Chairman, Carl Booberg, opened the meeting at 11:00 am.

In attendance at the meeting were Chairman, Carl Booberg, Bill Bailey, Sheryl De Leo, Marshall Ervine, Delores Kimbrough, George Pangburn, Ann Smoot, Ann Williams, Tim Williams and Sally Wood. Staff members attending were Pat Brown, Jane Dowrick and Debra Guild.

Jane Dowrick distributed a list of leadership council volunteers. Jane requested members review the list and report any changes to her.

The Minutes of the December meeting were approved as presented.

Marketing Team Report: Ann Smoot reviewed a list of priorities conceived by the marketing committee at their meeting in February. The committee has decided to place emphasis on growing the 2011 speaker’s bureau. They are also in the process, along with Marketing, in developing an Osher panel brochure as a new marketing piece. Carl Booberg suggested inserting the new panel brochure along with the gifts for the Osher course leaders. There is also interest surfacing in starting an Osher chorus, developing a brochure for local realtors to reach newcomers and communities such as Cross Ridge, making contact with local media such as 50+ and Channel 6. Any media relations would need to be coordinated closely through the UR communications office. There has been interest expressed for spirit items such as t-shirts and coffee mugs. Further research is being conducted on offering such items for direct purchase through our website by an independent provider. Sally Wood suggested we advertise in the Modlin Center program and perhaps use the spot sponsorship during athletic events.

Chair’s Report: Chair Carl Booberg followed with a report on the Leadership Retreat. Tim Williams compiled retreat notes, based on the work completed by the council at the retreat, and distributed them to all members present. Tim encouraged the council to adopt a mission statement in the near future. It was decided to adopt a statement prior to having the panel brochure printed so that it will appear on the brochure. Homework was assigned to the council to review the statement and values presented at the retreat and make your suggestions to Jane via email by March 14th. Jane announced that Osher will be used in all references to our institute replacing the usage of OLLI. The council agreed with this decision. OLLI will be omitted from all printed material designed from here on.

Development Team Report: Jane Dowrick and Carl Booberg have reported fundraising activity to Kyle Allen as requested. Jane and Carl will be attending the National Conference in April and gather how other institutes approach fundraising. The team is looking to encourage major gifts and planned gifts creating a named fund. Carl announced he is excited about attending the National Conference and will report on their findings at the next council meeting. The work of the team is focused on creating a development strategy, with focus on major donors. All fundraising must be coordinated through the advancement office of the University. Carl asked that any names or ideas that come from the council be given to Jane. The Grants Office is available to advise us. The team also plans to work with the School of Continuing Studies Institute on Philanthropy. A council member suggested the database available to the public on Virginia Foundations. Jane will follow up with the University Foundations Office. We would like to alert our members and friends to the opportunity to contribute by having it printed throughout our marketing materials. The council then discussed meeting the $30,000 gap between income and expenses by reviewing fee structures, research outside consulting assistance and/or consult assistance through the Osher Foundation.

Curriculum Team Report: Sheryl De Leo reported from their last team meeting in January. They are in need of replacing a team member, preferably with a member who is not already overly committed. Their summer curriculum is now complete and they have already started on the fall offerings. They would like a blast sent to the membership base for suggestions of new course ideas. May 1st is the deadline for course offerings for Fall.
Leader Support Team Report: Bill Bailey was announced as the new chair for Leader Support. Tim Williams will continue in assisting Bill as needed. Bill will visit with the curriculum team and review leader support. Bill also reported that Jane and Tim offered the new leader workshop this spring. Pam Pangburn will be joining the leader support team also. One of the three members will provide audio visual support as requested from program leaders.

Membership Team Report: Sally Wood reported the Member Handbook is nearing completion and will be sent to all current members. George Mason’s handbook was used as a model for our handbook. The team would like to roll it out this fall and must go through the UR channels for final approval. Sally plans to have a welcome committee meeting this fall. The team is constantly calling members to keep them interested in continuing their membership. Ann Williams will consider assuming the role as chairman of the team in the future.

Director’s Report: Jane commented on the cohesive team we have in place. We are gratifyingly reminded of the exceptional group process with everyone listening to and appreciating one another’s offerings. Membership is increasing with 38 recent new memberships, 77 renewals, and 33 non-renewals. Members’ busy schedules are the major reason for not renewing. Our current membership as of March 8, 2011 is 401 members. Spring registrations have been strong. One mini-course did not “make” due to insufficient enrollments. Phil Melita in marketing is now sending our blasts of upcoming events and programs to our members and friends. We will be reviewing the Osher After Five program and consider offering after five programs seasonally or perhaps off site. We need to explore more in depth what might drive our members to attend classes after five. At this time, the council acknowledged the contributions and work of Virginia Carlson and her help in bringing the Osher Institute at the University of Richmond to where it is today. We are grateful to Ginny and wish her well in her retirement and her new position at St. Benedict School.

Future meeting and event wish dates were reviewed with adjournment following at 2:00 pm.

Respectfully submitted,

Debra Guild and Jane Dowrick