

**Civic Engagement Committee Minutes**  
**January 12, 2016 Reuter Center Room 207**

The meeting was called to order at 4:15 PM by Chairperson Sarah Reincke. The following members and guest were present: Sarah Reincke, Ken Cooper, Vinod Jindal, Laurel Jernigan, Carol Lorts, Kathy Rouse and Jacob Cohen. Carol recorded the minutes.

The minutes of the November 17, 2015, meeting were approved as submitted.

**OSC News** – Jacob provided an update regarding the executive committee, noting that new chairs for the Reuter Center classrooms would be arriving soon; the Giving Campaign was in progress with an increase in donors from previous years, but still low when considering the number of OLLI members; UNCA was in the process of making salary adjustments for faculty and staff based on industry studies; and OLLI membership was at a record high with 2023 members and 947 members enrolled in classes for the winter quarter. A discussion ensued.

**New Volunteer Initiative** – Sarah provided the Committee with information regarding Greenworks. She explained that she would be meeting with a representative from Greenworks and would be requesting that they add a question to their new volunteer questionnaire regarding OLLI membership to assist in tracking. She noted that she would wait until after this meeting to schedule meetings with additional volunteer organizations (i.e., Habitat for Humanity, Riverlink, and Homeward Bound). A discussion ensued. Sarah noted that the CEC will determine after the meetings are completed which of these organizations will be chosen and when and how liaisons will be chosen, adding that it would be key for each organization to be willing to track OLLI volunteers. Vinod expressed interest in participating in the meeting with Greenworks.

**Sarah and Vinod will meet with Eric Bradford of Greenworks and Sarah and Carol Culler will meet with representatives of Riverlink, Habitat for Humanity and Homeward Bound prior to the February meeting and report back to the Committee.**

**Communication/Marketing Update** – Sarah explained that she had begun meeting with OLLI members regarding being Ambassadors, as discussed in the previous meeting. Ken then discussed the CEC webpage including new content regarding the benefits of volunteering; how to drive OLLI members to the CEC webpage; what makes a volunteer experience “Good”; and how to improve social connections and communications with volunteers. A discussion ensued.

**Sarah and Ken will schedule a meeting to develop a library of weekly “soundbites” for the newsletter and will contact potential venues for a volunteer social event.**

Ken then discussed the Volunteer Appreciation Event scheduled for April 14. Following a discussion, the Committee agreed to hold the event at the Reuter Center.

**Call to Action for ASCF Update** – Sarah provided the Committee with an update regarding the upcoming Celebration of Champions, which included the recognition of 3 OLLI members for their volunteer work. She then provided an update of the database and discussed the new method for tracking OLLI participation.

**Call to Action for MANNA** – Sarah provided the Committee with an update on MANNA, noting that Marie Bauer had taken over as Team Leader for MANNA Team 1. A discussion ensued.

**Budget** – Sarah asked the Committee to consider future expenses for inclusion in the 2016-2017 budget. A discussion ensued and Sarah noted that she would provide a draft budget to the Committee for review.

**Committee personnel** - Harriet Zaidberg has agreed to join the committee as the Call To Action for Education Liaison. Kathy is considering staying on the committee to support Harriet. Marie Bauer has agreed to become a committee member to act as the Call to Action for MANNA Liaison. *THANK YOU HARRIET AND MARIE!!*

There being no further business, the meeting was adjourned at 5:15. **Next meeting is scheduled for February 9 in Room 207 at 4:15 PM.**

Respectively submitted by Carol Lorts