



Academy for
LIFELONG LEARNING
FELLOWSHIP • KNOWLEDGE • ADVENTURE

aikenlearning.org

The
Spiral

MARCH, 2019

President's Message

Some of you may be under the impression the Academy for Lifelong Learning is a program run by USC-Aiken, with a little assistance from some volunteers. It's actually just the opposite. Our Academy is a volunteer-run organization that is fortunate to have assistance from some very helpful folks at USC-Aiken. This means that, from an Academy member standpoint, things don't "just happen" – it takes a fair amount of effort on the part of Academy MEMBERS to keep things rolling.

The Curriculum Committee is the lifeblood of our organization. Its mission is to plan, develop and implement the courses you enjoy each semester. Our members brainstorm interesting topics and then seek out individuals in the community who can share their expertise on that subject. As liaisons they assist instructors with course proposals and class preparation, and as a group they put together a catalog twice a year with exciting courses and special events. The committee can use your help! Come to a meeting to see what an exciting group this is – the next meeting will be March 15 at noon in B&E room 102.

February is here and it is the time of year that we experience the bulk of our bad weather (if we have any). Here's how the Academy deals with those problems: whenever there is a weather or an infrastructure emergency, such as a water main break, snow, or turbulent weather, IF USCA declares the campus closed or cancels classes, our classes are also canceled! To find out the status of the campus closings, go to: www.USCA.edu and, for smart phones, USCA has an app you can download from www.USCA.edu/app. The cancellation information usually appears at the very top of the webpage.

We are well into our spring semester, with about half our classes having already begun. But there are plenty new ones coming up! And many that are still ongoing! So we will be able to continue enjoying spring Academy classes and events thru May. .

Harriet Haynes, Academy President
pres@aikenlearning.org

Aiken's Early Railroad History

The South Carolina Canal and Railroad Company finished building its 136-mile Charleston to Hamburg rail line through what was later to become Aiken in 1833, making it the longest railway in the world at that time. Howard Wayt has become an expert on early railroad development and its history in Aiken. He shared his knowledge with the Academy via his recent *Wood, Steam, Iron and Dreams: Aiken and the Pioneer Days of Railroading* course.



Howard Wayt uses a model to explain the construction of the "Inclined Plane" that was located just west of what is now Aiken. It was used to winch railcars up and down a slope that was too steep for the locomotives of the time. Remnants of this construction were discovered in Hitchcock Woods in 2017.

Courses Beginning This Month

Please see the published catalog for full descriptions and additional information. (You can download the current catalog from the Academy website at aikenlearning.org/Catalog.php).

To enroll, register online at campscui.active.com/orgs/UniversityofSouthCarolinaAiken1#/selectSessions/2481806, or return the form in the catalog along with any required payment. For questions, contact USCA Department of Continuing Education at USCA (803-641-3756 / info@aikenlearning.org).

IMPORTANT NOTE: Do NOT attend these classes or events unless you have pre-registered AND have received written confirmation of your registration from USCA.

UNDERSTANDING THE PRINCIPLES OF COMIC BOOK ART**Dates:** 4 Tuesdays, March 5, 12, 19, 26**Time:** 1:00 p.m. – 2:15 p.m.**Location:** Business and Education Building, Room 124**THE KENNEDYS – WEALTH, POWER, FAME HEROISM AND TRAGEDY****Dates:** 4 Tuesdays, March 5, 12, 19, 26**Time:** 3:00 p.m. – 3:50 p.m.**Location:** Penland 106**WEIGHT MANAGEMENT: ACHIEVING AND MAINTAINING A HEALTHY WEIGHT IN AN OBESOGENIC ENVIRONMENT****Dates:** 3 Wednesdays, March 6, 13, 20**Time:** 10:00 a.m. – 10:50 a.m.**Location:** Business and Education Building, Room 124**INTRODUCTION TO THE MICROBIOME: HOW BACTERIA INFLUENCE AND ARE RESPONSIBLE FOR HUMAN HEALTH****Dates:** 4 Thursdays, March 7, 14, 21, 28**Time:** 2:00 p.m. – 3:15 p.m.**Location:** Penland 106**FIELD DAY AT THE DAIRY GOAT FARM****Date:** Friday, March 8**Time:** 9:00 a.m. – 10:30 a.m.**Location:** Samaria Farm, 714 Wrightsmill Road, Aiken, SC 29801**GREAT DECISIONS****Dates:** 8 Fridays, March 8, 15, 22, 29; April 5, 12, 19, 26**Time:** 2:00 p.m.- 3:30 p.m.**Location:** Penland 110**Enrollment limit:** 52**A PLACE CALLED OBSCURITY – STOPS ALONG SOUTH CAROLINA'S COUNTRY ROADS****Dates:** 1 Wednesday, March 27**Time:** 1:00 p.m. – 1:50 p.m.**Location:** Penland 106**January Board Meeting**

[Note: These minutes were approved at the February 25, 2019 Board Meeting.]

The meeting was called to order at 2:00 pm by President Harriet Haynes.

Present: President Harriet Haynes, Past President Jan Van Slyke, Secretary Doug Wilson, Treasurer Joel Aitchison, Curriculum Chair Kathy Rachick, Publicity Chair Jeanmarie Bronson

Guests: ContEd Director Karen Edgington, ContEd Operations Coordinator Nick Bolick, ContEd Administrative Assistant Katie Cromer

MINUTES

There was no Board meeting in December. Minutes of the prior Board meeting, held November 12, 2018, were approved as written.

TREASURERS REPORT – Joel Aitchison

Joel presented the Treasurer's Report reflecting our finances as of January 9. Holiday Reception charges amounting to \$1384 have been paid to Aramark. For the approximately 70 people attending this event, this works out to just under \$20/person. Payments from Active Network for our Spring registrations are still forthcoming.

CURRICULUM COMMITTEE REPORT – Kathy Rachick

Curriculum Committee meetings are being moved from Mondays to Fridays this semester due to reported schedule conflicts with many members.

Kathy has a stack of potential classes for next Fall which she will present at this Friday's committee meeting to seek liaison assignment to get things moving.

PUBLICITY COMMITTEE REPORT – Jeanmarie Bronson

The January article for *Mature Times* has been submitted to the *Aiken Standard* and should be printed this week. It stressed the new semester's courses and registration. We currently have an Academy promotional slide being shown on the Atlantic Broadband community information channel, as we do during the registration period for each semester.

Doug reported that he failed to list the *Line Dancing for Beginners* course in the "Courses Beginning This Month" section of January's issue of *The Spiral*. This was publicized on our website as soon as it was brought to our attention. A corrected copy of *The Spiral* has been placed online, but most people will already have downloaded the original version. The course WAS listed on the January calendar in *The Spiral*, in the online calendar on the website, on the registration confirmations sent to those who signed up for this class, and of course in the catalog itself, both printed and online.

OLD BUSINESS*Spring Registration*

Joel and Karen reported that we had 271 registrants for the Fall semester. As of this date we have 202 for this Spring, but it's still early as the first classes haven't started yet. Typically we have 20-or-so additional registrations as the semester progresses. Last year's Spring registration was 236. Karen hopes that USCA may be able to help with enrollment via their community outreach efforts. They would like to have another 200 catalogs printed to distribute in these efforts.

Payment System for Non-faculty Instructors

At the October 2018 Board meeting, Joel reported that USCA had agreed to the Board's suggestion of having our non-faculty instructors be considered as vendors and that they could be paid by submitting invoices for their services. This is in lieu of the extremely cumbersome and expensive process USC schools use for direct employees that Columbia wanted us to use for our non-faculty instructors. Subsequently Karen has learned

that the main Columbia campus itself treats non-faculty instructors as vendors. To facilitate this process, these instructors will be referred to as "consultants". We have also learned that, once in the system, their vendor status will carry over and not need to be renewed each semester as we were told in October. Katie reported that the process has been delayed for some of our Fall semester instructors due to personnel reductions in Columbia causing delays in processing the W9 forms we must submit to them to get our non-faculty instructors into the system as vendors. In addition, some of the W9s we have submitted have been lost so we are in the process of resubmitting them. So far the affected instructors have been patient and understanding.

Kathy reported that the full list of instructors and liaisons for the Spring term has been submitted to Katie Cromer, so she has all she needs to submit the W9s for those instructors not already in the system.

Joel has created a document explaining this process for the liaisons to use with their instructors to get them into the system. He will attend this week's Curriculum Committee meeting to present this information.

Rack Cards

Kathy and the Curriculum Committee are putting the finishing touches on revised wording for our rack cards (promotional cards distributed to publicize the Academy) which describes the typical types of classes we offer, rather than a specific list of classes, so the card will not become obsolete at the end of each semester. Doug will work with her to get the revised text formatted to fit on cards printed three to an 8-1/2 by 11 inch card stock sheet. When ready to go, we should send it to Katie. Our intent is to get an initial quantity of 500 of these out into the community as soon as we can, giving us time to put together a more polished version at a later date. It was suggested that Chamarra Wooten on the Continuing Education staff has a graphic design background and may be able to help.

Due to difficulty last semester in getting our rack cards printed in-house by USCA, Doug has obtained several local quotes for having rack cards printed outside of the University. His quotes reflected a 2 color front so the logo could be in color, and a single color back, as with our current cards. Howell Printing quoted a price ranging from \$170 for 100 cards (\$0.17/card) to \$244 for 2000 cards (\$0.122/card). Staples was not competitive at \$1.10 for a page of three cards (\$0.37 each), with no quantity discount. Karen is confident we can get these printed in-house at USCA at a competitive price without having to order large quantities to get a discount.

Recruiting Letter for Support Positions

Kathy presented the latest draft mentioning the need for Curriculum Committee members and for someone to work with Doug as a backup for website maintenance. This will be sent out as an email broadcast to the full membership after the Curriculum Committee has a chance to approve it this Friday. At this time no additional broadcast is planned to the general membership to recruit people willing to serve on the board, but a plea will be made to the Curriculum Committee members at the upcoming meeting.

Scholarship Planning

We committed to Mary Driscoll that we would contact her by the end of January regarding our scholarship contribution for the 2019-2020 school year. We decided to continue our commitment for \$3000 in scholarships to go to non-traditional students. As we had been informed that there may be a need for several smaller scholarships instead of fewer larger ones, we wondered if it would be possible to leave this to the Advancement Department's discretion. Joel didn't believe we could do this, but rather we would have to specify the number and size of the scholarships we provide. Accordingly, we voted to support one \$1500 scholarship and two \$750 scholarships, all to go to non-traditional students. Harriet will communicate this to Mary Driscoll.

Music at Holiday Reception

Doug sent a \$100 check, drawn on our checking account, to Vicki Gibboney in appreciation of the music she and her group played at our Holiday Reception.

Kauffman Luncheon

Harriet suggested Robert Murphy, the Director of the USCA Veteran's Affairs Office, as the speaker for the Kauffman Luncheon. The group felt this was an excellent suggestion and thought our members would be very interested in learning about this office. Joel will contact him with our request. In addition, Mayor Rick Osbon will be contacted to see if he would be willing to give the invocation again this year.

The Board selected our Kauffman Awardee for this year, to be announced at the Kauffman Luncheon in April.

Self-Promotion by Instructors

We don't permit instructors to sell merchandise at our classes. A question was raised whether having Dr. Portnoy's class last semester centered around this season for the Aiken Symphony violated this policy. Upon discussion we decided that as long as he did not offer subscriptions for sale at his class, this is no different than a speaker mentioning during his class that he has a book out on his subject but does not offering it for sale in the class, and this is acceptable.

USCA promotion of non-Academy functions.

Karen asked Kathy whether it would be okay for the Dean of Humanities to promote an upcoming art event to our members. We expressed concerns that, if communications of this type are sent via our Active Network registration system as coming from External Programs, it would dilute the effectiveness of actual Academy-related communications sent to our members. We expressed frustration with repeated communications last semester re a non-Academy figure drawing class sent via Active Network. We also expressed a concern that recipients receiving non-Academy communications via Active may choose to unsubscribe from Active Network communications and then would not get mailings from the Academy. Joel indicated that in the future such promotions not related to Academy issues could be sent via a Mail Chimp account to help differentiate it from Academy-related emails and we agreed that this would be preferable.

NEW BUSINESS

Proposed USCA Senior Expo

Karen and Nick Bolick informed us that USCA is considering holding a "Senior Expo" at the Convocation Center in late April, and that Nick is responsible for developing it. As part of the USCA "family", the Academy would be offered a table at this event at no charge. We were asked for our impressions and input. We reminded them that the City of Aiken already holds their own Senior Extravaganza every fall at the Odell Weeks facility, but Nick said he had been unable to find any information about it. He expressed concern over whether vendors would want to participate in both events. Kathy offered to bring in a brochure that she had saved from the latest Senior Extravaganza last September which could help with his deliberations.

New Administrative Assistant

Karen introduced Katie Cromer, the Department's new Administrative Assistant. She comes to us from USCA Business Services, so she is already familiar with the University and many of its systems and policies.

Change of Office for Continuing Education

Katie, along with Halle Kneese, has taken over what was Karen Edgington's office in B&E 111, and Karen has moved in with Joel in office 110. Kathy raised the question as to what office and phone number we now should be referring people to. 111 will be the "go to" office as it is the first office one comes to when coming in from Parking Lot C, and Katie's phone (641-3756) should be the one to use. We will update the website, newsletter, catalog, etc., going forward.

Marketing

Jeanmarie presented several ideas for future consideration.

The Aiken Chamber of Commerce has a Relocation Guide that is used by local realtors and is sent out by the Chamber in response to inquiries about our community. It is thought to be a good way to reach people moving into the area. September would be the deadline for getting into the 2020 guide. She believes a full page ad would run in the range of \$2000-\$2600.

Local radio station WKSX significantly reduces its rates every January. Jeanmarie believes this is a good outlet for us as their listener demographics match our target audience very well. For around \$500 she thinks this would could get perhaps 200 ad placements. She suggests doing this next January when the rates are down, and for the Fall semester run one or more ads in the *Aiken Standard*.

Should we do these things, we will want some graphic design

help to put together ads for the Chamber Guide and any newspaper ads we may wish to run, as well as the rack cards (mentioned above under Old Business). Joel will contact Shamarra Wooten and Kathy will contact the daughter of a friend with a graphic design background to see if either are interested and to put them in contact with Jeanmarie.

Jeanmarie will come back later with some specific suggestions after getting better cost estimates.

Jeanmarie suggests that the Academy join the Aiken Chamber of Commerce. This would get us listed on their website and give us a venue for posting any Academy news and events. As the local realtors belong to the Chamber this would help to keep us in their minds as they meet with senior clients. A vote was taken and passed that we spend the \$338 to join the Chamber of Commerce for a year to see if we benefit. As USCA advertises the Ruth Patrick Science Center in the Chamber Guide, perhaps we can share some advertising space with the University beyond our basic Chamber listing – Jeanmarie will contact Leslie Hull-Ryde, USCA Director of News and Information, to explore this possibility.

ADJOURNMENT

The meeting was adjourned at 3:49 pm. The next meeting is scheduled for February 25 at 2 pm.



The Spiral is published monthly during the academic year by the Academy for Lifelong Learning at the University of South Carolina Aiken, 471 University Parkway, Aiken, SC 29801. 803-641-3756. Doug Wilson, Editor

Academy Officers: President: Harriet Haynes; Past President: Jan Van Slyke; President Elect: (vacant); Secretary: Doug Wilson; Treasurer: Joel Aitchison (USCA)

Committee Chairpersons: Curriculum Chair; Kathy Rachick; Curriculum Chair-Elect: (vacant); Publicity Chair: JeanMarie Bronson

Ex-officio Members: Dr. Tim Lintner, Faculty Liaison; Karen Edgington, Director Office of External Programs

Academy on the Web: aikenlearning.org

ACADEMY CALENDAR – MARCH 2019						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4 <i>Tai-Chi</i> 9:30-10:45 [B Gym]	5 <i>Live from the MET</i> 11a-12p [B 124] <i>Comic Book Art</i> 1-2:15p [B 124] <i>The Kennedys</i> 3-3:50p [P 106]	6 <i>Weight Management</i> 10-10:50a [B 124] <i>Adv. Line Dancing</i> 11a-12p [B Gym] <i>Aging & Brain</i> 2-2:50p [P 106]	7 <i>Choctaw</i> 10-11:15a [B 122] <i>Intro Microbiome</i> 2-3:15p [P 106]	8 <i>Dairy Goat Farm</i> 9-10:30a [714 Wrightsmill Rd] <i>Great Decisions</i> 2-3:30p [P 110]	9
10	11 <i>Tai-Chi</i> 9:30-10:45 [B Gym]	12 <i>Live from the MET</i> 11a-12p [B 124] <i>Comic Book Art</i> 1-2:15p [B 124] <i>The Kennedys</i> 3-3:50p [P 106]	13 <i>Weight Management</i> 10-10:50a [B 124] <i>Adv. Line Dancing</i> 11a-12p [B Gym] <i>Aging & Brain</i> 2-2:50p [P 106]	14 <i>Choctaw</i> 10-11:15a [B 122]] <i>Intro Microbiome</i> 2-3:15p [P 106]	15 <i>Great Decisions</i> 2-3:30p [P 110]	16
17	18 <i>Tai-Chi</i> 9:30-10:45 [B Gym]	19 <i>Live from the MET</i> 11a-12p [B 124] <i>Comic Book Art</i> 1-2:15p [B 124] <i>The Kennedys</i> 3-3:50p [P 106]	20 <i>Weight Management</i> 10-10:50a [B 124] <i>Adv. Line Dancing</i> 11a-12p [B Gym] <i>Aging & Brain</i> 2-2:50p [P 106]	21 <i>Intro Microbiome</i> 2-3:15p [P 106]	22 <i>Great Decisions</i> 2-3:30p [P 110]	23
24	25 <i>Tai-Chi</i> 9:30-10:45 [B Gym]	26 <i>Live from the MET</i> 11a-12p [B 124] <i>Comic Book Art</i> 1-2:15p [B 124] <i>The Kennedys</i> 3-3:50p [P 106]	27 <i>Adv. Line Dancing</i> 11a-12p [B Gym] <i>SC Country Roads</i> 1-1:50p [P 106]	28 <i>Intro Microbiome</i> 2-3:15p [P 106]	29 <i>Great Decisions</i> 2-3:30p [P 110]	30
31						
[Location Codes] B = Bus & Educ Bldg @ USCA P = Penland Bldg @ USCA						