



“ Come for the Classes Stay for the Friendships”

RI Council Minutes for June 13, 2023

Council Members Attending: Shirley Bigley, Page Campbell, Elizabeth Fanto, Joe Lapicki, Betty Loafmann, Ken Pfeifer, Kay Pulcinella, Laurie Rosenberg, Susan Serotte, Kathy Stone, Beth Volk, Terry Weisser, & Tim Casey.

Team 2 Report:

Joe reported 89 members registered from Spring 2023 are not registered for Fall 2023.

- 1) We discussed what/who/how to reach out to them, reaching this list is Priority #1.
- 2) Outreach Messaging should be welcoming consistent, positive, and personal if possible.
 - Council Members will use their Constituent List to reach them because they've not registered for Fall 2023- target June 27 to complete outreach & any feedback to Joe.
 - Joe is updating & creating a Master List, deleting appropriately those deceased, moved, or requested to be removed as feedback is received.
 - Thank You emails will be sent by Council members to their registered constituents.
 - Exec Comm will do Outreach Messaging to Members from Fall 2022 not registered for Fall 2023- Tim will coordinate w/ Page, Betty, & Elizabeth. Ken & Terry have Constituents.
 - Referral Contacts Who Did Not Register List will continue to be managed by Joe.

Team 1 Report: Ken & Beth's Thank You email messaging suggestions are on Pgs 2 & 3.

Team 3 Report: Elizabeth reported the following Ideas for New Member Outreach.

We have developed some models to use in reaching new members & a variety of items for distribution, see Pgs 4-8.

- Terry will coordinate NextDoor message posting & contact if interested in participating. Terry will keep a calendar so that we can space these out in a reasonable way & will need supporters to comment on posts.

Facebook was also suggested, no coordinated action was agreed at this point.

Next Steps:

1. Council Zoom meeting on Tuesday, June 27 at 10 AM
2. Brief updates on former members not registered for Fall 2023.
3. Continued Project 320 steps will be agreed upon.



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For Returning members – from spring

Dear insert member name

The Renaissance Institute Council would like to **THANK YOU** for your continuing membership and support for the program and registering for the upcoming fall semester. RI, as you know, offers a unique approach to other Lifelong Learning Programs by providing both an educational program and a social community built around you, for you, and by you our members. We greatly appreciate your participation and membership.

Please, enjoy the summer break from classes by participating in the many activities and programs available through the Summer-in-the-City program or whatever vacation activities or plans you and your family may have. In the meantime, if you have any questions, feel free to contact me and I can help you out.

Keep safe and see you in the fall.

Insert your name
Council Constituent Contact

PS. Tell a friend about your experience at RI and help us expand our membership

For past returning members

Dear insert member name

The Renaissance Institute Council would like to **THANK YOU** for registering as a member for the upcoming fall and supporting our program. RI, as you know, offers a unique approach to other Lifelong Learning Programs by providing both an educational program and a social community built around you, for you, and by you our members. We greatly appreciate your participation and membership.

As the fall semester approaches, you will hear back from us about special activities planned the first week of classes for new members and returnees like yourself. In the meantime, if you have any questions, feel free to contact me and I can help you out.

Otherwise, please enjoy your summer. Keep safe and see you in September.

Tim Casey
President, RI Council

PS. Tell a friend about your experience at RI and help us expand our membership.



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Team 3 Letter to membership, suggestions for talking about RI

For new enrollees

Dear insert member name

Welcome to Renaissance Institute! The Renaissance Institute Council would like to THANK YOU for registering for the upcoming fall semester. As you will come to learn, RI – short for Renaissance Institute - offers a unique approach to lifelong learning by providing both an educational program and a social community built around you, for you, and by you our members. We greatly appreciate your membership and look forward to meeting you in the fall, if not before.

As the fall semester approaches, you will hear back from us about special activities planned for new members during the first week of classes. In the meantime, if you have any questions, feel free to contact me and I can help you out.

Please enjoy your summer. Keep safe and see you in September.

Tim Casey
President, RI Council

PS. Tell a friend about your registration at RI and help us expand our membership.

Note: Please preface all attachments with RI to help us identify them quickly in email lists, ie., *RI Constituent List*



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Approaches to Seeking new members for Renaissance Institute

As Renaissance Institute seeks to expand its membership to pre-pandemic numbers, we encourage members to reach out to friends, family, and acquaintances to introduce them to the RI community. With this in mind, we have gathered what we hope will be some helpful hints to get you started.

Each situation may present different circumstances, so you should be guided by the person's responses for introducing them to RI.

Don't:

- Hustle or be aggressive
- Memorize lines
- Do all the talking
- Use one-size-fits-all approach

Some Suggestions for approaching people you don't know well (Be guided by what feels natural to you):

- Get to know something about the potential new member by encouraging them to talk about themselves
- Show your interest in getting to know about their lives/passions
- Share your interests/passions
- Based on what you hear, suggest courses at RI that might be of interest (are they interested in art, yoga, history, etc., or Zoom or in-person classes?)
- Talk about some of your favorite courses/instructors, year-round opportunities like SIC and WIC, clubs
- Emphasize the supportive nature of RI and its members (have a few examples ready)
- Mention the tagline “Come for the Classes, stay for the friendships” and what that means to you
- Talk about your own experiences at RI
- Invite them to sit in on a class or to an RI event as your guest
- Ask for an email address to send them a link to the catalog



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Elevator Pitch

(To accompany “Dear Member” email, following the “Do’s and Don’ts” list)

My life post-retirement got a distinct boost when I joined the Renaissance Institute for Lifelong Learning. If you seek personal growth and a broadening of your horizons, you should join Renaissance. I was looking for intellectual stimulation and that’s what I got here. And, while not consciously looking for a supportive community, I now have one at Renaissance. Our motto is: “Come for the Classes; stay for the Friendships.” I am now part of a special community of people who bond together around their shared love of learning and their curiosity about the world. Renaissance members are on a shared life journey.



“Come for the Classes Stay for the Friendships”

RI Email to Members to recruit new members 6-7-23 Draft

Dear Members,

We want to share good news with you as you enjoy Summer in the City events and travel plans and look forward to lazy days of relaxing and fun. Renaissance Institute has successfully weathered the storm of the pandemic. In the spring members came back to campus in greater numbers, enjoying classes and each other's company. The pandemic introduced us to Zoom as an alternative way to teach and learn, and we now know that it gives our members greater flexibility for attending classes, so it's here to stay.

We would now like to expand our membership to pre-pandemic numbers. If you know of a friend or meet someone who you think would enjoy our Renaissance classes and community, please encourage them to join. Attached is some suggested wording to describe the Renaissance experience and some possible approaches to use when reaching out to potential members. Please invite potential members to attend a class with you and send them a link to the Renaissance catalog.



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<https://www.ndm.edu/about-us/institutes/renaissance>





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First name: _____

Last name: _____

Email: _____

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**Renaissance Institute
Senior Lifelong
Learning**

First name: _____

Last name: _____

Email: _____

**“ Come for the Classes
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