OLLI-CSUCI Steering Committee Minutes 9/17/2013

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- Steering Committee meeting was called to order at 3:45 PM, Tuesday, September 17, in the meeting alcove at Marie Callender’s in Camarillo. Nick and all voting members were present with the exception of Saul, who was represented by Gary Collins. Also attending Randy Richardson.
- Consent Agenda: Agenda was approved with additions, and the minutes of the August 8, 2013 meeting were approved as read.

General Agenda Items:

1. Parking spot for OLLI teachers: Coincident with a report from Pat O’Neil is the fact that parking is an issue stated by many students as well as instructors. Geri, Carol, and Nick will attempt to meet with a representative from University Glen, where there is almost always an empty spot to park, and propose paying for one designated spot for an OLLI instructor. Details about signage will be addressed when a decision has been made by University Glen to allow said parking spot.
2. Election of Officers: Jack Phillips was re-elected as Steering Committee Chair, Gary Collins was elected as Vice-Chair and Geri Gretan as Secretary.
3. Establish a consistent meeting date and time and place. For now we will be meeting the second Tuesday of every month at 3:45 PM in the meeting alcove at Marie Callender’s.
4. Class “crashers” How big a a problem, and what do we do? Class “crashers” have become an issue with at least one student objecting to crowding and extra seats being used in at least one class. Many proposals and ideas led to the decision to have an OLLI office staff member take roll at the first session of each class. A second roll-call during the term to expose non-registered attendees will be triggered by a complaint. Students who wish to bring a guest will be allowed one such event and will let the office know who is attending and when.
5. Gary’s membership survey: Gary Collins is proposing a membership survey to be emailed to each student. His form is very complete as is, but each member of the SC will review and make any last minute suggestions by next week, so that it can be sent out before the evaluations hit the inboxes.
   a. The survey will be announced in all classes by Ambassadors and print copies will be offered to those who do not wish to receive it by email.
   b. Emphasis will be on completing one survey per student.
   c. Surveys will be provided each term to new students.
   d. Since the questions cover the information asked for by OLLI staff when enrolling students, we will no longer ask the staff to do it, thus speeding the enrollment process.

Standing Committee Reports, Items submitted for agenda:

Curriculum:
- Proposal: Two 4-week classes count as one 8 week class for those with annual membership and those taking 4 classes in any semester. The catalog will state such, clarifying the 32 week restriction. Action: approved.
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- Report: Winter/Spring Proposals continue to be submitted. There were 63 proposals, (five more since yesterday’s CC review meeting) with many new instructors, for the committee’s consideration and evaluation. Of those, 42 were selected based on the 17 slots with 8 as backup.

- Issue: Need to secure access to new class space for expansion. Nick reported that additional spaces have opened up: Friday afternoon at VACE, additional days at Marin will be requested, Wright Library is wide open with a site review of the Wright to be scheduled ASAP. If confirmed, these new locations and time slots greatly expands our ability to offer additional classes.

- Report: Book Club established with meetings at the Towne House in Ventura for the next three month. Campus read “The Big Thirst” is the club’s first selection.

- Report: Road Trips – LA and Norton Simon are Sold Out. Continue to take reservations for HSI, scheduled for February

- Proposal: to fix an inconsistency in the fee structure, the new brochure should state that for those with annual memberships or buying the $200 four-course package for a term, two four-week courses will be counted as an eight week course towards the four-course package limit. Action: approved

- Proposal: Steering Committee should review the brochure – preferably when completed in draft form for comments and questions, and just before it goes out, for catching last-minute errors. Action: approved

- Proposal: an email blast listing the courses “at risk” due to lack of enrollment should be sent out two weeks before the decisions must be made, to give people the opportunity to sign up and support them. Action: approved

- Proposal: Expand the “Taste of OLLI” to Ventura, looking for a first schedule of offering for the fall. Action: approved Pat and Nick will work together on securing a site.

- Report: Work continues on a Policies and Procedures manual for the Curriculum Standing Committee, with hopes of having the completed document ready for submission to the Standing Committee in October.

Finance:
- Database project Report: Gary Collins’ research on student retention indicates that about 50 students sign up for the Annual Pass, that there is a core group of 100-150 recurring students who sign up every term, but that we tend to lose about 1/3 of more recent registrants. We need to determine how to retain the latter.

- Request: Gary would like the roster of all those on last year’s Road Trips to separate out monies collected for this effort as all funds are deposited into the general OLLI account. Action: Pat to send files.

Marketing/Outreach:
- Report: First week distribution of info packets and info sheets and ambassador introductions took place successfully.

- Issue: what happened with the permanent, generic “ambassador” pins to be made at Aswell Trophy Company in Oxnard in time for the start of classes? Answer: since the deadline was missed, they are still awaiting pickup. Action: Jack will pick up the badges when in Oxnard. And we need to consider an alternative to procurement of small items like this through the University when time is a factor.
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- Proposal: Generic OLLI-CSUCI business cards for Steering Committee and Standing Committee key members, with personalized for SC chair. Action: approved
- Report: Fall advertising experiment: Cost was not exorbitant, but is the advertising recruiting new students? The telephone calls to new students indicate that about 80% of new students learn about OLLI from a friend. The rest have seen Margaret Nesbitt’s column in the Star or something in the Acorn
- Discussion: Should there be a free class or Taste “bounty” or recognition program for those who bring in new members? Conclusion: the free class bounty idea was rejected as too hard to implement. Recognition in the newsletter or in class will be the bounty for the time being.
- Issue: Procedure for working with the OLLI office and University resources to do advertising in a timely manner: Timing has been a problem. This needs further discussion and possibly a M/O Committee procedure written for the process.
- Report: Website update: Millie is working with Nick and Bill. In addition to adding to the archives, we want to delete some old content.
- Report: KCLU contacts: Geri has spoken to and emailed Dr. Gooch, who will (hopefully) talk to Lance Orozco. A suggestion was made that perhaps Lance could interview Dr. Gooch on his instructing at our program vs. interviewing one of us. Geri will email him about this possibility.

Program Director:
- Report: Prior request for OLLI members to mentor undergraduate and graduate students. Update: nothing has happened since, so no action is needed on our part.
- OLLI at Cam Library: Fran Elson, Ms. Carolyn Dorrance were suggested for Nov/Dec. We are not yet exploring programs for other libraries.
- Announcement: a new (half-time?) position may be added to the office to do financial analysis work
- Issue: Projectors in the Broome classroom need to be replaced. Action: They can be purchased through CI’s sources, but we’d like Saul to take a look at pricing before we commit to a $3000.00 purchase
- Issue: Complaints about the erratic lighting in the classroom are heard, but there is no real solution until and unless the entire library renovates the system. It is computer driven and the company who installed it is out of business. A rapid change in lighting circumstances is unlikely.
- Students need to be informed that they will be notified by email about the next term classes. They receive a catalog in the mail as well. (AGAIN, NICK, WE NEED HELP WITH WHAT YOU WERE SAYING HERE. THX.)

The meeting was adjourned at 5:30

Geri Gretan
Steering Committee Secretary