Osher Leadership Council Minutes  
March 1, 2016


Chair Landon Woody called the meeting to order after lunch. Osher members introduced themselves and shared why they had joined Osher.

The minutes from the December 2015 council meeting were approved as presented. Director, Chair, and Team reports followed.

**Director’s Report:**

Peggy Watson reported we currently have 705 active Osher members.

- Peggy announced the University has reorganized their Budget/Planning Department and we are currently waiting on complete and accurate reports. Dave Frimpter, Osher member, has been assisting with interpreting the reports and identifying issues and inaccuracies. Peggy offered to email financials when/if they are correct.
- Our 99 course offerings for spring are popular and going well with many wait lists occurring. Course leaders for Great Decisions have agreed to reprise the program in the fall for the many members placed on the wait list this spring. We are grateful to George, Don, and Aubrey for their willingness to do so.
- The summer schedule of classes is currently the focus of the Osher office. There are many popular and repeat instructors coming through for the summer. Rabbi Creditor and Bruce Miller are two of our new instructors. Phil Melita and Tim Williams will be back with their baseball class. Greg Hall, Dan Begley, and Adam Stynchyla will be offering film-related courses. West Cobb is teaching a basic computer course. There are currently fourteen courses in the queue for the fall schedule. Peggy plans to send an appeal in the near future.
- Peggy reported that she led a webinar on the Strategic Plan for the Olli National Conference. Landon Woody viewed the webinar and applauded Peggy’s contribution.
- Peggy announced the Osher trips are going slowly at this time, but moving in the right direction. The University is requiring a standard checklist for Osher travel providers, which aligns with UR’s standard travel abroad requirements. The forms are valid for two years. Peggy announced the China trip is full. Others available for fall are Ireland and the Great Canadian Cities. We will also be offering a Galapagos Islands and Danube cruise in the spring of 2017.
- We have been making Osher presentations throughout Richmond, including one this afternoon at The Pemberton.
- We are in need class assistants and AV assistants. We will offer a class in the future for those interested in helping. A suggestion was made to use Sign Up Genius for our volunteers.
- The online software contract is under review by the provost. A timeline for implementation is being developed showing Osher “going live” in the spring of 2017.

**Chair’s Report:** Chair Landon Woody distributed and reviewed her report to the council. She stated the leadership council will be using the strategic plan as our frame of reference in going forward this year. Landon, George and Peggy met and selected the 2016 initiatives. In keeping with a selected 2016 initiative, Landon said UR professors are very popular with the Osher students, and perhaps we can enlist more of them to teach for Osher. A United Nations class is coming out of the Great Decisions discussion. Landon asks that each team chair establish what they are trying to accomplish as a team, using the strategic plan as a tool. Landon is working with Glenn Hughes in the Office of Common Ground to look at ways of increasing diversity and inclusion within our institute. Glenn plans to lead a workshop/course this summer, and Landon encouraged council members to participate. Landon asked for assistance from the council on this particular area. Glenn noted to Landon that Dr. Crutcher is working on creating a strategic plan for the University. Several council members stated they would discuss this topic with their teams and comply with the spirit of the University’s planning. Landon mentioned that Mrs. Crutcher may teach an Osher course on cross cultural mentoring.
Landon would like to conduct another membership survey this coming fall, reviewing the last survey to determine if any questions should be repeated. George Pangburn suggested more open-ended questions be implemented within the next survey conducted.

**Curriculum Team:** Peter Goodman reported for the curriculum team. The team is being guided by the strategic plan focusing on maintaining the quality of speakers and curriculum while trying to recruit new course leaders, especially within the UR community, especially current and retired faculty members. The team would like to attract new members, while retaining our core of current members, by building and enhancing our existing University relationships.

It was noted that George Pangburn, through Greg McPherson, will be presenting at Duke University in the near future to encourage cross offering of courses led by other Osher leaders across the country.

**Development:** Peggy reported for Marshall Ervine, chair. Peggy and Landon attended last month’s development meeting. Peggy stated an Osher appeal letter has been approved by Dean Wilson. It was noted those funds received would be used for the betterment of the Osher Institute and also be directed to students in need of tuition assistance. Osher was a bronze sponsor of the SPCS golf tournament. The team suggested that we include a paragraph in our summer catalog on giving a gift “in honor or memory of family/friends/Osher members.”

**Leader Support:** Peggy reported Bill Bateman and Bill Bailey are the active members of the team at this time. The team plans on supporting future leaders by continuing to offer the Passion class.

**Marketing Team:** Chair Lee Ann Pickering reported for the team. Ten members met in February and identified goals of handing a catalog to a friend and getting catalogs to the interest groups and specific sites frequented by our target audience. They plan to continue to staff information tables on and off campus. They hope to expand their farmer’s markets by including those in Hanover and Goochland. They will try to target the Realtor’s Association reaching out to those relocating to Richmond. The team would like to encourage giving Osher as a gift through SpiderBytes and alumni journals.

**Membership:** Landon Woody distributed and reviewed a report on the responses received on the informal email sent to non-renewing members. Landon felt the overall response was good and also positive. We have also added the SPCS Marketing Team staff to our orientation classes, which helps new members understand where information resides on our web site.

**Newsletter:** Chair George Pangburn reported the newsletter team met with Daniel Hocutt and James Campbell to discuss the SPCS/Osher website and explore a new format for the newsletter site. The team discussed having more frequent feature stories, perhaps as many as six in the course of a year and also spotlighting a particular level of interest.

The meeting adjourned at 1:34 pm.

Respectfully submitted by Debra Guild/Peggy Watson