

PLATO BOARD OF DIRECTORS MEETING MINUTES

Friday, June 20, 2014 - 9:30 a.m.

DCS Office, 21 North Park, Madison, WI

Present: Patricia Becker - Chair, Greg Bell, Sybil Better, Lauren Blough, Lewis Bosworth, Mary Boyd, Mary DeWolf, Aleta Murray, Scott Kolar, Tim Otis, Frank Power
DCS: Barry Orton, Louise Fowler
Guests: Gail Gordon, Jim Clum (representing Special Events), Patricia Herrling

Attachments: PLATO Final 2014-15 Membership Form; Proposed Membership Information Policy; Board Copy of Membership Directory; Sample Directory – Edited Contact Data

- I. CALL TO ORDER** – Patricia Becker called the meeting to order at 9:30 a.m. and welcomed Gail Gordon, Jim Clum and Patricia Herrling. Gail is Chair of the Communications Committee and a principle developer of the PLATO website. Jim Clum is reporting for Special Events in Bob Blitzke’s absence. Patricia Herrling is Editor of the *Persimmon*.
- II. MINUTES** – Tim Otis made a motion to approve the minutes of the May 16, 2014 Board Meeting and Mary Boyd seconded it. The motion was passed unanimously.
- III. TREASURER’S REPORT** – Tim Otis
 - A. Tim Otis is finalizing the 2013-2014 Year End Report and will send it to the Board before the next meeting in August.
 - B. Copies of the PLATO Expense Reimbursement Request Form were distributed. This form is to be used for reimbursement for purchases made by Committee members. It is not to be used to submit invoices for payment. It was suggested that the words “invoice” and “invoices” be removed so that the instructions will read “Please list each of the receipts for which you wish to be reimbursed below. Please attach a copy of each receipt.” In the absence of a receipt, provide whatever documentation of the purchase is available. The form will be posted on the PLATO website.
- IV. PRESIDENT’S REPORT** – Patricia Becker
 - A. Patricia Becker noted that the May Luncheon was a great success. UW Police Chief Susan Riseling’s presentation received rave reviews and reports note that her book is very good. 199 registered for the event and there were 15 no-shows. Mary Boyd asked if the Board thought the Nakoma Country Club should be the venue for the 2015 Luncheon. She said the valet parking setup would be the same so there would still be some wait time when leaving. One alternative suggestion was to investigate the Zor Shriners building off the West Beltline. Hy-Vee was suggested as a caterer.

- B. Patricia reported that the PLATO Archives are being weeded to try to fit the files in one cabinet. So far about 1/3 of the material in the examined files has been saved. Many duplicate copies and outdated forms were discarded. Board minutes and financial records for the past eight years have been retained.
- C. Patricia passed around thank you notes from: Wendy Kerr, Dean Jeff Russell, Mary Mercier, DCS Senior Student Services Coordinator, and the PLATO scholarship winners.
- D. The scanning machine (see April 18, 2014 minutes) that was intended to handle checks received in the mail by transmitting the data to PLATO's bank could not be connected to the UW network. So we will have to return to processing checks manually.

V. DCS REPORT – Barry Orton

Barry Orton reported that the UW system was offline on Wednesday, June 18th, resulting from a series of problems related to storms. He pointed out that the PLATO website was operating despite the weather, a reflection on the good choice made by PLATO to go out on our own.

VI. SPECIAL REPORTS – Nominating Committee, Policies Subcommittee, PLATO Directory, Website Task Force, Persimmon, Social Opportunities Task Force and Agora

A. Nominating Committee – Tim Otis

MOTION: Tim Otis made a motion to appoint Lauren Blough to the Board At-Large position left vacant when Gail Gordon took over as Communications Committee Chair. Greg Bell seconded and the motion passed unanimously. This term is an appointment that ends in 2015. Lauren would have to run and be elected in 2015 to serve the remainder of the 3 year term

B. Policies Subcommittee - Mary Boyd

Mary said a report reflecting the revisions and additions to the Policies document will be presented at the August meeting.

C. Future of the PLATO Directory – Greg Bell

1. Greg Bell presented the Communications Committee's proposed process for building, storing and allowing access to the PLATO Membership Directory. Four documents were discussed (see attachments). The new Membership Form has been posted to the PLATO website. Greg noted that the information collected in the database does not include any personal financial information. There was extended discussion in reference to the second attachment that proposed a policy for the gathering and use of member information and for what elements of that data would

be included in the Membership Directory. The document currently states that "...name, address, phone number and email address are required for PLATO membership." It was suggested that the statement be changed to read "... are required for online registration." Members who do not have an email address or who prefer not to register online can print the form, fill it out and mail it with a check to the DCS/PLATO office. Would an email address be *required* for online registration? In reply it was noted that an emailed acknowledgment could not be sent if an address was not provided. The Committee was asked to revise the policy and re-submit it to the Board.

2. The following describes the "Interim Policy" regarding the Membership Directory. Members can choose what information will be displayed in the Membership Directory. The website version of the Directory will have two forms. The form available for access by the Board will contain all of the contact information. The form accessible by all members with individual passwords will display only the details permitted by each member. For instance, if a person wants only their name to be included they can contact the PLATO office to request that restriction. Changes to the database can be made at any time. The electronic copy in pdf format will be updated and emailed to members twice a year (every six months). Once a year a member may call the PLATO office and request that a print copy be sent to them. In the future, if online registration for courses becomes possible, Coordinators will be able to access and compile class participants' contact details to make communication more timely and efficient.
3. Further discussion on the use of member contact information focused on the attempt to prevent people from using the directory for non-PLATO marketing purposes. Although restricting the use of the data to "...direct dissemination of organization and course related messages" might be too exclusive, it was suggested that the last sentence which begins "Use by PLATO members or course coordinators of email addresses to send messages..." be removed. The Committee was asked to revise the policy and re-submit it to the Board.

D. Website Task Force – Scott Kolar

Scott reported that the work on the website is going well and that Task Force is hammering out details. He thanked the Board for helping to test the registration system before its release. 305 people have registered online and there are 13 registrations that will be completed when the checks are received. 745 members have yet to renew but it is early in the renewal period. Gail Gordon and Mary DeWolf can generate lists of non-renewals and eventually send reminder notices. Tim Otis suggested that they monitor online registrations as a guideline. When those drop significantly that might be a good time to send reminders. Mary Boyd suggested that we might include a line that asks people to let us know if they don't intend to renew.

E. Persimmon – Patricia Herrling

Patricia said that the August *Persimmon* articles and pictures have been passed to Louise Fowler. Louise has requested that UW Marketing send her a review copy before publishing the issue. Patricia pointed out that the *Persimmon* organizes a lot of PLATO areas of interest in one place. A new feature in the August issue will list donations made as tributes to people. What members like about PLATO will be included. She would like to showcase PLATO artistic endeavors and share them in a less formal space than *The Agora*. Right now there are two packed issues of the *Persimmon* but there may be opportunities for publishing shorter, more frequent articles in areas of the website. More photos documenting the PLATO community's activities such as Special Events trips and course meetings could be posted there. Patricia also requested that a webpage be established for courses that would include forms and contact information. She asked about training on website posting for Coordinators. When Scott Kolar (and the Curriculum Committee) contacted the Coordinators in March only one registered for the demonstration. Perhaps with the increased use of the website additional people will be interested in future sessions.

F. Social Opportunities Task Force – Frank Power

Frank asked that the Social Opportunities Task Force and The Arts Café be kept on the agenda for reports in August.

G. Agora – Lewis Bosworth

Lewis is working on scheduling a meeting of the Agora Editorial Board and will report their progress in August.

VII. REPORTS FROM STANDING COMMITTEES

A. Fund Development – Tim Otis

A major fund raising effort will be launched in mid-July to avoid the push for membership renewals. Both print and electronic versions of the material were prepared and sent to Louise.

B. Special Events – Jim Clum

1. Jim distributed two reports that Bob Blitzke prepared: the Special Events “Bus Trips Report July 1, 2013 – June 30, 2014” and “Lectures July 1, 2013 – June 30, 2014.” For fiscal year 2013-14 752 people registered for 16 bus trips and 1,253 attended 14 lectures. The Committee was applauded for the full schedule of successful events.
2. Jim said honoraria for lecturers is a topic that will be discussed at the next Special Events meeting. Mary Boyd noted that past practice was to give a maximum of \$100.00 and that UW presenters were given a PLATO mug and Starbucks coffee. Sometimes the money was given as a donation to the organization doing the presentation. An example would be DNR, Department of Natural Resources.

3. Tim Otis said that he hasn't heard from WI Alumni Association in regards to plans for the next series of Global Hot Spots lectures. Special Events will look into it.

C. Curriculum – Lewis Bosworth

1. Lewis sent the June 6th Curriculum Committee minutes via email to the Board on June 16th. Coordinators are submitting Course Descriptions but the due date is July 1st so the number of Fall 2014 classes won't be confirmed until then. The number is likely to be in the range of 45-47. John Koch will be posting the information on the web Courses Calendar soon.

D. Membership – Mary DeWolf

1. Mary met with Gail Gordon to review her (Mary's) access to membership data in Wild Apricot. Useful information such as demographic details and answers to the question "How did you find out about PLATO?" is valuable for planning. Tim Otis noted that in the past the average age of new PLATO members had increased. Packets of information that Membership uses for outreach and that they store in the DCS cubicle have been weeded and outdated material was discarded. Greg Bell and Mary will compose an ad for inclusion in the Madison Senior Center's newsletter.
2. PLATO will purchase a boom box for the Madison Senior Center that will be stored at the facility for use by course coordinators. Mary offered to cover the purchase with Membership funds but it seems more appropriately a Curriculum Committee purchase.

E. Communication – Greg Bell and Gail Gordon

1. Greg Bell noted that Gail Gordon is taking over as Chair. He said it was a delight to serve on the Committee and the Website Task Force with such inspired and dedicated people as Scott Kolar, Gail Gordon, Mary DeWolf and Tim Otis. The creation and launch of the PLATO website was phenomenal and Greg thanked Barry Orton for his encouragement. There is great potential in the features of the Wild Apricot software. Greg encouraged the Board to enthusiastically advertise PLATO to the public.
2. Gail Gordon requested that the Board set priorities for expansion of the website. Patricia Becker suggested that the Kitchen Cabinet write up a policy and present it to the Board in August.

VIII. OLD BUSINESS

Aleta Murray asked that a policy for use of the website by non-profits outside of PLATO for advertising events be developed. Tim Otis noted that in the future we might be able to establish a community calendar on the website for this type of announcement.

IX. NEW BUSINESS

No new business was presented.

Meeting adjourned at 11:35 a.m.

NOTE: No meeting in July. Next meeting is Friday, August 15, 2014 9:30 a.m. at DCS - 21 N. Park, Room 7045.

Respectfully submitted,
Lauren Blough

Approved by the PLATO Board on August 15, 2014