



UNIVERSITY of WISCONSIN GREEN BAY

**Board of Directors Meeting
Lifelong Learning Institute
Date: February 25, 2025
8:00 AM – Zoom**

Members present: Norm Schroeder (President), Rob Miller (Vice-President), Kris Lewins (Treasurer), Kay Pascoe (Secretary), Mary Cook (Publicity and Promotions), Bob Srenaski (P&P), Steve Lenz (Curriculum), Liz Koehler (Curriculum: Man/Sh), Gary Hanna (Technology), Dean Cherry (Technology), Loraine Klopotic (Social), Karen Carvenough (Social), Gary Lewins (At-Large), Mary Gajeski (At-Large), Lou Norsetter (At-Large), Heidi Jahnke (Program Specialist), Kerry Winkler ((Program Adviser), Julia Wallace (Past President).

Members excused:

Guests: Sue Sorenson and Wes Carvenough,

The meeting was called to order by President Norm Schroeder at 8:00 am.

1. Changes to Agenda
 - There were none.
2. Approval of January Minutes
 - Moved by Gary Hanna, seconded by Liz Koehler to approve the minutes of the January 27, 2024 meeting.
3. Treasurer's Report/Finance Committee – Kris Lewins
 - The Treasurer's Report will now be given quarterly.
4. Advisor's Report – Kerry Winkler
 - Live streaming equipment has been installed in Rose Hall and Heidi and Kerry have been trained on the equipment. The cameras do have the ability to follow the presenter so the result will be very professional. Training will be offered to coordinators and presenters so they will become comfortable with the process. IT will also be available for support. The system will continue to be refined. Live streaming will enable LLI to offer more courses to Rennes. This is part of the package with Rennes in conjunction with their support for LLI.

- The staff is working with Sales Force to address a number of problems that came up during and after registration. LLI is being compensated for the problems incurred during the registration process.
- A direct mailing of 13,000 postcards went out in November. The postcards went to Mail House where the names and addresses were affixed. LLI did not provide or see the names and addresses so there was no way to track the response. Gary Lewins noted that our marketing plan has some ideas on how to track responses and we need to work together on any future mailing. No additional mailings are planned at this time. Kerry did not have the cost of the mailing readily available but she will e-mail that to us.

5. Program Specialist's Report – Heidi Jahnke

- Heidi noted that there have been some problems with the live streaming equipment in Rose Hall that IT is now working on so there is no set date to implement live streaming. She noted that the mics feed directly into the live stream so the audio quality should be very professional. ACS will be doing the training on the equipment and the process.
- Heidi also noted that she has looked at the documents for the Capture Process for Potential Members and the staff have already implemented some of the procedures, but that we need to increase our response to potential members.
- UWGB is participating in a Brain Awareness Event at the STEM Center on March 13th from 2 pm to 7 pm. LLI has been invited to have a booth at the event. Heidi will be there and invited members of the P&P Committee to join her. There is no charge for the booth and no charge to attend the event.
- Heidi was asked if the software could accommodate a sliding scale and/or discount for potential members who join during the semester. The software does have the capability to accommodate this feature.

6. Vice-President's Report

- Rob noted that the Anne Frank class was very successful and was covered by Channel 11.
- Rob has some qualms about the constitutionality of the LLI Code of Conduct that was sent to all Board members. This led to considerable discussion and Kerry noted that this arose because of two instances where a member was very close to being verbally abusive to an instructor. It was noted that members need to be made aware that a Code of Conduct is in place and this could possibly be done at registration or through an e-mail to all members. It should also be posted on our website and included in the Newsletter.

7. President's Report

- Norm noted that all committee chairs have been asked to provide information for the Metrics Dashboard. This is a way of accumulating information in one place that can be used to spot trends or problem areas that need to be addressed.
- Norm also asked that committees communicate with the office through the committee chair and not overwhelm Heidi with requests.
- Norm also noted that the Improvement Plan is being implemented and this will be an ongoing process.

7. Committee Reports

- **Publicity and Promotions Committee – Mary Cook**
 - Mary noted that the Newsletter is really coming along and that a sample has been put together. Kay and Lynn Gerlach, who has been extraordinarily helpful, will be meeting with Heidi this week to work out the mechanics of distribution and refine the interactive aspects. The sample does not include a Calendar of Events but this will be included in future Newsletters. We will be extremely anxious to get feedback and suggestions from readers. The Newsletter will be electronic.
 - Our Facebook page has been highlighting a lot of classes with descriptions, comments and pictures.
 - The Travel Committee has been working with Heidi to put together a schedule of events. The Committee felt that monthly trips are too taxing on members and will not generate enough interest. The winter trips did not get a large turnout but the weather was a problem. It was noted that LLI trips had always included an educational component and that a shopping trip would not meet that criteria. It was the consensus of the P&P Committee that this could be relaxed as we do promote socialization and we do provide Arts & Crafts classes. The next travel is to Madison to see the UW Marching Band Concert. An overnight trip to Holland, MI for the tulip festival is in the planning stages. Other travel includes the Peninsula Player, a Brewers' game and the Church Ladies at the Fireside.
 - The P&P Committee formally requests that the Board authorize the Committee to use the LLI Future Fund to prepare a professional marketing campaign based on Bob Srenaski's plan focused on increasing LLI membership. Specifically, we are requesting funds to engage a professional videographer to produce a polished and scripted video that would be used to promote LLI. It was noted that UWGB may have a videographer that could be used but the P&P Committee definitely wants to maintain editorial control. We will also need funds to produce supplemental material that can be given to potential members. Norm suggested that the committee come back to the Board with a specific proposal that includes an estimate of costs for the Board's consideration. There was some discussion as to the amount of funds in the Future Fund and in the Foundation but these numbers were not readily available. Kerry will provide this information.
- **Curriculum: Steve Lenz**
 - Recruiting has begun for Fall 2025 but is still in the early stages. Presenters are now being asked on the recruiting form if they are willing to live stream and/or record their presentations. The deadline for proposals is May 5th.
 - The Spring Catalog included 203 classes of which 98 were new. Approximately 5-10% of classes are Zoom classes and the committee would like to increase that to 25%.
 - It was noted that the Packer Classes are through the Personal Enrichment Area of UWGB and are not a part of LLI.

- Technology Committee – Dean Cherry/Gary Hanna
 - Gary asked about utilizing the closed caption option on Zoom. Through the University license, the closed caption and transcript options are available.
 - The Live Streaming training will be coming up soon.
 - Heidi is in discussions with Woodside to provide live streaming.
 - Social – Loraine Klopotic
 - The Spring Fling and Annual Meeting will again be held at the Tundra Lodge on May 7th. The Gallery of Creativity will be included and the Recorder Class is willing to perform.
 - The Fall Kick-Off will be held at the Ravine on September 24th. The cost will be \$21.00.
 - Attendance, costs and receipts will be submitted to the office for the Dashboard.
 - The Newsletter will promote the Spring Fling and the Gallery of Creativity.
8. Old Business
- Julia noted that we still need one candidate for At-Large.
9. New Business
- There was none.

There being no additional business, there was a motion by Liz Koehler, seconded by Gary Hannar to adjourn the meeting. The motion passed and the meeting adjourned at 9:06 am.

Next meeting: **8:00 am, Monday, March 31, 2025.**

Minutes submitted by Kay Pascoe, Secretary.