Osher Leadership Council Minutes for March 13, 2012

Chairman Booberg called the meeting to order. Those present were: Carl Booberg, Sheryl DeLeo, Marshall Ervine, Delores Kimbrough, Lin Koch, Ann Williams and Tim Williams. Bill Bailey and Bill Bateman were unable to attend. Jane Dowrick and Debra Guild attended as staff.

**Special Presentation by Guest, Aaron McClung:** Jane introduced Aaron McClung, Director of Gift Planning, who gave a brief presentation on planned giving, on various ways of giving to the university and how Osher members might get involved in planned giving, such as a “learning on the run” presentation. He will be presenting at an educational brunch in June for reunion weekend and would welcome Osher members to attend.

Minutes were reviewed from the December 2011 meeting. They were accepted as presented with the exception to update the last sentence under membership to reflect “Ann Williams has agreed to chair the Membership Team”.

**Director’s Report:** Jane Dowrick

- **Old Business:** The resignation, from the Leadership Council, of George Pangburn has been accepted. A thank you note was sent to George on behalf of the council. George will continue to serve on the Curriculum team.
- **Osher Spring enrollments have been high and membership is holding at 550. The request to audit classes in the School of Professional and Continuing Studies and Arts and Sciences has also been high. It was suggested that an article on auditing a course be written for the Osher Insider newsletter. It was also suggested that an email blast be sent two or three times announcing the current issue of the Newsletter.
- **Osher’s revenue gap is shrinking as revenue increases from membership fees and the endowment.
- **The Osher Fellows program is evolving with focus on civic engagement working groups developing projects unique to Osher. The project will have three components: study and development, implementing the service and a final component involving reflection. The Harvard model has been reviewed and an Osher member has expressed interest in a service project. Jane will do a four-session class this summer to attract those who may wish to become involved with the fellows project. We will continue to involve the Center for Civic Engagement and task group members.

**New Business and Other Items:**

- The 2012 Mixer will be held on Wednesday, September 12th from 5:00-6:30 pm. The following week will kick-off the SPCS 50th anniversary.
- Jane mentioned that National Volunteer Week is coming up in April and suggested we may want to being planning for the UR Osher Institute’s ten year anniversary in 2014. Under other business, Jane received a cordial note from the arts commission on receiving the grant proposal to fund a part time director and an accompanist at performance events for an Osher Institute Community Choir.

**Chairman Booberg’s Report:** Carl welcomed Lin Koch to the team. Lin is a graduate of SPCS. Lin has been actively engaged with SPCS at many levels over the years serving as past president of the Student
Government Association and alumni board. Lin will be leading two Osher Institute Tacky Lights Tours before the winter holidays.

Carl announced that the work with advancement continues to progress and was grateful to Aaron McClung for today’s enlightening presentation.

**Team Reports:**

*Curriculum Team:* Sheryl DeLeo reported that their team met last week and focused on the way in which the team reviews evaluations. In the future, the team will be looking at the number of students that register, how many registrants showed up for classes and the number of satisfactory marks given leaders. The team currently consists of six members. Additional members are needed and recruitment will target Osher members who have attended or have led Osher classes.

*Development Team:* Carl announced that Marshall Ervine has agreed to serve on the development team. The team continues to explore more engaging opportunities for fundraising, such as a scholar dinner where an Osher student would be recognized and honored. The team is also interested in being involved in some capacity with the SPCS fiftieth anniversary event. The team will be working with Jane to make the SPCS annual fundraising letter more personal and meaningful to our Osher members.

*Leader Support Team:* In Bill Bailey’s absence, Tim Williams reported that support team members have been assisting new course leaders to help them feel more comfortable with the AV equipment.

*Membership Team:* Debra Guild will provide the list of new Osher members to Ann Williams.

*Marketing Team:* Delores Kimbrough reported for the marketing team. Tim Williams volunteered to make group presentations. Delores agreed to provide the power point presentation to Tim for his use. She suggested that the presenter tailor the presentation to their own unique style.

The marketing team recently worked with James Campbell in developing a marketing strategy. The final version was distributed and reviewed. James has suggested that the team devise a clear statement on how we are different from our competition and add that statement to the final version of the marketing strategy. We will plan to have a leadership meeting in the near future to brainstorm what separates us from other LLI’s in Richmond.

Delores announced that we are making good progress with the speakers bureau. There are many speaking opportunities on campus and also in the community.

In closing, Carl Booberg and Tim Williams announced they will be prepared to present a nominee at the next Leadership Meeting in June.

The meeting adjourned at 2:44 pm.

Respectfully submitted by Debra Guild and Jane Dowrick.