

PLATO BOARD OF DIRECTORS MEETING MINUTES

Friday, April 20, 2012 - 9:30 a.m.
DCS Office, 21 North Park, Madison, WI

Present: Tim Otis, Chair, Marv Beatty, Patricia Becker, Greg Bell, Lauren Blough, Mary Boyd, Harold Green, Judy King, Scott Kolar, Mike Lovejoy, Frank Power, Judy Sadowsky, Arden Trine, Wendy Kerr, Barry Orton.

- I. CALL TO ORDER** – T. Otis called the meeting to order at 9:34 a.m.
- II. MINUTES** – The minutes of the March 16, 2012 meeting were approved.
- III. TREASURER'S REPORT** – Mike Lovejoy
 - A. As of the end of March we're underspent by about \$2,200.00. Approximately \$2,000 is expected in revenue. Funds have yet to be expended for *The Agora* and the May 17th Spring Luncheon.
 - B. Mike Lovejoy noted that only the DCS Dean and Associate Deans have access to the PLATO Fund. He will talk to Wendy about obtaining the same for the appropriate PLATO personnel. Scott Kolar was the first to donate to the Fund. He took advantage of the opportunity while testing the online system. It worked and the PLATO Fund is \$100 richer thanks to his efforts.
 - C. Mike will give committee chairs 2 documents: 1) the current year's budget and year-to-date details for use in 2012-2013 planning, and 2) the final reconciled total of expenditures in July. The committee chairs will send Mike their projected spending plan and he will prepare the overall budget for presentation in August. Tim Otis noted that Communication and Membership's projected costs for PLATO promotion and the 25th Anniversary celebration should be inserted.

IV. PRESIDENT'S REPORT – Tim Otis

- A. Tim Otis reported that he received communication from a PLATO member subsequent to the announcement of Nino Amato as the featured speaker for the annual luncheon. The member was reacting to the news regarding investigation into Amato's management of funds as Executive Director of the Coalition of Wisconsin Aging Groups. However, considering that the invitation was already extended and accepted, that there has been no judgment on the issue, and in light of Amato's prominence in the field of health and senior services, we will not rescind the invitation.
- B. Jim Christensen and Fred Blancke will be honored at the Spring Luncheon. Tim found a statuette of Plato that could serve as an apt award, but it couldn't be delivered in time for this event. It could be considered for future awards.

- C. The Communication and Membership Committee has plans to secure representation for PLATO at the UW Institute on Aging's Annual Colloquium in the fall. From the website: "The colloquium includes a health and resource fair featuring exhibitors from the community offering resources to support successful aging."

V. REPORTS FROM STANDING COMMITTEES

A. Curriculum and Facilities – Judy King

1. Judy noted that the Curriculum Committee met on April 6th and scheduled additional sessions for developing the Committee's Policies and Procedures. It is expected to be ready for committee approval in May.
2. One new class on the topic of Positive Psychology has been approved for the Fall semester and it will meet at the Middleton Public Library. Another has been proposed on the prison system. It could possibly meet at the James Reeb Unitarian Universalist Church on East Johnson. Coordinators of two classes that meet at Upper Iowa University and Mt. Olive Lutheran Church, the two host locations that charge more than the usual \$100 per semester, are planning to move to Oakwood if meeting rooms are available.
3. The committee is working on Spring 2012 attendance statistics now but we still need several lists from coordinators. There is no intention to eliminate classes based on attendance figures. The main objective is to check membership. It was also noted at the last committee meeting that PLATO members could not get seats on bus trips that nonmembers attended. It was suggested that some way of establishing priority for members be instituted so they don't miss out on special events.

B. Communication and Membership CAM (formerly Outreach) – Greg Bell

1. Patricia Herrling pjherrli@wisc.edu will assume the role of Coordinator of the *Persimmon* which is published in early January, late June and August. Articles are due one month in advance so submissions for the June issue are due on May 25th. The Committee Chairs will submit copy to Patricia who will proof it and send the camera-ready document to Wendy Kerr. An article on the PLATO Fund development is planned for the June issue as is publication of the DCS scholarship awards. The awards event is scheduled on April 24th from 4:30 to 6 p.m. at Union South. Board members are encouraged to attend.
2. In preparation for printing PLATO promotional materials, the stock on hand was reviewed. Some items were out-of-date. Updated brochures on PLATO and the Fund development will be distributed at the Spring Luncheon so that members are encouraged to recruit and donate with pertinent information readily accessible. It was suggested that a "Save the Date" bookmark for the 25th Anniversary be coordinated with other bookmark production plans. Wendy

indicated that Joanne sent a quote of \$88.00 for 600 bookmarks or \$122.00 for 1,000. They could be available in time for the May 17th luncheon.

3. The idea for a PLATO Speakers Bureau was discussed at the last Board meeting. A two pronged approach is envisioned with use of: 1) radio and print journalism to focus on the 25th Anniversary, and 2) a Speakers' Bureau of PLATO representatives to address community organizations such as senior and retirement groups. Tim Otis, Mike Lovejoy, Harold Green, Judy King, Frank Power, and Barry Orton and Wendy Kerr from DCS are on the bureau list.
4. Scott Kolar, Barry Orton and Greg Bell are investigating DCS resources and directions PLATO might take to explore different uses of technology for PLATO courses. Examples include: utilizing distance learning capabilities, videotaping PLATO courses (such as Dennis Dresang's "Whither the State" with its guest speakers), assisting coordinators with uses of technology for their classes (equipment and blogs, for example), and recording special events and posting photos on the website. More discussion will focus on getting the infrastructure in place.

C. Special Events - Mary Boyd

1. The Special Events tours of the new Chazen Art Museum, originally planned for May 2nd and May 10th, reached 125 people before registration was cut off. As a result, 3 additional sessions (for a total of 5) were scheduled to accommodate the crowd.
2. There was a full bus for the trip to the Milwaukee Art Museum for the March 31st Cleopatra exhibit and positive remarks as well as new ideas for future events were received.
3. A bus trip to the Great Lakes Naval Station in Waukegan IL is scheduled for May 30th. This facility serves as the boot camp for the US Navy. Based on the experience with the huge response for the Chazen tour(s), Wendy suggested that it might be a good idea to have people register before sending a check to confirm their place on the tour.
4. A bus trip to the National Mississippi River Museum & Aquarium in Dubuque IA is planned for the end of June. The next excursions will be in September and October.
5. There are 2 new committee members, one with theater trip organizing experience.

D. University Relations

Relations between PLATO and the University continue to go well.

VI. OTHER COMMITTEE REPORTS

A. Leadership Development – Patricia Becker

Pat Becker reported that the committee will meet on April 24th. The Fall Committee Member Recognition event and the Fall Orientation for leadership development are in the planning stages.

B. The Agora - Lauren Blough

The Editorial Board is scheduled to meet on April 27th when the review committees will present their selections for Volume 2 of the *Agora*. There were suggestions for distributing the remaining copies of Volume 1 to OLLI and the 13 Learning in Retirement organizations in Wisconsin.

C. PLATO Charitable Fund Development – Marv Beatty

1. The PLATO application for 501 (c) (3) status is still pending. The response is expected to take several months.
2. Mike Lovejoy noted that since PLATO transferred funds to the UW Foundation a donation from Scott Kolar has been received. Information and the donation form are available online which makes it easy to contribute. Hint, hint. It is hoped that a flyer soliciting contributions will be ready for the Spring Luncheon where the fund raising effort will be launched. The campaign will continue with the PLATO weekly announcements and separate email messages dedicated to its promotion. Enough brochures will be printed to have a supply on hand. The Fund Development Committee has plans to set up a separate system for processing fund donations to manage and streamline record keeping. It is expected that some contributors will send their checks to DCS instead of to the UW Foundation Lockbox address and that some may include Fund donations in their PLATO annual registration payments. Emailed acknowledgements are received immediately when the online form is used, followed by a written confirmation and thank you. See the web page at:
<http://www.seniorlearning.wisc.edu/plato/donate.htm>
3. Scott Kolar joined the Fund Development Committee where his expertise with websites is much appreciated. Here are the plans for the next 6 weeks: 4/30 send an introductory email to PLATO members; 5/17 launch the campaign at the Spring Luncheon; insert a flyer in the June Persimmon; send email (plus paper mailing for those without email) in mid-June to all members with details of the fund raising effort and instructions on how to donate. An estimate of \$2,500.00 for promotional materials will be proposed for the next budget. The committee's next meeting is on May 2nd. They will discuss ways to recognize contributors.

D. 25th Anniversary Celebration – Judy Sadowsky

The 25th Anniversary celebration is scheduled for Friday, October 12, 2012 from 5 to 7 p.m. at the Pyle Center in the Alumni Lounge which can accommodate 200 people. Judy Sadowsky's email and phone number will be used for registration. There will be hors d'oeuvres and a cash bar. Zorba Paster will be out of town and is not available to be the keynote speaker. If Harland Samson, former UW Dean and PLATO co-founder, is not available Judy said Fred Ross will step in. Tim Otis, current President, will also give a speech. Invitations will be sent to PLATO Past Presidents and initial members.

E. Bylaws Task Force – Tim Otis

The Bylaws Task Force - Tim Otis, Marv Beatty, Fred Ross, and Mike Lovejoy – presented the revised edition for Board approval. The following additional changes were made.

1. Article II – Offices: “The **office** of this organization shall be **located in** Madison, Wisconsin.”
2. Article IV Mission: Correct spelling of **opportunities** in the second line of the paragraph.
3. Article VIII: Correct spelling of **ADMINISTRATIVE** in heading.
4. Article IX – Officers: Section 3, Number 4. Remove references to “University Relations Committee” if the committee is dissolved as proposed in its elimination from the PLATO Resolutions # 2009-1, Responsibilities of Standing Committees.
5. Article IX – Officers: Section 3, Number 5. A suggestion was made to request that the MOA be renewed bi-annually rather than re-negotiated with UW/DCS.
6. PLATO Resolutions # 2009-1: Curriculum Committee. Add “Recruiting” to beginning of line 2. Remove lines 5 and 7.

Judy King moved approval of the Bylaws as edited and Judy Sadowsky seconded it. Motion passed unanimously. Additional discussion of the Resolutions will take place at the May Board meeting. One topic is the undocumented “rule” stating that nonmembers (unless they are residents at a host facility such as Capitol Lakes, Oakwood and Coventry) may attend 2 sessions of a PLATO course, but if they continue with the third session they must join and pay the membership fee. This also brings up the question of granting fee waivers.

VII. OLD BUSINESS

A. Spring Luncheon May 17, 2012

Tim Otis will meet with Wendy to finalize the program for the luncheon. Wendy will make the name tags and a reminder email will be sent to encourage more members to attend.

VIII. NEW BUSINESS

- A. Pat Becker will represent PLATO at the WALL (Wisconsin Association for Lifelong Learning) Conference to be held in Oshkosh on October 5th and 6th.
- B. The Board will meet on May 18th, June 15th and August 17th. There is no meeting scheduled in July.
- C. Following adjournment the Board will meet at the Great Dane to celebrate Administrative Professional's Day with Wendy to extend our appreciation for all the work she does for PLATO.

IX. FUTURE BUSINESS

- A. Review of recommended changes to PLATO Resolutions at May meeting
- B. Discussion of the Board's role in providing leadership and policy development for the PLATO organization was delayed for a future meeting. What are the Board's roles and responsibilities in this unique organization?

Meeting adjourned at 11:22 a.m.

NOTE: Next meeting Friday, May 18, 2012 at 9:30 a.m. DCS - 21 N. Park, Room 7041.

Respectfully submitted,
Lauren Blough