Osher Leadership Council Minutes
March 7, 2017

Attending: Charlie Huffstetler, Marlene Ebert, Peter Goodman, Don Miller, Lee Ann Pickering, Pat Brown, Debra Guild, Peggy Watson
Absent: Ruth Blevins, Jeff Keil, Bill Pawelski, Linda Ventura, Landon Woody

Chair Charlie Huffstetler called the March meeting to order in the Eskandarian Room at 12pm.

Charlie noted this meeting begins a new year for the Leadership Council, and he welcomed our new council member, Marlene Ebert. He thanked Lee Ann for serving as Vice-Chair this year.

The minutes of the December 2016 council meeting were approved as emailed. Director, Chair, and Team reports followed.

Director's Report:

- Peggy thanked Charlie for serving as chair, as well as all council members for their time and their contributions.
- Membership and course registration numbers are up as of the end of January, which translates into greater revenue for the year. Thanks to David Frimpter for his continued contributions in setting up, tracking, and reporting Osher financial data.
- The summer schedule of courses is just about finished, with 52 courses in the line-up. Included are several courses that came in as a response to the request for classes to address the Regirer grant requirements. Several field trips are also planned.
- The two grant projects are in place, but personnel hires are moving slowly. The Osher Capacity-Building Grant position was advertised then pulled for revision, but should be reposted this week. The 12 applicants were notified of this. This Osher grant addresses membership growth, which we’re already doing fairly well, and fund raising, which will be a new emphasis for us. During the position revision process, we worked on a case statement that would have two or three items that would encourage our members to contribute financially. These could include a gathering space, access to a van/mini-bus that would be strictly for Osher use, and a lecture series, which would blend nicely with the Regirer grant. Council members were encouraged to give this thought and suggest other compelling reasons to contribute.
- The Regirer grant position should be posted this week. Work on this grant has moved forward, as the programmatic aspects of the grant blend well into our current course offerings and special events. The appeal to current instructors to teach this summer brought in a good number of Regirer-related courses. The resources and potential speakers are limitless, so the new staff member could easily move forward with this work. We have created a partnership with the University Staff Advisory Council's Caregiving Affinity Group to share speakers and events. We will be meeting with the Weinstein Health and Wellness Center staff to determine if we might partner with them as well. We have also reached out to the National Osher Resource Center to learn more about the Osher Integrative Health Centers and possible a national speaker from one close by.
- We have pushed back our go-live date and are now scheduled to go live this fall with the online registration software. August training sessions will be listed in the summer catalog to help members set up profiles and register for courses. On the front end, we will enter all course data, and Osher staff will now find and reserve all of our classrooms (previously handled by the registrar). The new software will create more work for the staff, even after the launch, but the hope is that the user experience will be far better.

Chair Report
• Charlie reported on the January 17th All Member Meeting. He started the meeting by introducing SPCS Dean Jamelle Wilson, who enthusiastically welcomed the crowd of 125+ members. George Pangburn provided our most recent survey results, with analysis on the figures and thoughts on where we may need work. Updates on the strategic plan, the online registration software, and two new grants were provided. Charlie noted that this meeting was very successful and that we may want to consider this an annual event.
• Charlie reported that the new Leadership Council Member Orientation on February 7th went well, with all new members attending.
• Charlie and Peggy will be attending the Osher Institute National Conference the first week in April in Irving, Texas. We have selected breakout sessions to cover as many topics as possible.
• Charlie noted the good articles in the National Osher Resource Center newsletter and suggested that the council members sign up to receive this each month. Peggy will send the link to members.

Team Reports

Development: Peggy noted in her report the Osher Capacity-Building Grant. Marshall Ervine has stepped away for a while, and we do not have a new chair, so the committee has not met.

Leader Support: Bill Bailey continues to offer his teacher-training class and has good response.

Marketing: Lee Ann reported that the Marketing team has several new members as a result of the fall mixer and the January all-members meeting. The group met in February and mapped out its plans for the year. In addition to the South of the James and St. Stephen’s farmers’ markets, we are adding the Thursday Great Big Greenhouse farmers’ market this year. The team is also staffing the Employee Wellness Fair in the Tyler Haynes Common on March 22. An email blast from the Osher office will be going out soon that will encourage members to serve as volunteers around campus, especially on busy days during Alumni Weekend and Homecoming.

Membership: The benefits of membership are more than one might expect. The benefits around town at stores, museums, and for cultural events need to be confirmed, then marketed in our catalogs.

2017 Strategic Plan

Charlie referenced the survey results and the analysis of the data that George Pangburn provided. He suggested that the five areas for attention could easily and appropriately become our focus for 2017. These are:

• Lack of diversity in our membership remains a concern
• Having an efficient and user friendly online registration experience will resonate with most of our members
• If we wish to pursue additional fund raising activities, outreach with our members will be necessary
• A large number of members indicated willingness to volunteer in various activities. We need to figure out how to engage those who are interested.
• Enhanced communication with our members---January members’ meeting, for example

The council members discussed ways to address these five areas, some of which we’ve already started. For diversity, it might be good to rethink our approach and move from one-on-one efforts to engage and increase minority members to attention to addressing diversity in our courses. Charlie noted that the National Osher newsletter featured an institute that offered a National Endowment for the Humanities film series on Civil Rights.
The registration software is in process now, as will be the fund-raising activities as soon as additional staff is onboard. Volunteerism dovetails well with the Marketing Team’s efforts, and communication is an ongoing effort by staff and the Council.

We will incorporate these five areas into the existing strategic plan and present that to the Council and membership at large.

**New Business**

There was no new business.

The meeting concluded at 1:24 pm

Respectfully submitted,

Peggy Watson

3-8-17