OLLI-CSUCI Steering Committee Minutes 12/10/13

The Steering Committee meeting was called to order at 9:00 a.m. Tuesday December 10, 2013, in the meeting alcove at Marie Callender’s in Camarillo. All voting members and Program Director Nick Fuentes were present.

General Agenda Items:

1. Consent Calendar:
   - The agenda was approved
   - The minutes of the November 13, 2013 meeting were approved with the following amendment: Under “General Agenda Items” add “Item 5. A discussion of the many factors that go into planning for the growth of the program led to the suggestion that the Steering Committee hold a strategic planning event to clarify our long-term and intermediate goals and the means we will employ to achieve them. Diana Troik and Gary Collins were appointed to a special committee for Strategic Planning.”

2. Gary Collins provided a written report of the winter term class sign-ups as of last Friday, 12/6, and a proposal to address the possible cancellation of a number of courses offered by new instructors or in new location. We looked at a number of possible incentives to lure people to sign up, and decided by consensus that dropping the “no-go” registration to 10 was the best solution. We will also do email blasts this week and the first week in January.

Standing Committee Reports, Items submitted for agenda:

Finance:
- No Items submitted

Marketing/Outreach:
- Need volunteers for class ambassadors: An email will be sent out with the classes listed that still need ambassadors, so SC members can volunteer.
- Conflict between OLLI-FEST and Roz McGrath course: Nick will see if she is willing to cancel that day and extend the class a week.
- Adding $25 members to OLLI email list: The problem is the structure of the CSUCI database. The solution may be to create a “class” called “Field-trippers” or
something and listing the $25 members as having registered in it. This will put them into the database as members.

- **Marty's Charity donation:** A consensus vote confirmed the decision of an email discussion to contribute a $200 membership in the Fall 2014 term as a raffle item.
- **Bookmarks Report:** The two designs selected by the M/O committee were enthusiastically approved and referred to Nick and Millie to work out printing details.
- **Plans for OLLI-FEST II continue to come together.** We will do an E-vite before the end of the year and again in the first week of classes.
- **The “Curiosity never Retires” Newsletter,** jammed with information and pictures trumpeting the OLLI-FEST II, the wonderful PLA trips and calling for last-minute registration is almost ready for distribution.
- **We had previously discussed getting a tablecloth,** with our Logo prominently displayed, to be used at public events like the Library talks for a 6-foot table with promotional materials like catalogues and promotional fliers. A wall banner with the logo is also in the works. Nick will pursue this.

**Curriculum:**

- **Speakers for the Camarillo Library lecture series have just been confirmed:**
  - ✓ January 26: Steve Kohn
  - ✓ February 23: Sharon Diffner

**Site Selection Special Committee:**

- **Committee Chair Randy Richardson prepared a page for the newsletter calling for input and volunteers to seek out potential new sites for the fall term.** The page included the site requirements and preferences provided per request by Pat O’Neil and Nick.
- **With the winter term enrollment numbers to date falling below last year,** the question was raised why we are pursuing possible new venues. The answer is that we are focused on growth, and taking risks on new venues is a necessary part of that strategic plan. A concerted and continuous publicity effort is another piece.

**Program Director**

- **No Items submitted**

The meeting was adjourned at 10:50

Respectfully submitted,
Jack Phillips, substitute Secretary

**Next Meeting: Broome Library, 11:00 Thursday, 1/9/14**