

**FIVE COLLEGE LEARNING IN RETIREMENT  
MINUTES OF THE COUNCIL MEETING  
NOVEMBER 14, 2013**

The regular meeting of the council was held at the Five College Center, Spring St. Amherst at 2:15 pm.

**Present Council:** Susan Beer, Paul Berman, Dorothy Gilbert, Michael Greenebaum, Jim Harvey, Chris Hurn, Carol Jolly, Betsy Loughran, Ellen Peck, Jim Perot, Dean Poli, Jim Scott, Zina Tillona, Gordon Wyse

**Absent Council:** Fran Volkmann

**Present Committees/others:** Marybeth Bridegam, Joan McKelvey, Liz Tiley, Sara Wright, Naomi Yanis

**Minutes:** The minutes of October 20 were accepted as previously corrected.

**Treasurer: (See sheet from Sept. 30, new budget format.)** In referring to this budget sheet, Betsy pointed out some accounting problems still with us. The spring dues are listed as \$4000 after the Preview but we need \$9000 for the year. There is no comparative data for this. The \$2000 listed as “gifts, other income” accounts for the scholarship donations. Under Programs, for things like winter/summer there are both positive and negative numbers which include in and out items. Winter/summer usually makes a profit but we are now showing a \$873 deficit which is still being sorted out. Part of this is because of where we begin our financial year.

The budget seems okay but our income needs oversight. The Anniversary celebration and the Preview will have extra expenses which can come from the reserves. Next year, however, we may need to consider raising the dues.

According to 5C all donations for scholarships must be listed as a separate item. For the Anniversary celebration, we will put it under “Membership Committee” since that committee is helping to organize it. The extra money will come from our reserve surplus. As a policy, if a committee wants to spend more than \$100 at a time, they must check with the treasurer. She will try to keep committees informed about the status of their budgets as the year goes on.

Jim reported that the Preview budget of \$3000 is inadequate this year. The cost of the two events is \$2400 which leaves only \$600 for ads. Each ad will be \$800. We can add the \$500 budgeted for PR to the Preview since it will go for ads.

**A motion was made and carried to add \$500 to the Preview budget but then for next year to put all the ad money under one heading for PR so that we can keep track of what we are spending for ads no matter what the occasion.**

Marybeth asked that for next year we budget for the tent and potluck expenses under “Membership” even though some of the money we use for this purpose comes from Winter/summer surpluses. There needs to be a clearer in and out accounting.

**Tech Committee:** Jim Perot announced that Pete Reitt and Chuck Gilles have resigned from the tech committee. The committee will be looking for new members. On December 5 there will be a tech fair focusing on the use of tablets.

**Curriculum Committee:** Larry Gutlerner has resigned from this committee. He will be replaced by Michael Brooks. The Council approved this change. We were reminded that this year the Preview will be on Saturday, Nov. 23 instead of Sunday. This is an experiment so the Council was asked to keep track of how people felt about it.

**Great Decisions:** Chris reported that they have all but one speaker lined up. This year there will be coffee again. The committee has also bought new lapel mics which should be an improvement in acoustics.

**Office Manager:** Liz assured us that the catalogue was ready for the printer. This year all will be in one catalogue but with separate registration forms in different colors. There is one change in the registration form in the description of reduced dues rates.

**Operations Manual:** Sara Wright, who has been editing this manual, pointed out that the title “Office Manager” will remain despite what 5C calls the job.

In order to put something into the Operations Manual, a motion must pass in Council and must include an explicit direction to put the new wording into the Manual. When something goes into the Manual, a date at the bottom indicates when it was voted on by Council.

For this round, we voted on the green section on Pg. 10—the change for Membership Services taking over the pot luck. The word “all” should be taken out.

Michael Greenebaum proposed a change on Pg. 33. He wants us to consider dropping the “Special Status” section. It seems offensive to have people apply for this status. It should be more informal at the discretion of the moderator. This proposal will have to go back to the Curriculum Committee which is in charge of seminar rules. He would also like the committee to consider changing the wording which describes presentations. Too many people remain scared off by the way this requirement is stated.

The Council voted to adopt the Manual with the changes already accepted. Jim Harvey thanked Sara for all of her work in putting it together and keeping track of the changes. There will be a note in the Newsletter alerting people to the changes and suggesting how they use the Manual.

### **Old Business—Increasing Economic Diversity:**

Naomi Yanis returned to talk about the recommendations by the task force consisting of Joan Laird, Ann Hartman, Diane Liebert, and Naomi Yanis. They would like to see our membership form have a way to use a sliding scale for payment with a \$25 per semester minimum (\$50 per year) and perhaps even a payment plan for those who cannot pay dues all at once.

Liz reported that now 15 people pay half dues and one pays less than half.

The ensuing discussion ranged over a number of issues:

- Will a sliding scale make budging more difficult?
- Should we trust people's honesty or ask for a rationale for reduced dues?
- If we ask for information, who will review it and what will we do with it?
- Will we get more members for less money?
- Should we put a cap on the number of scholarships?
- If cash flow is a problem, can we accept a payment plan without getting swamped by too many small monthly checks?
- Since membership is always in flux, is it worth trying a variety of plans to see how they work?

**New Business—Brainstorming Membership:**

This talk about economic diversity led to more discussion about how we can increase our membership. Because of space constraints, we can't take on too many new members but we need to replace members we lose. How do we get the word out to potential members, especially as they start retirement?

- Put flyers in retirement packets for college and university retirees.
- Advertise in senior centers and in more local newspapers like the *Springfield Republican* or the weekly town papers.
- Change how we describe our offerings so that the seminars do not seem so intimidating. This may mean stressing "participation" rather than "presentation" and describing more things as "workshops".
- Make it clear in the catalogue which sites are accessible for those with handicaps.
- Post flyers in business and real estate offices.
- Create a new mail distribution list of potential members.
- Liz has put new links on our website which should make finding us easier.
- We can all send announcements and newsletters to interested friends.

This discussion will continue.

Respectfully submitted,  
Ellen Peck, Secretary