

Civic Engagement Committee Minutes
August 18, 2015, Reuter Center Room 230

The meeting was called to order at 4:00 PM by Chairperson Sarah Reincke. The following members and guest were present: Sarah Reincke, Tom Bushar, Carol Culler, Ken Cooper, Vinod Jindal, Laurel Jernigan, Jerry Jordon, Carol Lorts, Chuck Rosenblum and Jacob Cohen. Carol L. recorded the minutes.

The minutes of the July 21, 2015, meeting were approved as submitted. Sarah noted that all CE Committee action items had been completed.

Call to Action for MANNA:

- A. Carol C. provided the Committee with an update on the merger of MANNA Teams 1 and 2
- B. The Committee discussed the possibility of creating a Team 3 on Saturdays, which would start up in September.
- C. Carol then discussed the MANNA call center volunteer opportunity and another potential opportunity that could start in January. She noted that MANNA currently operates over 200 food pantries.

New Initiative Update:

Jerry and Sarah provided the Committee with an update on the status of research the Committee's next Call to Action focus, including the basic criteria for selecting an organization to support. They noted that two areas under consideration were Housing/Homelessness and the Environment. Sarah noted that there is no specific deadline for choosing the next Call to Action.

Call to Action for ASCF:

- A. The Committee discussed OLLI's role in the school volunteer programs and the potential benefit of having periodic check-in meetings with volunteers. Sarah noted that volunteering in the high schools was being discontinued, but that there may be opportunities in the future in pre-school.
- B. The date of the recruiting event has yet to be finalized, but is expected to be either September 30 or October 2. The Committee discussed plans to publicize the event, including using Class Reps and the OLLI August 30 newsletter. A discussion ensued regarding OLLI member attendance at the recruiting event and ways to encourage attendance at the event and subsequent volunteering at ACS.
Jacob will communicate the importance of top-down messaging regarding the importance of volunteers in the ASC to the OLLI Steering Committee.
Sarah will be speaking to the Steering Council on the importance of volunteering in the Asheville schools and the positive impact of OLLI volunteers on students and teachers.
Sarah and Chuck will take the lead to ensure that the event is publicized and using Class Reps.
- C. The September 10 Career Fair at Buncombe Early College, a United Way Day of Caring Event, was discussed. It has been publicized in the OLLI newsletter.
Jessika is the lead.

Marketing: Ken discussed meeting with Sarah and Tom to transition marketing initiatives to him and the need for a communication plan. **Ken** will organize a formal meeting with Committee members to discuss the communication plan and next steps.

New Business:

- A. Recording Volunteer Activity: Sarah discussed her and Laurel's efforts to record volunteer activities and communication in the OLLI newsletter under the Civil Engagement banner. A sample banner was included in the meeting agenda.
- B. Volunteer Spot: Sarah discussed the difficulties encountered with volunteer sign-offs and the potential for using a volunteer tracking system.
Sarah will research volunteerspot.com as a tracking system for OLLI.

Old Business:

Sarah called the Committee's attention to the activities update included in the meeting agenda. She noted that the Committee will continue to use the term "Call to Action" for the immediate future.

The OSC news report was tabled due to the late hour. The meeting was adjourned at 5:00 PM

Next meeting is September 15 in Room 215 at 4PM.

Respectively submitted by Carol Lorts