



*“Come for the Classes Stay for the Friendships”*

### **RI Council Minutes for June 27, 2023**

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

Elizabeth opened the meeting & asked us Pls Raise your Yellow Hand to be recognized.

Meeting w/ Greg Fitzgerald, NDMU VP Planning & External Affairs & Chief of Staff to the President- Shirley/Ken/Tim

1. The meeting was professional, friendly, & productive. We agreed to meet regularly.
2. Vision & Goals adapted from Strat Plan were conveyed- Tim  
Our Vision for The Renaissance Institute is to be the premier organization in the Greater Baltimore Metropolitan Area for Senior Lifelong Learning through these Goals:
  - 1) Create a superior Curriculum, “state of the art “ Facilities, & “best practice” Technical Proficiency & Technical Communications w/in RI & as a partner w/ NDMU.
  - 2) Execute our Strategic Plan w/ effectiveness & efficiency & adjusting it for new information, e.g. Learnings of “best practices” from the OLLI Conference.
  - 3) Enhance the reputation of both RI & NDMU by collaborating on being excellent together.
3. Greg agrees he is RI’s “advocate” at NDMU.
4. Reviewed the FY2024 Budget & Greg agreed w/ it, supported the Project 320 Member Goal; & committed NDMU would support RI Fundraising- Ken
5. Collaboration on Fourier Classroom follow-up, Brightview, Marketing, & Meetings- Shirley

RI Council Follow-Up Tasks from 5/25, 6/1, 6/13 Council Meetings & May Exec Meetings - Tim

Those required to successfully start the Fall 2023 Semester are:

1. Class Counts & Classrooms- Shirley leads w/ Sandy, Kathleen, & Terry supporting.
  - FIC 18 & 25 for RI use- Shirley acquired.
  - Fourier Plan for Classroom Use- Shirley is working on this.
2. From Exec Comm May 2023 Meetings: referencing Week #1 of the 1-6-6 Semester.
  - A Plan w/ ideas (like a speaker, Open House, etc.) for Zoom & In-Person members for the Thursday of Week 1 of the Fall semester will be developed. Page, Elizabeth, Betty, & Shirley will coordinate.
  - New Member Orientation coordinated by Joe are important Fall 2023 Semester start-up.
3. Bus Discussion: The bus is funded in FY2024 Budget, agreed to keep a positive attitude & if needed---explain we have budgeted for a bus and are in the process of hiring a bus driver.
  - Shirley leads this task. There are 5 applicants as of Monday evening June 26.
  - Page, Laurie, & Tim will work to support alternative options if we can’t find a driver.



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Team No. 2 Report- Joe reviewed the following:

### 1. Master Lists

- Two Master Lists have been consolidated
  - **Master List of Prior Members**
  - **Master List of Referrals That Never Joined RI**
- Both lists are Excel files with individual tabs for each semester
- Both lists will be updated by Joe until a future use is determined
  - **Prior Member List A** (Spring 2023 semester) updates are furnished by Council members from their Constituent lists – Continue weekly updates
  - **Prior Member List B** (Fall 2022 semester) updates are furnished by Tim, Elizabeth, Betty, Ken
  - **Referrals List** updates are furnished by the Membership Committee activities

### 2. Master List Status Update

- Master List of Prior Members List A – (Contacting 98 members that were unregistered on 06/06/23)
  - 20 have registered
  - 8 have said they will not register
  - 70 are still not registered
  - 14 of the 70 have stated they will register
- Master List of Prior Members List B – (Contacting 22 members that were unregistered on 06/06/23)
- Master List of Prior Members List C, D, E, F – (148 members that were unregistered on 06/06/23)
  - Do we reach out and contact?
- Master List of Referrals – (204 referrals that were unregistered on 06/06/23)
  - Catalogs and registration information sent 05/11/23
  - Reminders sent 06/22/23
  - 10 of the 22 new referrals for Fall have registered
  - 3 of the 204 older referrals have registered

### 3. Constituent Contacts

- “Thank You Letters” have been sent to 20 constituents that have registered
- “Reminder Letters” have been sent to 16 constituents not registered
- “Welcome to Renaissance Letters” have been sent to all New and Returning members by the Membership Committee



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### Suggestions recorded during the meeting for Future Consideration:

1. Create a “waiting list” for specific classes that are over-subscribed.
  2. Live Stream Classes.
  3. Continue to communicate RI is post Covid w/ Zoom, Hybrid, & In-Person classes.
  4. Consider reduced member fee offerings such as a reduced number of classes, a single day of classes, gifting a class, Zoom only, & other membership options.
- The Council will conduct a session in the Fall to vet these considerations for the future.

### Follow-up from Joe’s Report:

See Appendix A Pg 5- Fall 2023 Registered & Not Registered Prior Members (approximate) & Appendix B Pg 6- Chronological Membership Record 2023 from 2011 through Spring 2023.

The information in the 2 Appendices was used to level-set the discussion of the following Lists.

- Prior Member List A (Spring 2023 semester) updates are furnished by Council members from their Constituent lists – Continue weekly updates.
- Prior Member List B (Fall 2022 semester) updates are furnished by Page Tim, Elizabeth, Betty.
- Master List of Referrals That Never Joined RI- updates are furnished by the Membership Committee activities.
- Master List of Prior Members Lists C, D, E, F – (148 members not registered on 06/06/23).
  - Task Force- Elizabeth, Susan, Laurie, & Terry will execute reaching out to this List.
  - Joe emails the current Master List to all Council Members for review, w/ updates to Joe.
  - Construct/Adapt & send an outreach message blast using Blind Copy bcc.
  - Follow up w/ specific former members as you think appropriate.

### New Member Outreach:

The following items were reviewed as available for use. See pages 7 through 17.

Products, Messaging Models, Approaches, etc. available: Ref New Member Outreach List Brochures (coming soon), Bookmarks, Business Cards; Poster/Flyers (8”x7”); Magnetic Bumper Stickers; Fall 2023 Course Catalog; Sign-Up Sheets; Approach Messaging, Guidelines, & Suggestions; Elevator Speech; RI Email to Members to recruit new members.

- NextDoor message posting & execution plan- Terry is coordinating.



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Fall 2023 Registered Members Engagement in New Member Outreach:

We discussed if we should & if so, how we might activate the 216+ Fall 2023 Registered Members to encourage them to engage in Project 320's New Member Outreach. We agreed the approach & timing is very important, balancing positive RI growth & inclusion messaging w/out the suggestion or intimation that there is a problem at Renaissance. There is no problem, only opportunities to provide a unique Lifelong Learning experience to more seniors.

- Agreed the Council will meet after the July 17-19 OLLI Conference to discuss & agree on the approach & timing to this Project 320 Strategy.

Other New Member Outreach Ideas:

The following ideas for Outreach were discussed: personal use of Facebook; RI Facebook Page (Tim will contact Sandy about its content & viewing status); Advertising in the Balto Banner, Towson Times, & Jewish Times; Vet if & how to advertise to the Moslem Community w/ counsel from Saima; Open House.

- Task Force- Laurie, Page, Terry, Denis, Ken, & Tim will meet to organize this Strategy.

**Next Council Meeting: Pls, target Tuesday, July 25 @ 10am for an In-Person Meeting.**

*Respectfully Submitted,  
Elizabeth & Tim*



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Appendix A

Sandy’s Membership Counts from Monday, June 26, 2023, & approximate numbers for prior members who have not registered for Fall 2023

<b>Full Year</b>	<b>134</b>	
<b>Fall Only</b>	<b>82</b>	
<b>Total Membership Registered for Fall 2023</b>	<b>216</b>	
<b>Spring 2023 Members not Registered</b>		<b>79</b>
<b>Fall 2022 Members not Registered</b>		<b>17</b>
<b>Spring 2022 Members not Registered</b>		<b>9</b>
<b>Fall 2021 Members not Registered</b>		<b>14</b>
<b>Spring 2021 Members not Registered</b>		<b>23</b>
<b>Fall 2020 Members not Registered</b>		<b>62</b>
<b>Spring 2010 thru Fall 2020 not Registered</b>		<b>7</b>
		<b>211</b>

Approximate



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Appendix B

Chronological Membership Record 2023

Membership Numbers

2011-2012 311  
 Fall 2012 289  
 Spring 2013 311  
 Fall 2013 285  
 Spring 2014 323  
 Fall 2014 322 Wait list 13  
 Spring 2015 322  
 Fall 2015 333 Wait List 30  
 Spring 2016 334  
 Fall 2016 340  
 Spring 2017 324  
 Fall 2017 333 Wait list 16  
 Spring 2018 320  
 Fall 2018 345  
 Spring 2019 337  
 Fall 2019 342 Wait List 23  
 Spring 2020 341  
 Fall 2020 272  
 Spring 2021 277  
 Fall 2021 162  
 Spring 2022 245

<b>Spring 2022 DOB Demographics</b>	
1927 -1929 (93 - 95)	2
1930-1939 (83 - 92)	31
1940-1949 (73 - 82)	118
1950-1959 (63 - 72)	36
1960-1969 (53 - 62)	1
<b>Total</b>	<b>188</b>

Correction: The number of members for fall 2021 is 262.

Fall 2022 289?

Spring 2023 278?



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## New Member Outreach Products, Messaging Models, Approaches

### 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.



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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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**Lifelong Learning for Adults Over 50 since 1989**

# THE RENAISSANCE INSTITUTE

Registering Now for Fall On Campus and Zoom “

Come for the Classes Stay for the Friendships”



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



*“ Come for the Classes Stay for the Friendships”*



Renaissance Institute  
Senior Lifelong  
Learning

First name: \_\_\_\_\_

First name: \_\_\_\_\_

Last name: \_\_\_\_\_

Last name: \_\_\_\_\_

Email: \_\_\_\_\_

Email: \_\_\_\_\_

**“ Come for the Classes  
Stay for the Friendships”**

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First name: \_\_\_\_\_

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**Nextdoor Posts:**

Denis Smith—Post on or around July 1

Commenters for Denis’ post: Terry Weisser, Kathleen Bennett, Amanda Joyce, Hollis Jackson

Page Campbell—Post on or around July 15

Commenters for Page’s post: Beth Volk, Kathy Stone, Bev Franzen, Paula Murphy

Susan Serotte—Post on or around August 1

Commenters for Susan’s post: Betty Loafmann, Kay Pulcinella, John Meredith, Elizabeth Fanto

**NextDoor Post Message:**

I have been a member of Renaissance Institute for \_\_\_\_ years and want to spread the word about this very special place that provides lifelong learning in a supportive community. It is located on the Notre Dame campus and is open to all over 50 years of age. Registration is now open for the fall semester. There are over 60 courses on history, current events, science, art, literature, poetry, creative writing, theater, dance, music, film, Spanish, yoga, NIA, Qigong, ethics and religion, and more. There is even a ukulele class. When you become a member you can take as many courses as you like. Classes may be in person, on Zoom, or hybrid. What makes Renaissance Institute so special can be summed up in its motto: Come for the classes—stay for the friendships! If you want to check it out, here is a link: <https://www.ndm.edu/about-us/institutes/renaissance>



*“Come for the Classes Stay for the Friendships”*



Cut line

Welcome

Renaissance  
Institute

Unique Life-long Learning  
For Those Over 50

*Come for the classes  
Stay for the Friendships*

### RENAISSANCE OFFERS

- ✓ *A year-long program of wide-ranging academic and social activities*
- ✓ *In-person and on-line classes*
- ✓ *Free Office 365 software*
- ✓ *A variety of clubs and committees*
- ✓ *Opportunity to publish in annual literary /arts journal, Reflections*
- ✓ *Opportunity for teaching*
- ✓ *Access to NDMU/Loyola University Library, Pool, Fitness Center*
- ✓ *Student discounts*
- ✓ *Special lectures and events*
- ✓ *Free parking with shuttle service*

Enjoy a welcoming and collegial environment.

Explore and develop new skills.

Learn from fascinating life experiences of fellow members.



*Best of all,  
a rich field for new  
friendships that could endure  
throughout your retirement*





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RI Strat Plan Core Value & Core Purpose statement:

Engage seniors in a self-run, stimulating community that promotes intellectual curiosity and physical and mental well-being.

We are a strategically differentiated Lifelong Learning organization.

We will thrive through a diversified membership.

Spring 2023 Members not registered for Fall 2023- Joe

- 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.

Spring 2023 Members who have registered for Fall 2023- Joe

- Draft an enthusiastic & energetic Thank You Email for those having registered & Ask for their personal outreach efforts to encourage others in their circle of contacts to consider joining RI. Convey that information to help w/ that outreach for new members will be conveyed soon.
- Also, indicate that a Council Member will be their Advocate onward.

Master Lists- Joe

1. Master List of Referrals That Never Joined RI- Master List of Referrals Who Never Joined.
  2. Master List of Prior Members from Fall 2020, Spring 2021, Fall 2021, & Spring 2023 Who Have Not Registered- Master List of Prior Members List C, D, E, & F.
- Discuss & agree on a plan to reach out to these prior members. Reference Thank You emails from June 13 Council Minutes.

Fall 2022 Members not registered for Fall 2023- Tim

- Page, Betty, Elizabeth, & Tim will do Outreach Messaging.