

Minutes: November 17, 2010, Meeting of the CVEC Board and Staff

Northfield Senior Center, Room 106

Members not present: Charles Carlin; Carroll Flaten; Joan Stoesz

Call to Order

Board Chair Jane McWilliams promptly called the meeting to order at 3:45 p.m. Following her brief welcome, the Chair called for "any changes" to the published agenda.

Approval of Agenda

Hearing no proposed changes to the agenda, the Board Chair declared the agenda "...approved as published."

Approval of the October 13, 2010, Meeting Minutes

Note: With the question of precisely when the Board minutes would be posted on the CVEC website not yet resolved, the Chair declared that the "Approval of the Minutes" and the Board's resolution of the "when" would be handled separately.

Motion to approve: Jim Holden Second: ReJean Schulte No emendations. Call for the Question: Unanimous approval.

Board Secretary Jon Rondestvedt called attention to the e-mailing he sent to Board and Staff members in preparation for this discussion and vote. The discussion and vote would not determine the "should" but the "when" of the minutes' online posting. Three possibilities exist: 1) shortly after the monthly meeting when the Board and Staff receive the secretary's draft of the minutes; 2) when the Board and Staff receive the edited minutes which reflect their review and suggestions; 3) following the formal approval of the Board at their next monthly meeting. A thoughtful discussion ensued and resulted in a motion to approve the rewording of the approved minutes offered by Board member Richard Noer:

Note: Underlining member's words. 3) a second set of minutes reflecting emendations will then be posted provisionally on the CVEC website and also sent prior to the monthly meeting to Board and Staff for their final examination; 4) the amended minutes will be submitted for formal approval at the monthly meeting, followed by a definite posting on the CVEC website.

Motion to approve: Judy Cederberg Second: Shirlee Madow Call for the Question: Unanimous approval.

Committee Reports

James McDonnell--Curriculum Director

Jim first distributed the SPRING 2011 list of CVEC courses to Board and Staff members. What follows here is a brief summary of his comments and the lengthy discussion that ensued:

1. Ten courses are now "...locked in." As yet, two other courses have not reached that certain status.

2. Promising to not "...steal ReJean's thunder," Jim then directed attention to three specific courses in light of his recent work with the Curriculum Committee and the newly-formed Curriculum Task Force: 1) Ed Lufkin's course on the steps one can take to keep well; 2) Jane McWilliams' course which looks to the future of journalism; 3) Dick Cantwell's course on opera. In their separate meetings, the Curriculum Committee and the Task Force had discussed the potential benefits of delivery systems other than the one the CVEC currently offers: a weekly two-hour session during the day--a single instructor--a course length of eight weeks. Jim noted that Ed's course was tentatively scheduled for an evening run; Jane's would offer a different instructor/commentator each session; Dick's would find the enrollees attending a televised Met opera performance at an area theatre on an optional basis following the lecture. In the spirit of exploring new options, the Curriculum Director invited the Board and Staff to consider the possibility of opening up the opera course to "walk-ins." For a fee of \$10. a CVEC member interested in one of the five operas staged by the Met could attend Dick's lecture prior to attending the televised performance. A vigorous discussion both for and against ensued, one in which other potential course options surfaced as well. While no one was averse to flexibility, clearly no specific course design received unanimous approval. What did emerge--as reflected in the straw poll conducted by the Chair which received consensus approval--was that, with the approval and direction of the course instructor, the opera course could be offered as a "two options model."

3. Jim then raised an "important issue" confronting the CVEC: technology and its use in the classroom. Recognizing that time was now an issue, Jim identified two areas of immediate concern: 1) the aptitude and skill of instructors in the use of emerging technologies; 2) the need for improved sound delivery systems to accommodate hearing-impaired CVEC members. A brief discussion followed on the second point.

In response to Jim's second concern, the Chair raised the question whether or not the treasury currently had funds available for a satisfactory portable system. Board Treasurer Judy Cederberg identified two budgeted sources totaling approximately \$1600. that could be used to meet this need. Invited by the Chair and articulated by Board member Susan Roosenraad, the following motion was advanced: "To authorize the Curriculum Committee to investigate the possibility of acquiring a portable sound system." Second: ReJean Call for the Question: Unanimous approval.

Barbara Jenkins--Finance Director

Board Treasurer Judy Cederberg spoke first, directing Board and Staff to the first of two financial reports: CVEC FUND BALANCES dated November 15, 2010. Currently, the CVEC's account with First National Bank stands at \$30,967 (savings; checking; 9-month C.D). Our Schwab One account as of November 15th shows \$37,935 (up \$836. since October 13th). The total value of accounts as of November 15, 2010, is \$68,902.

Finance Director Barbara Jenkins then directed Board and Staff to the OPERATIONS REPORT dated November 16, 2010. This report compared the operating income and expenses of the CVEC during September and October of 2009 and 2010. Turning to the bottom line--INCOME MINUS EXPENSES--Barb noted that expenses for 2010 exceeded income: \$-2,463. For the same period in 2009 expenses also exceeded income: \$-639. Barb hastened to add that the CVEC was "...not doing as badly as it appears...," for the difference--\$-1824.--does not reflect that in 2009, \$2000. was transferred from savings and listed as income. With no questions from the Board and Staff, the Chair thanked Judy and Barb for their reports.

David Halsor--Operations Director

Registration for winter courses opened Monday, November 15th. As of Wednesday, the 17th, 144 individuals had registered for classes. Of that number, 116 enrolled the first day. As David remarked, that number was "...possibly second best..." in CVEC history. While the sheet with enrollment totals was being passed around, he called attention to the fact that five courses had reached their listed limits and were closed. The remainder were, he said, "...filling up fast." It now appears all eleven winter courses will be offered. As Operations Director, David had received all course evaluations from the fall session. Throughout he found them "glowing." These course evaluations will be given to Curriculum Director Jim McDonnell for further assessment.

Ed Lufkin--Publicity and Executive Director

Wearing his Publicity Chair "hat," Ed called the Board and Staff's attention to two items: 1) a copy of the October, 2010, newsletter of the CVEC; 2) a printed poster readied for display in the Senior Center. Unlike the CVEC website, he pointed out, the newsletter printed photos of the course instructors in black and white. Cost was the determining factor, for black and white photos in print were 1/10th the cost of color. Before turning to the poster, Ed was asked about downloading the newsletter on one's home copier. Apparently some CVEC members found it impossible while others found the procedure a complex one. Ed will look into this matter more fully. It is Ed's intent, furthermore, to have the CVEC become a more visible presence in the Senior Center. To that end, the newly-designed poster will be displayed prominently in a high traffic area. Others will follow in an effort to highlight the CVEC and its offerings

to this demographic group.

As he had the floor, Ed shifted "hats" and became the reporting voice of the Marketing Task Force. He indicated that this particular task force will, at a monthly Board meeting in the near future, present a series of specific suggestions related to marketing the Elder Collegium. Consequently, Ed did not offer a beginning list or a sampling of such suggestions.

Task Force Reports

1. Courses and Instruction: ReJean Schulte--Reporting Voice

In preparation for her comments, ReJean distributed a summary sheet of this task force's first meeting, a meeting which saw three specific goals emerge:

Goal 1: Explore alternative course delivery systems in addition to the current 8-week format

Goal 2: Recognize diverse hearing needs of students and provide learning environments that support all students' ability to participate in course content and discussion

Goal 3: Seek/identify new faculty who have passion for subjects that would expand course offerings for CVEC students

ReJean read these three goals aloud and, recognizing that time constraints prevented further discussion/elaboration, delayed further comments until our next monthly meeting in January.

2. Marketing: Ed Lufkin--Reporting Voice

Note: See Ed's brief task force comments in the previous segment: *Ed Lufkin--Publicity and Executive Director*

3. Organization: Jane McWilliams--Reporting Voice

Also shifting "hats," the Chair offered five specific goals this task force identified:

Goal 1: Explore the feasibility of creating new course formats and content

Goal 2: Establish permanent record keeping

Goal 3: Establish fair and efficient registration procedures

Goal 4: Establish operating policies for the website

Goal 5: Revise/Update existing by-laws

As ReJean had, Jane delayed additional comments and announced the next agenda item.

Executive Director Report

Executive Director Ed Lufkin closed the formal portion of the agenda with the following comments/observations: 1) He has been impressed with the efforts made and commitments shown by both new and old Board members during the past three months; 2) the website continues to experience dramatic growth in the number of "hits" it receives monthly; 3) he will be meeting with the staff of Rochester's lifelong learning program; 4) the CVEC received \$708.84 from the recent *GiveMN* initiative.

Other?

The Chair neither solicited nor received additional comments at this time.

December Meeting/Social Event

The Chair confirmed the details she offered on the agenda sheet: The CVEC Board and Staff will meet December 15th at the Chair's home "...from 5-7 for light refreshments and some holiday cheer. Unless something comes up requiring our attention and action, this will replace our December meeting."

Adjourn

The Chair adjourned the monthly meeting at 5:05 p.m.

Respectfully submitted,

Jon Rondestvedt, Board Secretary