



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

### **RI Council Minutes Sept 27, 2023**

Council Members Attending: Shirley Bigley, Page Campbell, Elizabeth Fanto, Betty Loafmann, Kay Pulcinella, Laurie Rosenberg, Susan Serotte, Kathy Stone, Terry Weisser, Beth Volk (via Zoom), Tim Casey. Members unable to attend: Joe Lapicki, Ken Pfeifer, Denis Smith.

Next Meeting: Oct 24 at 3pm in FIC031.

OLLI Conference Summary Key Points: See Pgs 3-5 below.

Beth reviewed the summary points on behalf of the Conference attendees.

The Council affirmed the key points made in the Marketing, Relationship with NDMU, and Curriculum sections. After significant discussion, the Council agreed to use the “best hybrid practices” verified at the Conference when that class method is selected by Curriculum Comm.

- Communicate Summary Points to members through the Newsletter- Tim
- Provide Marketing details to the Council. Page has completed this.

### Communications:

- 1) WMAR filming on Sept 26 Update- Shirley thanked everyone who participated directly, John and Terry interviews, classroom filming, and all of our members for “looking sharp” and demonstrating a positive and welcoming attitude throughout the day. Shirley was thanked for her interview, agenda, and oversight of the film crew.
- 2) The kiosk schedule template is complete: Pls fill in your availability at the Admin area desk.
- 3) Shirley reported collaboration with academic departments will be pursued.
  - The Council agreed a Town Hall be planned and scheduled with details TBD.

### Administration: Shirley reported:

- Classroom Availability is continuing to be coordinated with NDMU for FOU106; FOU015; FIC020 & FIC021.
- FIC003 & Admin Area Carpets- Carpet adhesives are being evaluated for toxicity and selection with purchase decision and installation schedule TBD.

Bus Service began Tuesday, Sept 26th. Our driver John was well received by our members.

### Fall Semester Start-Up: Issues, Successes, Other

Signage/Directions to classrooms/buildings were identified to support new members.

Overall there was good, positive feedback from new and returning members for the welcoming environment they experienced with many enjoying their classes.

### Fall 2023 Registration Update: Sandy/Shirley

Registration = 274, New Members = 27, Returning Members = 10.

The In-Person Registration is about 200; Zoom Only Registration is about 70. 14 classes are full.



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Curriculum Update- Terry reported the following:

The 6+6 Class Schedule is the standard for Spring 2024.

The RI Recording Policy will be updated after NDMU Policy education sessions are completed. It's noted that class size relative to room availability is a key issue as on-site membership grows. The Zoom Community is being engaged to develop any enhancements that could be useful. Carol Daddazio is leading an Instructor Development Task Force.

The Spring class proposal form is being updated and is due by October 17.

Terry was requested and has emailed the high-level tasks for Sandy to produce the Course Catalog and Schedule.

The key Spring 2024 Semester dates which are:

1st 6-week classes start: Feb 6 and Feb 8

2nd 6-week classes start: March 19 and March 21 or use this as break week and have classes start March 26 and March 28.

Classes end: on April 30 and May 2<sup>nd</sup>

Committee Chairs Meeting: Betty reported Chairs' meeting is on the first Wednesday of the month at 10am on Zoom. Council Member Liaison for Committee advocacy- See Pg 6 below.

Project 320 Follow-Up: Tim

- Council Constituent Outreach process standards, messaging, and sequence of outreach will be reviewed and determine if improvements can be made. Kay, Terry, Susan, and Beth will coordinate.
- Identify Project 320 Key Findings and Best Practice Processes to guide the Spring 2024 membership plan of action to increase membership. Each Council member pls identify 1 to 3 we should pursue/improve or should discard or significantly modify. Pls send it to Tim directly, he will catalog and discuss it at the next Council meeting.

New Member Outreach:

- 1) The Baltimore Banner Advertising results: Page circulated the Banner's report and is attached below on Pg 7.
  - 2) Community Outreach- Terry's article in *Homeland News* was published as submitted Lifebridge Outreach Feedback- Denis and Laurie acquired 10 new email contacts. Terry indicated the Next Door Posting for Fall Semester public awareness is concluded.
- Laurie reported the Open House is being rescheduled with plans TBD.
  - RI Facebook- The Council agreed to pursue FB presence and use. Laurie/Sandy/Tim will work on this outreach.

*Respectfully Submitted, Elizabeth and Tim*



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### OLLI Conference Meeting, July 17-19, 2023 SUMMARY KEY POINTS

RI sent 6 individuals to Osher Lifelong Learning Institute’s conference held at Clemson University from July 17-19, 2023. Those attending included (in alphabetical order): Sandra Adams, Page Campbell, Tim Casey, Elizabeth Fanto, Amanda Joyce, and Beth Volk. Attendees at the conference represented lifelong programs whose membership ranged from 75 to 2,500 members; while the majority were OLLI programs sponsored by colleges and universities, a significant number of programs were independent. Participating programs, although predominantly from the South, were also from Connecticut, New York, New Jersey, Ohio, Illinois, and even Alaska.

Prior to going, the group reviewed the schedule of breakout sessions and split up so that every session was attended. Post-conference, the group did two things. First, each submitted a summary of their findings from sessions that they attended. Second, the group met in person to review these findings collectively with the goal of identifying possible paths for Renaissance in the future. This document is a summary of the six topical areas that the group identified. The group feels that the first three topical areas - Marketing, Relationship with NDMU, and Growing Hybrid Classes (a subcategory within the topic of Curriculum) are the highest priorities that deserve the Council’s attention. The suggestions in the remaining areas – the rest of Curriculum, Membership – Social Engagement, Volunteer Engagement, and Community Engagement with ‘Greater’ Baltimore Metro – reflect a collection of ‘best practices’ and opportunities for RI to explore to enhance its program.

#### KEY POINTS

##### Marketing

While RI has been undertaking some of the strategies that other OLLI programs are doing, improvements can be made through the development and execution of a clear, directed marketing strategy.

- Develop ways to identify and engage our target audience
- Explore developing a presence on Facebook and other forms of media
- Manage the retention of current members
- Define the focus of the marketing committee.
- Develop keywords on social media to optimize exposure to audiences



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### Relationship with NDMU

By far, compared with other OLLI programs, RI is significantly below average in this area.

- Work to strengthen relationship with NDMU
- Find ways to engage and “project” RI as being an important, valued part of the NDMU community
- Make appropriate use of gift money
- Make them aware of our potential to enhance their reputation

### Curriculum

Overall, RI is doing fine (perhaps a bit better) than other programs relative to both the number of course offerings and the size of the membership. One area that bears further consideration is how to grow our hybrid class offerings.

- In order to grow Hybrid classes and expand the overall class size, we need to grow our internal capability first - flexible instructors who are committed and willing to train, technology support teams (volunteers), technical troubleshooters, and classroom technology
- Need to on-board these technical members
- Manage student expectations - especially in hybrid classes - at the beginning of class (re: the realities of being in a hybrid class - technology glitches, rotating back and forth between audiences, etc.)
- Pretest ideas for classes and the capability of the instructors, keep the focus on the academic programs along with a variety of courses and have classroom space adequate to accommodate members

### Membership - Social Engagement

Cultivating and engaging with program members – a key mouthpiece for marketing – is part of what makes RI so unique – a secret sauce. The following suggestions may enhance our ‘above-average position’ compared with other OLLI programs.

- Increase our focus on the Zoom-only community
- Survey to find expectations of members; develop a means of gathering and aggregating information about members’ backgrounds, interests, and skills
- Plan how we can market our committees
- Use “town hall” gatherings and constituent meetings
- Use of grants for funding transportation of members to class
- Develop an atmosphere of community, make members feel valued, and help them access the benefits we can offer, i.e., Amazon membership and Microsoft 360, etc.
- Consider a movie series or speakers’ series
- Provide information about transportation in the area



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### Volunteer Engagement

Compared with other OLLI programs, RI is in the middle of the pack regarding volunteer engagement. Taking a cue from the theme of the conference, improvements need to be prioritized to sustain the organization.

- Provide incentives and/or support for members to teach, recruit for committee service, offer training for specific tasks, build a tech team to support instructors, have an appreciation event, i.e., ice cream social, opportunities to chat i.e., lunch gatherings, town hall meetings, to ease them into volunteering, offer a small reward, i.e., our early registration and lunches

### Community Engagement with ‘Greater’ Baltimore Metro

OLLI programs that have directly engaged in efforts to connect with their greater community have (1) provided opportunities for the community’s engagement on social justice issues; (2) raised the community’s awareness of the OLLI program; (3) helped their relations with their college/university sponsor; (4) in some cases led, over time, to increased diversity within the membership; and (5) provided additional volunteer outlets for members, notably in event-planning.

- Have a program to engage our audience like the speakers’ series (above) as a “friend-raiser” to make the community aware of our organization



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Committee Name	Email address	Name	Council Liaison (approved)
<b>Committees</b>			
Communications Committee	<a href="mailto:amanda.joyce7131@gmail.com">amanda.joyce7131@gmail.com</a>	Amanda Joyce	Betty Loafman
Curriculum Committee	<a href="mailto:bkbbennett@verizon.net">bkbbennett@verizon.net</a>	Kathleen Bennett	Beth Volk
Curriculum Committee	<a href="mailto:terryweisser@gmail.com">terryweisser@gmail.com</a>	Terry Weisser	
Finance Committee	<a href="mailto:wkpfeifer@comcast.net">wkpfeifer@comcast.net</a>	Ken Pfeifer	Joe Lapicki
Library Committee	<a href="mailto:_jmfloam@gmail.com">_jmfloam@gmail.com</a>	Judy Floam	Kay Pulcinella
Marketing Committee	<a href="mailto:murphygpm@gmail.com">murphygpm@gmail.com</a>	TBD	Kathy Stone
Membership Comm	<a href="mailto:vickie.lapicki@aol.com">vickie.lapicki@aol.com</a>	Vickie Lapicki	Denis Smith
Membership Comm	<a href="mailto:jlapicki@verizon.net">jlapicki@verizon.net</a>	Joe Lapicki	
Nominations/Elections Comm		TBD	Terry Weisser
Reflections Magazine	<a href="mailto:the2suttons@gmail.com">the2suttons@gmail.com</a>	Carolyn Sutton	Elizabeth Fanto
	<a href="mailto:mjdysart@gmail.com">mjdysart@gmail.com</a>	Marcia Dysart	
Renaissance Institute Secretary	<a href="mailto:efanto37@gmail.com">efanto37@gmail.com</a>	Elizabeth Fanto	Committee Chairs Group & Executive Exec Comm, Strategic Planning, & Fundraising
Renaissance Institute President	<a href="mailto:twcasey@comcast.net">twcasey@comcast.net</a>	Tim Casey	
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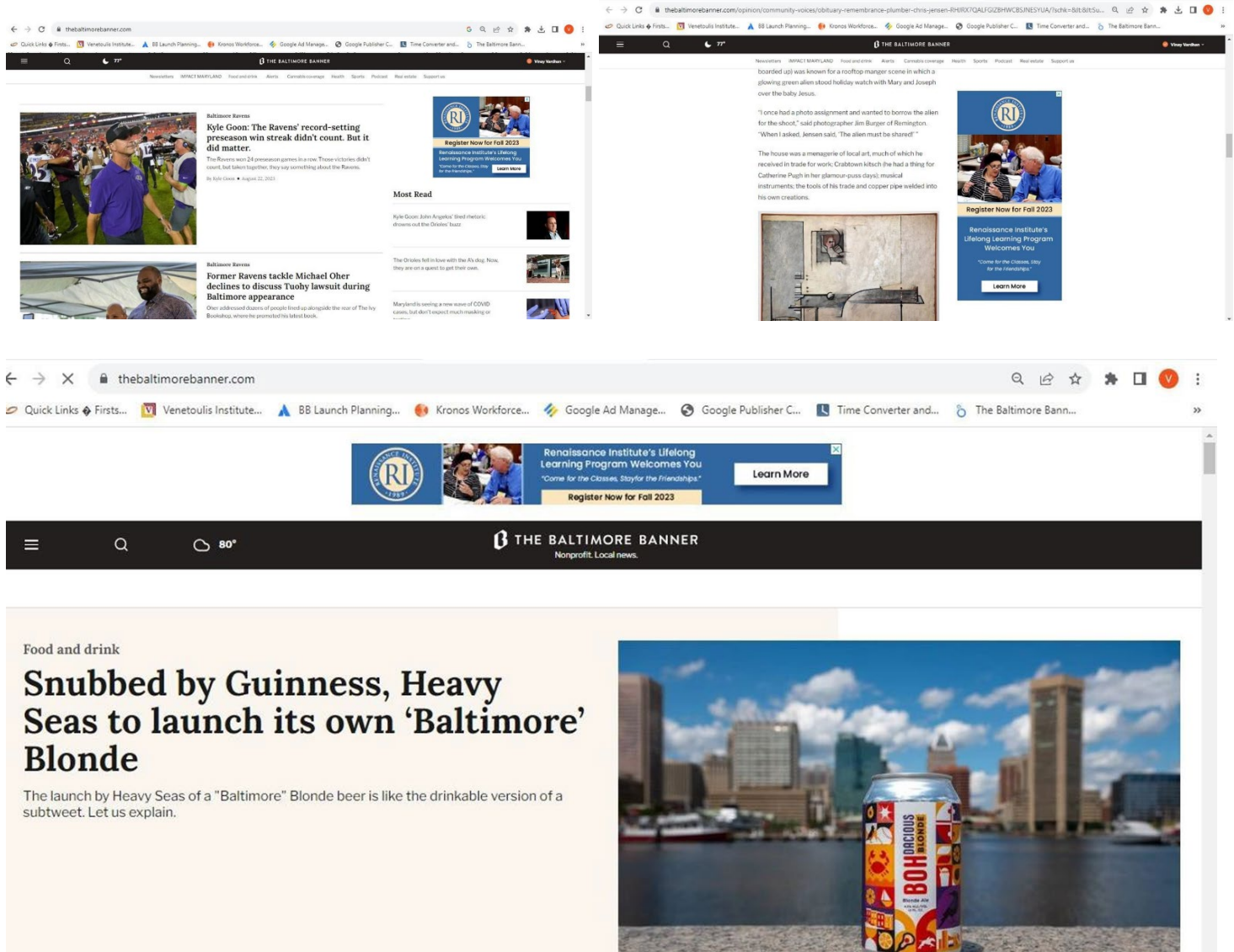




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The Baltimore Banner Campaign Report  
 Notre Dame of Maryland University  
 Campaign Dates : Aug 21st 2023 to Sep 4th 2023

Ad Unit		Impressions	Clicks	CTR
DESKTOP	300x600	3114	5	0.16%
	300x250	29,300	23	0.08%
	728x90	12,115	11	0.09%
<b>Total Desktop</b>		<b>44,529</b>	<b>39</b>	<b>0.09%</b>
MOBILE	300X250	89,865	167	0.19%
<b>Total Mobile</b>		<b>89,865</b>	<b>167</b>	<b>0.19%</b>
<b>GRAND TOTAL</b>		<b>134,394</b>	<b>206</b>	<b>0.15%</b>



Food and drink

## Snubbed by Guinness, Heavy Seas to launch its own 'Baltimore' Blonde

The launch by Heavy Seas of a "Baltimore" Blonde beer is like the drinkable version of a subtweet. Let us explain.

