the one we faced starting out last year in May.

**Publicity/Outreach:**

- Report:
  - The “Branding” project continues apace: The OLLI logo with a cheery, rampant dolphin (who looks suspiciously silver-gray to this scribe) and the name “OLLI Dolphins” and the motto “Curiosity Never Retires” are all branding elements that P/O hopes to have ready for approval at next month’s meeting so that we can use them in written materials, on the website, and on OLLI bags.
  - We reportedly still have 30 bags for new Spring enrollees, so we will put off the previously discussed interim order and make a larger order of new OLLI bags (with the new branding) for the fall. (After the meeting it was learned that the 72-bag order has been received as well.)
  - (Thought after the fact: Since everyone is likely to want one of the new bags with the cool logo, maybe we should offer them for a $15 contribution.)

- Report:
  - The P/O committee will be taking up project of calling new winter session members at their next meeting. Gary C suggested also calling prior members who didn’t sign up for Winter and/or Spring and it was agreed that this was a good idea.
  - How do we get more volunteers to help with tasks like calling? (this was raised Pat as a CC concern as well. It applies to all our work – how to get more folks involved so we don’t have burnout – so we need to address this question directly.)

- Report:
  - Website progress: Millie will be working with campus IT on lots of new features starting in mid-April

- Report: Newsletter and classroom decoration – Yay, Geri for taking this on single-handedly!

**Curriculum:**

- Report: Recruitment of instructors for fall and beyond continues. Course proposals are due by March 30 for review by CC

- Report: Second tier cultural and social activities: CC Sub-committee will meet next Monday and report implementation coordination at the next CC meeting on March 18.

- Update: New sound system for Broome classroom: Saul has volunteered to go shopping for portable systems at a better price and report back next month.

- Concern: Need for Policies and Procedures for the SC and for subcommittees. We are developing policies as we go along, but we need to write them down for our successors. Specifically, we need procedures for tracking financial transactions such as paying for scheduled events, instructors, and vouchers.

- Concern – Updating database with email addresses and phone numbers:
✓ We will use sign-in sheets at each new spring class, asking registered students to update the info on printouts of those in the class.
✓ This should help with the problem of people coming to class without signing up, as well.

2. **General Goal Questions**

(With all we had to discuss, we did not get to this agenda item until we were ready to leave, but since it is intended as an ongoing discussion, we can think and talk about it and take it up again next month.)

Thinking and dreaming about the future of the OLLI Dolphins - and then doing planning for the future that seems most likely - has been part of our meetings all along. But maybe we need to set some time aside at each meeting, once we have dealt with the immediate issues, to consider what we’d like the program to look like in five years and ask some of the questions needed to craft a plan to get there. Here are a few questions – that don’t need answers right away - to start the process:

✓ How sustainable is our growth? Is it a one-time anomaly or a trend?
✓ Assuming it is a trend, what must we be planning to put in place that will accommodate ever greater numbers?
✓ What rate of growth should we assume? 10% each year? And what follows from that? What incremental growth plans? What role does ongoing fundraising play in growth plans? Should we have a stated plan in place before we make the next big push for funds?
✓ What are our responsibilities to the University as we grow? What is the plan to increase our share of the administrative costs as our program becomes larger and more complex?
✓ When do we look at our growing program and decide that we are going to make it really big?

Meeting was adjourned at 4:10 p.m. Next meeting will be Thursday, April 4, 11:00 in the Broome Library Classroom.