

Civic Engagement Committee Minutes

April 12, 2016

Reuter Center Room 206

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, Carol Culler, Vinod Jindak, Laurel Jernigan, Carol Lorts and Jacob Cohen. Carol L. recorded the minutes.

The minutes of the March 8, 2016, meeting were approved as submitted.

OSC News – Jacob provided the Committee with a report on the recent OLLI Town Hall meeting, noting that about 75 people attended. He then discussed the strategic planning activities of the University and OLLI and the alignment of certain initiatives, including community engagement. Finally, he noted that the results of the recent Member Survey were being analyzed and information about the results would be included in the next Sunday newsletter.

Call to Action for ASCF Update – Harriet provided Sarah with an update. There were approximately 48 OLLI members currently volunteering in the Asheville schools through OLLI.

She explained that she was working with Spencer Cranfill on the petition/letter writing campaign that was discussed at the March CEC meeting, adding that it was still undetermined as to whether it would proceed.

Sarah then reported that four OLLI members had been recruited at the recent new member orientation to serve as proctors for ASCF.

Finally, she noted that there will be an ASCF program on the state of education in North Carolina on April 28 at 4:30 PM at the Reuter Center.

Call to Action for Food Insecurity – Marie provided Sarah with an update on this call to action, noting that new driver volunteer opportunities were becoming available at MANNA. She stated that she hoped additional opportunities would continue to become available to OLLI members due to their responsiveness. A discussion ensued.

Carol C. noted that MANNA would be hosting an open house for the public on May 1-2 to introduce the new director and show off the remodeled facility.

Communication/Marketing Update – Laurel provided an update regarding CEC's ad for the summer catalogue, noting that, due to page requirements, it would be smaller than anticipated. A lengthy

discussion ensued regarding aspects of the CEC communication plan that are not being executed or that are being modified outside of the committee. Ken proposed that he and Sarah make a presentation to Catherine and Leanna regarding the importance of CEC's ability to communicate its message, goals and initiatives to OLLI members through various mediums in accordance with the communication plan that had been discussed.

Sarah will set up a meeting to prepare the presentation and a meeting with Catherine and Leanna to present it.

Sarah then discussed the bulletin board that the CEC would be managing in the Reuter Center that would be used for communication to OLLI members. She added that the bulletin board would be used for general communication and would be updated monthly.

CEC New Volunteer Initiative for OLLI Update – Sarah provided an update on RiverLink and Greenworks, noting that since neither organization had been especially responsive, the April 26 event had been cancelled. A discussion ensued regarding the possibility of CEC taking on the role of “clearing house” to provide OLLI members with information or OLLI contacts regarding volunteer opportunities at various organizations or for specific initiatives (e.g., housing and food insecurity).

Sarah then discussed the boards in the Reuter Center where OLLI members were listing the organizations where they volunteer and discussed the usefulness of this information for the committee.

Sarah will analyze information regarding where OLLI members currently volunteer based on member survey responses and the boards and provide it to the committee at the next meeting.

Initial Budget Discussion – Sarah called the committee's attention to the proposed budget included with the agenda, noting that Catherine had approved the budget. She asked that the committee review the budget and provide her with any feedback.

There being no further business, the meeting was adjourned at 5:10.

Next meeting is scheduled for May 10 in Room 207 at 4:15 PM.

Respectively submitted by Carol Lorts