

20211105 Minutes

Center for Lifelong Learning

Minutes of 11-5-21 Board Meeting

Present: President Wayne Rickman, Immediate Past President Harriet Haynes, Vice President David Tavernier, Publicity Chair Jim Tisaranni, General Interest Curriculum Chair Steve Gordy, Technology Interest Committee Chair Raleigh Daniel, Webmaster Jim Brown (virtual), Board member at-large Donna Wesby (virtual), Volunteer Chairman Nancy Hughes, Spiral Editor Doug Wilson, USCA Asst. Director of Ext. Programs Michael St. John, Secretary Ellen Wood, volunteers Debbie Brooks and Jacqui Rees.

- The meeting was called to order at 10:00 am by President Wayne Rickman.
- The minutes of the 10/01/21 Board meeting were approved.

Treasurer's Report: Michael St. John circulated the CLL report for November which now includes reports on the endowments.

General Interest Curriculum Committee: Steve Gordy

- Tentative Spring curriculum includes 37 classes and 1 field trip.
- Recommendation that liaisons be registered for the courses for which they are liaisons prior to Spring semester Open House.
- Book fair will have 42-45 authors. Anticipated net revenue of approximately \$600. Discussion of publicity.

Technology Interest Committee Chair: Raleigh Daniel

- Spring curriculum includes 24 classes of which 6 are new.

Draft of all classes in Spring semester catalogue handed out as well as a master schedule for all classrooms. It was noted that: there may be some overlap of tech and general classes; there are challenges to scheduling so many (61) classes; catalogue will be organized chronologically. Brief discussion of possibility of evening classes; no action.

Publicity Committee Report: Jim Tisaranni

Jim distributed and reported on the progress to date of the USCA-CLL Publicity Action Plan (dated 10/17/21). The plan identifies many items with target dates for completion. (See Jim's handout) A few of the items included are:

- Proposal from Morgan Calhoun (Woodside and Cedar Creek magazines) which needs further review. Concern expressed about price and a 3 year contract. Noted that "this is our market". Michael St. John to follow up with Ms. Calhoun.
- Monthly articles in the Aiken Standard by Harriet; Raleigh will do a technical article.
- Discussion of the development of a standard ad for use in various publications and organizations; to be done by USCA staff.
- Advertising on Shout radio; proposal needs to be resubmitted.

Veterans' Military Sponsorship Reception: Wayne attended reception. Board will consider the reauthorization of the three \$1500 scholarships at January meeting.

OLD BUSINESS:

- Catalogue Time Line: Final drafts are in – go to printers on November 15 – mailed out approximately first week of December.
- Discussion about selling advertising; no action.
- Discussion about selling memberships as gifts, in the form of gift cards. A process needs to be developed. Michael will review with Christie the possibility of doing it online. General agreement to pursue this if possible.
- Christmas Party, December 2, 2-4 PM: David is working with Aramark - planning based on attendance of 80. Deadline for RSVPs November 19. Chancellor and Provost have accepted. Board approval to go forward with menu as presented @ \$15 per person.
- Discussion of logo carried over to next meeting.
- Inexpensive magnetic name holders (business card size) for board, volunteers etc discussed and approved. Doug will follow up.

NEW BUSINESS

- Volunteer Appreciation Meeting: scheduled for November 17
- **Registration and Open House scheduled for January 6, 9-12 AM:**
Discussion about allowing Winter/Spring registrations prior to the Open House but decision to make no changes at this time. Review of this will continue. Important to maintain computer registration. Open House seen as a chance to build camaraderie and sense of our organization. Suggestion to have activities beyond simply registration,

such as continuously playing 'trailers'. Need to designate volunteers ahead of event.

Other Business: Doug provided information about the fall '22 Steeplechase. Costs of sites still unknown but increase anticipated. CLL has 3 sites.

Meeting adjourned at 11:35 am.

Respectfully submitted,

Ellen Wood, Secretary