

**Cannon Valley Elder Collegium
Board Minutes, November 18, 2015**

The Board of Directors of CVEC met at the Northfield Senior Center on November 18, 2015. Board members JoEllen Schultz, Jean Haslett, Dan Van Tassel, Randy Cox, Jerry Mohrig, ReJean Schulte, Peg Morrison, Joan Drenth, Phil Eaves, Mary Emery, Judy Mason, Ed Lufkin, Eric Nelson, Dale Talley and Mike Harper were present. A quorum being present, Board Chair Jerry Mohrig called the meeting to order at 3:45 P.M.

1. The meeting agenda had been circulated to the members of the Board prior to the meeting. Jerry asked if there were any additions or changes to the agenda. There were no suggestions for additions or changes.
2. Jerry next asked that the minutes of the October 21, 2015 meeting of the Board be approved in the form previously circulated by email. A motion to approve the Board minutes in the form circulated but with minor corrections was duly made, seconded and approved unanimously.
3. ReJean confirmed that the annual holiday party would be held at her home on December 6th, from 2:30 to 5:30. She said that the party will be catered, but that people who wish to bring treats should so indicate on a sheet she circulated.
4. Executive Director Rich Noer followed up about course times. The Senior Center has requested that, to give them greater scheduling flexibility, we move all our classes there back by a half hour. To comply with their request, all winter term afternoon classes that were originally scheduled for Room 106 have been moved to Village on the Cannon, and their times have been kept at 1:30 to 3:30. Morning classes scheduled for Room 106 will be held half an hour later than usual, at 10:00 to 12:00. The question of class times will be reevaluated based on winter term experience.
5. Rich then described the evolving processes for creating the Newsletter and updating the website. Ed Langerak, Dale Sommers, Ed Lufkin and Rich are all involved in what Rich described as a more ordered process.

There was some discussion about the need to distribute hard-copy Newsletters, which are costly. For the present, Newsletters will continue to be sent to members who have not indicated that they are willing to receive Newsletters solely by email, and a few Newsletters will be placed at key locations, including the Faribault Senior Center.

6. Curriculum Director Ed Langerak and Operations Director Dale Sommers had no reports this month.
7. Peg Morrison gave the financial report for Finance Director Barb Jenkins. She said that the operations report indicates that CVEC has been doing well financially over the last few months. Gifts have been up substantially, mainly because of gifts received recently in memory of Greta Smith. Jerry asked Peg to have the Finance Committee consider whether some funds should be transferred from the savings account, which earns substantially no interest, into the investment account.
8. Proposed Bylaw revisions that had been discussed at the October meeting were proposed for adoption. Upon motion made and seconded, and after a brief discussion, the proposed changes were adopted by unanimous vote. The revised sections of the Bylaws are attached to these Minutes.
9. Jerry characterized publicity as the major item on the agenda, and asked Ed Lufkin to report on behalf of the Publicity Committee. Ed gave a brief history of CVEC's publicity practices, from "buttonholing" friends of the founders, through mimeographed newsletters, email "blasts," postings on the website, hard-copy Newsletters and announcements to the Northfield News. Until this year, CVEC has continued the practice of putting posters up in about thirty locations around town. However, Ed said that when attendees at the film festival were asked to indicate by a show of hands how they found out about the festival, none reported having seen posters. Based on that and in view of the significant effort needed to place posters, a decision was taken not to put up posters advertising this fall's courses. Without the posters, CVEC nevertheless had record fall enrollment. Thus, Ed recommended that posters be discontinued and the Board concurred.
10. Ed Lufkin then asked the Board for thoughts about the effectiveness as outreach of the "Collegium Invitational Talks" program (hour-long

talks by instructors). There was a brief discussion about this, with no clear conclusion reached. Ed Langerak agreed to ask instructors whether they had received invitations to speak from local churches, the Northfield library or other organizations. However, he noted that some 20% of the students registered for classes this fall were new to CVEC, and thus that CVEC's outreach is apparently already effective.

11. Ed Lufkin asked the Board for comments on "TEDdy Talks" (pre-registration talks offered by some instructors as previews of their upcoming courses). He said that he had given a TEDdy Talk, but none of the attendees had signed up for his courses. Jerry reported that one or two people who attended his talk did sign up for his course. Thus, there was no consensus as to their efficacy as a recruitment tool. However, it was agreed that CVEC instructors should not be discouraged from giving such talks if they wish to do so.
12. Dale Sommers reported that 62% of the students registered for fall courses submitted course evaluations, and that five submitted evaluations electronically for every one who used paper. This prompted a suggestion by Peg Morrison that prospective registrants be given opportunities to opt out of receiving expensive paper mailings. This could be in the next Newsletter or in connection with winter term course registrations. Ed Lufkin promised to propose language to Dale Sommers before the mailings are sent to winter term registrants.

The meeting was adjourned at 5:00 PM.

Respectfully submitted,

Michael H. Harper, Jr., Secretary