

OLLI at Yavapai College, Prescott  
Governing Council ("GC")  
Meeting Minutes – July 18, 2019  
9 – 11:00 a.m. – Building 31, Room 119

**Council Members Present (Quorum present at meeting):**

John Carter (alt)  
Bill Miller  
Ray Lee  
Sandra Bennett  
Joe Schaffer  
Jim Veney  
Gretchen Paustian  
Barbara Brown  
Michael Gunn  
Ellie Laumark

**Other Attendees:** Mary Ann Schaffer (CC Chair), Patricia Berlowe (OLLI Administrator), Vince Claude (Technology Committee Member)

**Absent/Excused:** Jim Reid (alt), Deb Dillon, Saul Fein

- I. **Call to Order – 9:01 am:** Michael Gunn presiding,
- II. **Approval of Minutes**

**Action Taken:**

<p><b><i>The minutes of the May 16, 2019 GC meeting were approved by acclamation</i></b></p>
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III. **Executive Report**

A. Nominations for Chair, Vice Chair and Secretary were opened.

Bill Miller nominated Michael Gunn for Chair, Ray seconded. Michael accepted the nomination.

Sandra nominated Barbara Brown for Vice Chair, Ray seconded. Barbara accepted the nomination.

There were no nomination for Secretary, and no volunteers.

Elections will occur at the August meeting, and nominations are still open.

B. Long Range Committee strategic planning process proposal was reviewed by Michael.

Michael went over the 2018/2019 Strategic Plan update report – see **Attachment A.**

The process will include focus groups with members, facilitators and leadership, consolidation of the feedback by the Long Range Committee, the

establishment of a sub-committee to review the mission, vision and values and right up the plan for submission to the Governing Council. Discussion included concern about the potential assumption that growth is good, and suggestions for additional focus groups for the community and past members.

**Action Taken:**

***Jim moved to accept the Long Range Committee Strategic Plan process as proposed. Bill seconded the motion. The motion was unanimously approved.***

C. Committee Liaison assignments were reviewed.

Ray will continue as liaison for Curriculum Committee, Bill will continue as Chair and liaison for Finance, Ellie volunteered to Chair and be liaison for the Community Partners committee, Barbara will continue as liaison for the Social committee, Sandra will continue as Chair and liaison for Policies and Procedures, Gretchen volunteered to be liaison for Special Programs. Needed: Nominating Chair, Technology liaison.

**IV. Staff Report - Patricia B**

- A. Tricia reviewed the draft year-end financial report, see **Attachment B**. Of note, despite adding the 25<sup>th</sup> Anniversary expenses to the budget, we are only going to end the year about \$2,000 in the red. There were several factors, including committees not spending all their funds, summer revenue being ahead of expectations, and the 25<sup>th</sup> Anniversary event expenses not being as high as anticipated.
- B. Tricia reviewed year end statistics, see **Attachment C**. Of note, membership climbed slightly in the last year, decreases in enrollment reflected the cancellation of Munch and Learns, and isn't a larger trend or concern, summer saw strong enrollment. The report also included a review of statistics on age, zip codes, and the gender split of both general members and facilitators.
- C. There was discussion about how many scholarships are awarded per year – between 15 and 20 on average. There was also discussion about transportation needs for members.

**V. Committee Reports:**

- A. Nominating – Chair needed
- B. Community Partners – Ellie volunteered to chair
- C. Curriculum – Mary Ann Schaffer

Mary Ann reported that Fall 1 has gone to print, with 51 classes and 16 workshops. The committee is collecting proposals for Fall 2, with a due date of August 1.

- D. Finance – Bill Miller no report beyond the year-end financial report.
- E. Policy and Procedures – Sandra Bennett no report beyond identifying the need for additional committee members.
- F. Technology – John C

John reported that the committee has lots of new ideas for classes and workshops. The weblive (zoom) workshop this summer ran into technical difficulties with internet connection issues.

- G. Publicity –

Michael discussed the need to explore marketing/messaging approach, and plans to explore the idea of a mass mailing of post cards to targeted neighborhoods.

- H. Long Range –

Michael reported on the results of the zip code analysis completed by the LRC to inform potential target neighborhoods for the postcard mailing.

- I. Social – Barbara Brown

Barbara reported that 19 people attended the Whiskers Barkery dog training demonstration event in June, and there are plans for an Interlude on July 30 that will include a salsa tasting hosted by the Social Committee, and the picnic is coming up on August 28.

- J. Special Programs – no report, need new Chair

## **VI. Unfinished Business**

Volunteer Extraordinaire nominees are Kelly Boryca and Jeanne Velling. Pending issue is more clearly defining the criteria for this award.

## **VII. New Business**

None

## **VIII. Any further business for the good of the order**

Michael thanked Tricia for doing the minutes and getting the agenda out.

## **IX. Announcements**

Picnic August 28 at 11:30 at Goldwater Lake.

Governing Council orientation will be on August 1 at 11 am, all are welcome

## **X. Adjournment – meeting adjourned at 10:59 am**

**Attachment A**  
**2018/2019 Strategic Plan Update June 2049**

1. Beginning in Spring 1, 2019, the curriculum committee will expand opportunities for facilitators to offer evenings, weekends, additional locations, and alternative topics and delivery methods, tracking facilitator interest, classes offered, enrollment and attendance trends and offering at least two non-traditional choices each session.

*Spring 1 2019 we offered a Saturday morning class, which was over-filled with a waiting list (balance class.) We also offered an art class on Tuesday evening, which was almost completely full.*

*Spring 2 2019 we offered an evening class, T'ai Chi, and a language class, Conversational Russian, both classes filled, and T'ai Chi went to a drawing.*

*Summer 2019 we offered three evening classes, including a weblive based class, and added topics such as bee keeping and dog massage. All of these 'alternate' offerings had very strong enrollment.*

2. Recruit 30 new facilitators during fiscal year 2018/19 through expanded outreach and support, including establishing a Technical Assistance Program and deploying at least 15 Technical Assistants.

*New Facilitators 2018/2019:*

*Fall 1 = 5, Fall 2 = 1, Spring 1 = 4, Spring 2 = 7, Summer = 7  
Total = 24*

*Of note: the curriculum committee turned down 5 potential facilitators in the last year as the quality of offerings continue to be a higher priority than strictly the number of new facilitators.*

*The Technical Assistants program had its first training for Technology Committee members on January 25, and the first training offered to all members on March 1. We ended the year with 14 Technical Assistants trained.*

3. Establish a Task Force to plan and implement activities to celebrate Prescott OLLI's 25<sup>th</sup> anniversary with a focus on increasing public awareness with at least 1 public event that attracts 40% non-members and an increase of 15% of our mailing list.

*The "Taste of OLLI" was held on Wednesday, May 15. We had a talk by Dennis Garvey, and sample OLLI classes, Asian Religions with Al Robinson, Thinking Outside the Box with Chris Maxwell, Beyond Passwords with Vince Claude and Women of the Civil War with Deb Dillon. We had over 100 enroll, and added 35 add their names to our mailing list, and several enrolled on the spot in summer classes. We had 35% non-members attend, and our mailing list added 31% more names this year compared to last year.*

*Our 25<sup>th</sup> Anniversary Jubilee was held on Thursday, May 23, with more than 150 in attendance. We celebrated our past and current Governing Council chairs, administrative staff, and honored Ward Stanke and Hal Freedman with our Emeritus Facilitator awards. We were entertained by the Yavapai College singing group, On the Rocks, and Dr. Lisa Rhine, YC President, among other YC leaders, attended to help us celebrate.*

**Attachment B**  
**2018/2019 Financial Report – DRAFT Year End**

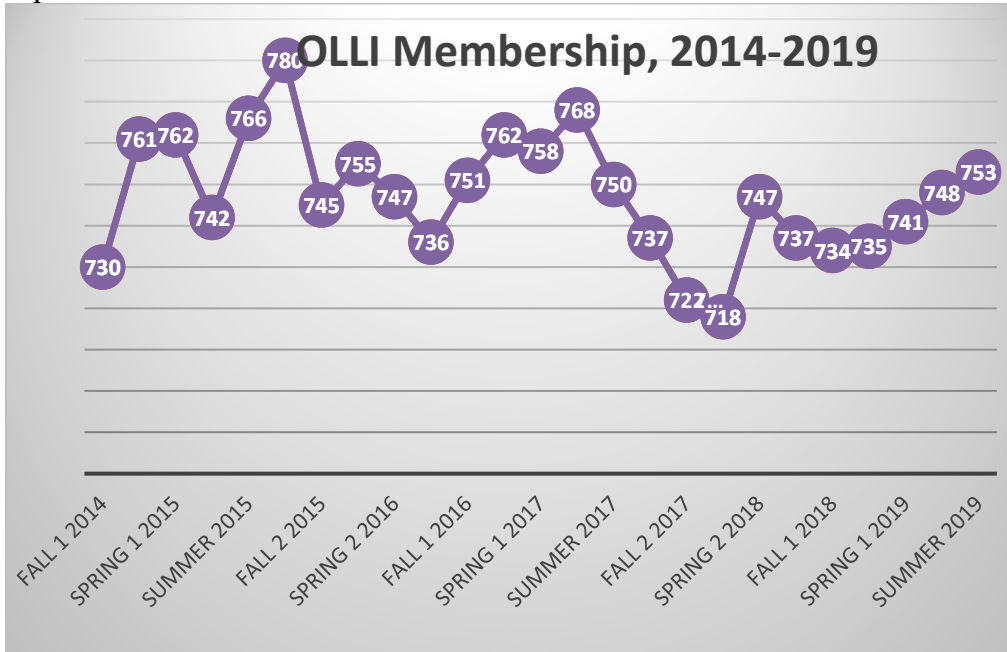
<b>Income</b>	<b>Budget 18/19</b>	<b>July 18 - June 19</b>
Membership & Class Fees	\$105,000	\$106,450
Endowment Income	\$55,714	\$55,714
Field Trip Fees	\$21,000	\$8,341
Social Fees	\$1,000	\$1,824
Book fees	\$1,000	\$1,172
Scholarship transfer from Foundation	\$2,500	\$2,310
<b>Income Total</b>	<b>\$186,214</b>	<b>\$175,810</b>
<b>Expenses</b>		
Administrative	\$140,338	\$138,431
Annual Database Fee	\$4,400	\$4,256
Finance Committee	\$0	\$0
General Supplies	\$900	\$741
Gov Council	\$350	\$134
<b>Administration Subtotal</b>	<b>\$145,988</b>	<b>\$143,563</b>
Field Trips	\$18,000	\$7,532
Social	\$3,500	\$2,623
Curriculum	\$5,000	\$5,126
Credit Card Fees & Taxes	\$3,000	\$2,491
Technology Support	\$500	\$75
Membership	\$200	\$0
<b>Production Subtotal</b>	<b>\$30,200</b>	<b>\$17,848</b>
Printing	\$8,500	\$8,826
Publicity	\$5,000	\$4,152
<b>Promotion Subtotal</b>	<b>\$13,500</b>	<b>\$12,978</b>
Silver Celebration	\$6,300	\$3,323
<b>Expenses Total</b>	<b>\$195,988</b>	<b>\$177,712</b>
<b>Net Income - Expenses</b>	<b>-\$9,774</b>	<b>-\$1,902</b>

	2018/19 Goals	2018/2019 Actual
Fall 1 2018	\$27,920	\$25,540

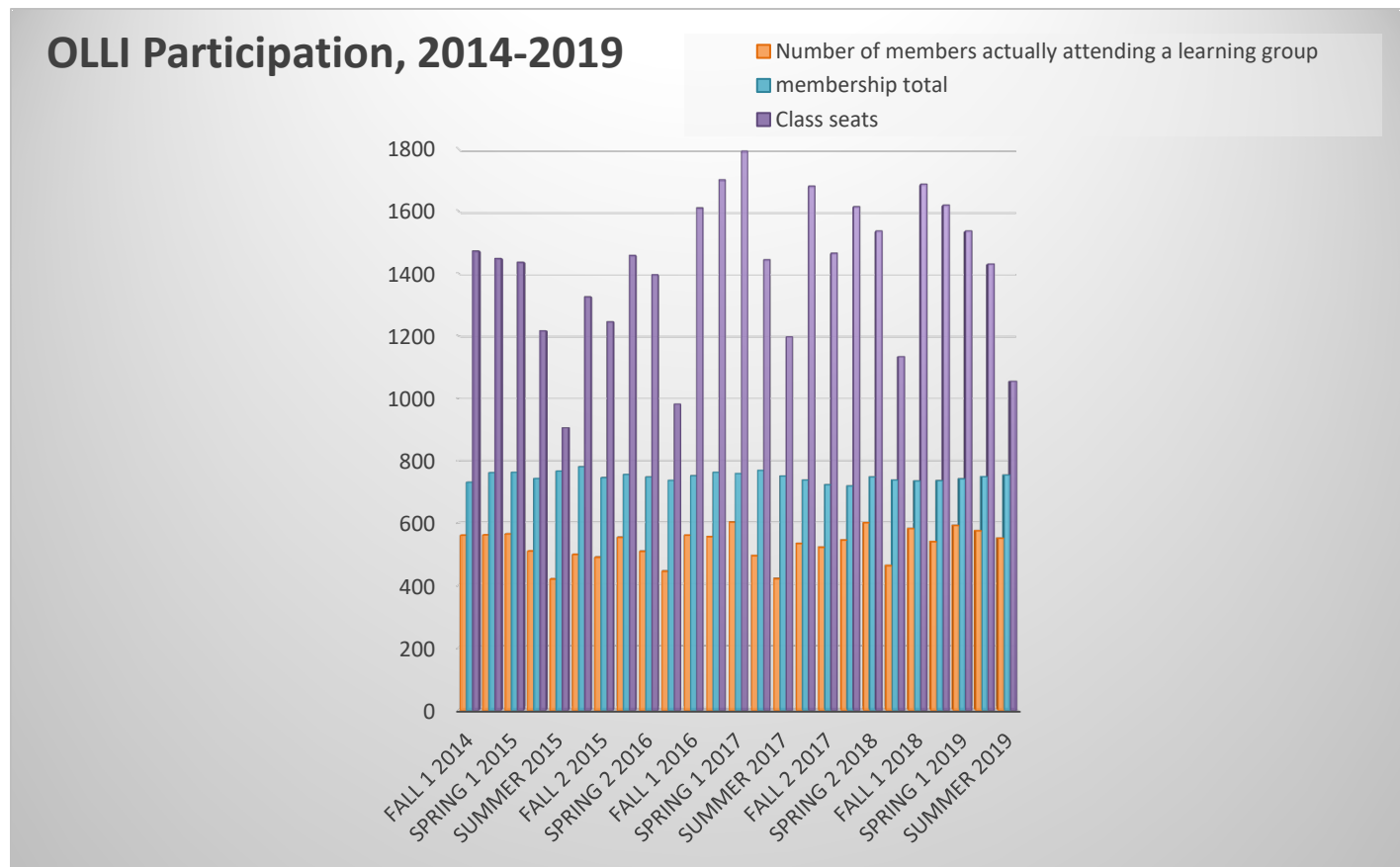
Fall 2 2018	\$15,740	\$17,195
Spring 1 2019	\$33,170	\$30,655
Spring 2 2019	\$19,380	\$18,355
Summer 2019	\$11,100	\$14,220
	\$107,310	\$105,965
	<b>July 2019</b>	
Reserve Balance	\$23,638	
Prescott OLLI Endowment	\$11,114	*can only withdraw interest/gains
Prescott OLLI Scholarship Fund	\$160	
OLLI Prescott Fund	\$51,503	*can withdraw anytime we need it
Osher Endowment	\$2,140,174	* will be taking ~\$110,000 out for 19/20

## Attachment C Year End Staff Report

Membership trends:

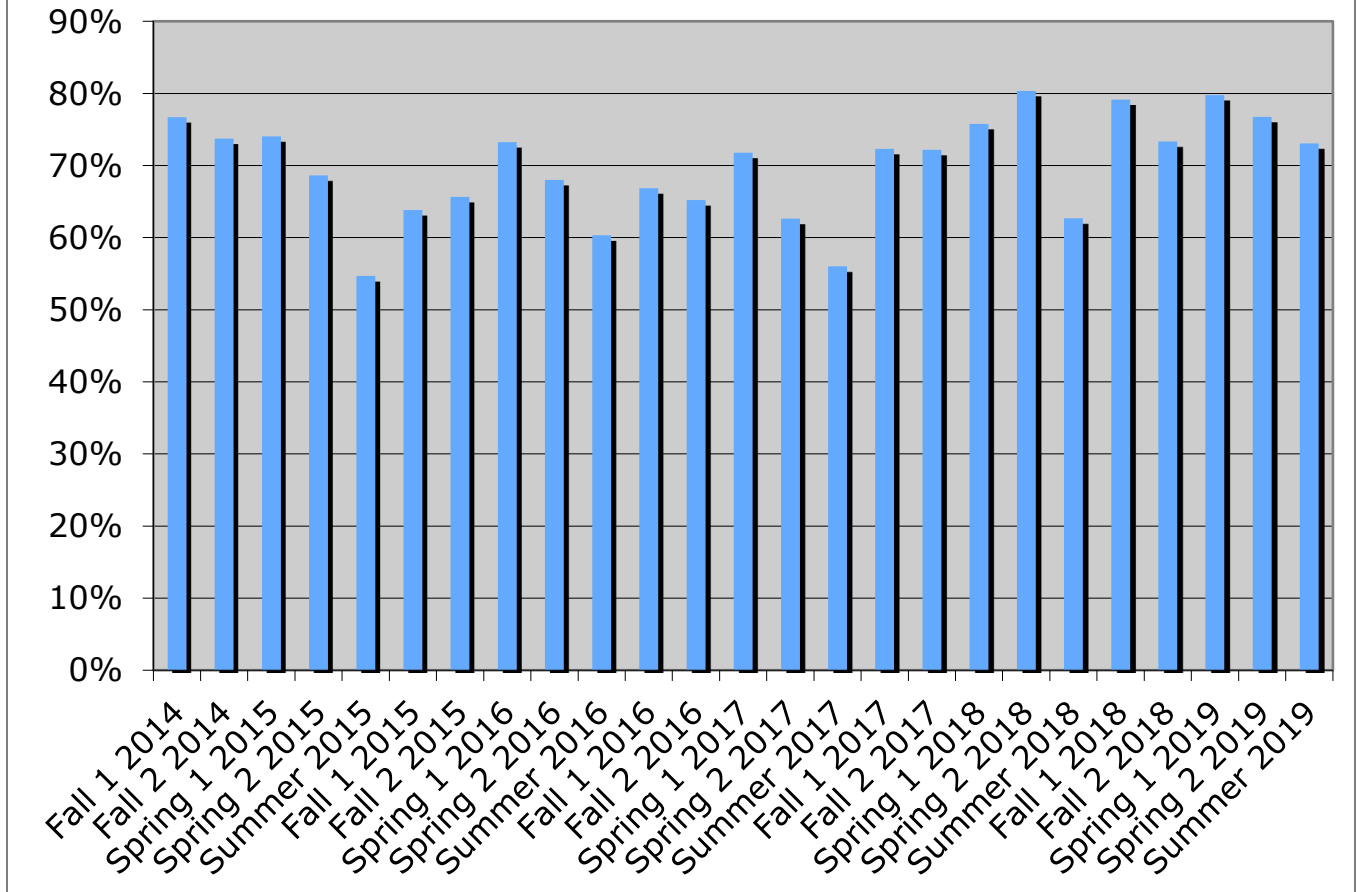


Notes: Cancelled Try Me Membership in 2014, added it back in Spring 2 2017





## Percentage of Members Attending Each Session



Comparing 17/18 to 18/19:

Highlights: More individuals attended each session (up 6%), our enrollment (class seats) was down slightly, but that was due to free workshop enrollments being down (we offered fewer workshops, had to cancel some very large 100+ enrolled workshops due to weather and health issues this year.) Our “learning groups” were up – we offered more, and enrollments increased. First time facilitator’s count was up 13%.

The number of new members was down 7%, however our membership count average increased by 1%, so we retained or re-recruited enough former members to make up for fewer new members. Although online registration use decreased, it was a difference of 38% to 36%, a small decrease.

Playing with data:

Current members (753):

Average age overall, 74.

65% Women (average age 73)

35% Men (average age 75)

Zip codes:

Prescott: 86301 - 29%, 86303 – 24%, 86305 -23% (76% total)

Prescott Valley: 86314 – 10%, 86315 - 4% (14% total)

Dewey/Humbolt: 86327 – 4%

Chino Valley: 86323 – 2%

Other – 4%

Facilitators (in the last year):

46% Women

54% Men

Five years of data (2014-2019)

Average Age of non-renewing members: 74

67% Women

31% Men

Non-renewing zip codes follow the same patterns as current members: 68% from Prescott, 12% from Prescott Valley, 2% from Chino and 2% from Dewey. 15% are “other” because we will get change of addresses, and have updated the address to say California for a member, and we’ve then typed over the original zip code from when they lived here.

Facilitators (15 years of data)

512 Facilitators (over 15 years)

52% Female

48% Male