

FIVE COLLEGE LEARNING IN RETIREMENT

MINUTES OF THE COUNCIL MEETING September 8, 2016 (Second draft, dated September 19, 2016)

The meeting was called to order at 2:15 p.m.

Council Members Present: Gordon Wyse (President), Marybeth Bridegam (Vice President), Sheila Klem (Past President), Kathy Campbell (Treasurer), Mike Brooks (Secretary), Jim Averill, Joanne Creighton, Ann Hartman, Chris Hurn, Jonathan Jay, Bobbie Reitt, Terry Rosenfeld, Tyll Van Geel

Committee Chairs and Others Present: Larry Ambs, Gail Gaustad, Chuck Gillies, Kay Klausewitz, Neil Novik, Tisha Ferguson (Office Manager)

Council Members Absent: Jake Greenburg

Minutes of the August 11, 2016, Council meeting were approved as corrected.

Officers' Reports:

President: Gordon stressed the importance of attendance at Council meetings, and urged members to notify him in advance on those occasions when they are unable to attend.

He reminded those present of upcoming events: the Member Potluck at the Gaustads' home on September 21, and the Laptop Workshop on September 16, 23, and 30.

The Bylaws are now up to date, but the Operations Manual needs review and updating. Mike Brooks (Secretary) and Sara Wright (Historian) have responsibility for this task; Gordon will assist as well. Committee chairs are invited to make suggestions for updating the Manual.

LIR's need for outreach to the broader community, and particularly to prospective members, was discussed. Gordon and Tisha are developing a brief PowerPoint presentation for this purpose. Presentations are scheduled for a meeting with UMass retired faculty and at the Northampton Senior Center. Joanne Creighton noted that her colleagues at Mount Holyoke tend to know very little about our organization. Larry Ambs said that efforts have been made to meet with Human Relations officials at all the area's colleges and universities, but getting them together has proven difficult. Jonathan Jay reminded that our outreach efforts should not be restricted to academics, but should target the wider community as well. Sheila Klem noted that our need for outreach is a compelling reason to continue the distribution of a printed catalog. Our Public Relations Committee, chaired by Nina Scott, will follow up on these matters.

Gordon reminded us that Tisha handles the location and scheduling of space for all seminars. Some committees--Summer/Winter, Great Decisions--have handled this themselves, but should coordinate their efforts with Tisha.

Vice President: Marybeth is still working with committee chairs to finalize their lists of members.

Treasurer: Kathy distributed the FY16 Income and Expenses budget prior to the meeting, but noted that it is still being modified. Thus far we have collected \$55,700 in dues for this year (out of \$67,000 expected), which is roughly where we were last year at this time. The Finance Committee has not yet met this fall, but will be doing so soon.

Secretary: No report.

Old Business: None.

New Business:

Neil Novik proposed, on behalf of the Curriculum Committee, that Council appoint a committee to develop a survey of 5CLIR's membership. He suggested that the committee be composed of Council and Curriculum Committee members, that Survey Monkey be used for

administration of the survey, and that the committee determine the areas to be covered and the types of questions to be asked. In response to a question regarding potential topics, Neil gave as examples the feasibility of an electronic catalog, the extent of interest in between-semester and other special programs, and ideas for seminars. Chuck Gillies noted that LIR surveys have been carried out in the past, and that new members are still invited to respond to a set of survey questions. Differing opinions were expressed as to whether we should have a permanent survey committee, as well as whether its membership should include more than Council and Curriculum Committee members. Jonathan suggested that we conduct a focus group of people who have left the organization during the past two years, aimed at determining their reasons for leaving. Sheila reported that departing members have often been contacted by phone, and that the most common reasons for resignations have been health/age, other obligations, or moving out of the area. Chris Hurn reminded us that the more questions asked, the lower the response rate; he advised against a "kitchen sink" approach to question formulation.

Jim Averill moved that the President appoint a survey committee, giving him responsibility for determining its composition and defining its mission. The motion was seconded and passed unanimously with one abstention.

Space for the Science Roundtable was also discussed under the New Business heading. Larry Ambs reported that Lathrop cannot accommodate the Roundtable this year, so another location had to be identified--probably the new Hitchcock Center. The Roundtable has been restricted, in the past, to LIR members and to residents of the host institution. Recently, however, it was advertised as open to anyone--a potential problem. No one has been turned away, but future advertising should be corrected to reflect our policies in this regard.

Committee Reports:

Curriculum. Tyll Van Geel reported that proposals for spring semester seminars and workshops are coming in slowly, and more are needed; he encouraged all present to consider submitting proposals, and to urge others to do so. Moderator and Participant Handbooks are now online,

and their usage should be encouraged. The idea of shifting exclusively to an online catalog, explored last year, has been dropped. The Curriculum Committee is working on evaluation of the Emeritus experiment, though its usage has been minimal thus far; only two seminars and four people are involved. A subcommittee has been formed to explore the idea of shorter workshops and seminars between semesters, over the summer, etc.

Development: Chuck Gillies reported that the Campaign for the Future numbers presented last month have not changed. The Campaign will be publicized at the upcoming Member Potluck. Shortly thereafter, personalized letters--with return envelopes--will be sent to all members. The Campaign will be promoted in the October Newsletter as well. While we still need \$46,000 to reach our goal--probably entailing the need for some four-figure contributions--the primary push at present is for broad participation. At a later stage, the committee will also undertake a "legacy drive," involving inclusion of LIR in wills.

Finance: Kathy reported that the Finance Committee has not met since May, but will do so soon.

Great Decisions: No report.

Member Services: Gail Gaustad urged all present to make a point of speaking with new members at the Sept. 21 Potluck. A new members coffee will be held in February, and another event is being planned for April.

Public Relations: No report.

Special Programs: Kay Klausewitz reported that the committee has two new members, Serene Rubin and Helene Lambert. The committee is still seeking one more member, and will be meeting on September 20. The first theater outing will occur on October 29; details are provided in the September Newsletter. A new photography interest group is forming, with Marty Espinola as coordinator.

Summer-Winter: No report.

Technology: No report.

Other Items:

Tisha reported that we currently have 252 paid-up members, of whom five are Emeriti, 11 are "discounted," eight are Associate members, 29 are new members, and 22 have begun as half-year members. She also emphasized the importance of "keeping her in the loop" regarding the finding and use of space. She is working with the Curriculum Committee to ensure that all catalog information is available online once the catalog has been printed. She is also working to tighten up the website, and invites all committees and groups to ensure that their website materials are accurate and up to date.

She has had requests from other organizations wanting us to publicize them in our materials, but is following our policy that our Newsletter should not be used to advertise outside groups. The Operations Manual specifies that we cannot distribute commercial or political materials. On the other hand, special events for members (book signings, etc.) are eligible for inclusion.

Bobbie Reitt asked if we have any way of tracking website usage. Tisha said she will look into this.

We have not yet identified an appropriate intern to assist Tisha, but the search continues. Tisha invited feedback on the volume and content of emails coming from LIR's Office. She also indicated that it is probably time to update our brochure.

The meeting was adjourned at 3:42 p.m.

Respectfully submitted,
Mike Brooks, Secretary
September 11, 2016