

PLATO BOARD OF DIRECTORS MEETING MINUTES
Friday, May 20, 2011 - 9:30 a.m.
Mt. Olive Lutheran Church, 110 N. Whitney Way, Madison, WI

Present: Judy Sadowsky, Chair, Marv Beatty, Patricia Becker, Mary Boyd, Wendy Kerr, Arden Kline, Scott Kolar, Mike Lovejoy, Barry Orton, Tim Otis, Frank Powers, Ved Prakash.

I. Call to order - 9:30 a.m.

II. Minutes of the April 28th meeting - Accepted as written.

III. Reports from Standing Committees

A. Curriculum - W. Kerr

1. Spring luncheon – program is ready. The agenda was reviewed.
2. Fall schedule to be finalized at July 1 meeting.

B. Outreach - A. Falconer

1. *Persimmon*: Most material for the June issue is ready. Content for the August issue will be organized at the next meeting.
2. Web Site Task Force - S. Kolar. The Task Force will be absorbed into the Outreach Committee, possibly as a subcommittee whose function will be to keep content current, make revisions as needed, and monitor procedures for routine and periodic updating.

C. University Relations - M. Lovejoy

1. The MOA revision is 99% complete. B. Orton is vetting the final draft with the DCS Dean and with Univ. Procurement. Board has to sign off, then will go to the DCS Dean for signature. B. Orton will email the final draft to the Board for comments, and the final document will be acted on at the June meeting. The revised MOA makes clear that PLATO has control over curriculum, clarifies financial logistics between PLATO and DCS, and authorizes additional arrangements with UW (e.g., UW Foundation).
2. Purpose statement for UW Foundation fund: A draft is being prepared by M. Beatty and M. Lovejoy, to be presented for Board review at the June meeting.
3. M. Beatty will become the Chair of the Committee.

D. Special Events - M. Boyd

1. There will be 3 bus trips this summer: a) June 29 to Anderson Japanese gardens, Rockford, and Rotary Gardens, Janesville; b) July 14 to Taliesin; and c) August 3 to Packer Hall of Fame.
2. Bus trip coordination: Each trip is being coordinated by a different member of the Committee.
3. Liability issues for bus trips: B. Orton clarified what is covered by Univ. Risk Management, and affirmed that participants do not have to sign waivers. This insurance covers suits brought by the visited site against PLATO as an 'agent' of the University. V. Prakash noted that PLATO's indemnity insurance, designed to protect against financial fraud, covers only the President, Past President, and Treasurer. It was suggested that extending insurance coverage be considered.

E. Leadership Task Force: T. Otis

Planning for next year: General theme is to promote more involvement, without overlapping with Outreach Committee activities. Another member survey a possibility. A. Falconer noted that the Outreach Committee has several new volunteers as a result of Leadership programs.

F. Website Task Force: S.Kolar

1. Design portion is complete, with only a few minor issues remaining. The DCS web manager, Celeste Anton, expects completion on schedule (end of May or early June).
2. Continuing oversight and maintenance: Will be integrated into routine administrative procedures, probably as functions of a subcommittee of Outreach. Issues to be considered include procedures for routine updating (e.g., time lag for posting online versus email and/or mail alerts), oversight over event versus policy information, integration of electronic and hard copy communication (e.g., offering option of all electronic vs hard copy), and what to post (e.g., privacy issues re. membership information).
3. Promotion of the website: It was suggested the web address be on all hard copy and email communications, including the Spring Luncheon program.

IV. Liability issues - See III. D. 3, above.

V. Strategic Plan - Summary of Committee Reports - M. Beatty

A. Draft Report: considers six issues, each with one or more goals (see attached)

1. Issue I: Enlarge and reorganize the Board.
Goal A. Form a Leadership Development Team: It has been created and is a success. T. Otis commended M. Beatty on an outstanding job as chair. It was suggested that it become permanent, and that the President elect be designated as chair.

Goal B. Enlarge the Board: Two at-large members have been added.
2. Issue 2: Develop and use a systematic method to identify, recruit, train, and retain new leaders.
Goal A. Publicize need: Done through the *Persimmon*, emails, preview sessions, course coordinators, a new member orientation, and a meeting for potential volunteers. To date 11 plus new volunteers have been recruited.

Goal B. Provide leadership opportunities: Subcommittee chairs have personally invited identified volunteers to join their committees.

Goal C. Mentor and train new leaders: Training sessions resulted in new committee members. Suggestions for the future include making clear that those who volunteer are not committing to an open-ended term of service, and that participation be recognized, e.g. through a volunteer luncheon.
3. Issue 3: Improve internal and external communication.
Goal A. Recruit members to Outreach Committee: 3 members added.

Goal B. Enhance the website to become medium of choice: Enhancement about complete. Need a dedicated leader so that other Outreach projects do not crowd it out.

Goal C. Develop convenient means for members to convey ideas and concerns to leadership: T. Otis is drafting a letter welcoming new and returning members. Adding a blog to website is being considered. A social get together was suggested.
4. Issue 4: Strengthen administration and operations for a growing membership (currently about 906; end of last year was 879).
Goal A. Identify needed changes in financial policies and practices, and Goal B. Examine administrative impact. This Issue still needs development, including identifying important outcomes, evaluating what has been accomplished so far (e.g. managing new classes, automation of membership, use of web site) to

identify deficits to be addressed, and evaluating impact of change on Wendy's workload. V. Prakash suggested identifying a bench mark number for when specific changes need to be made.

5. Issue 5: Enhance and expand programming.
Goal A. Develop new programs: Class offerings have been expanded, will be an ongoing challenge. Special Events Committee sponsored several lectures and bus trips.

Goal B. Recruit and mentor new talented coordinators: Next issue of *The Persimmon* will address this.

Goal C. Strengthen core value of participatory learning and teaching: Curriculum Committee has assigned members to mentor each course coordinator, will hold orientation and Q&A session in the fall.

6. Issue 6: Manage relationship with DCS to reinforce shared commitment, clarify roles, and develop financially stable working environment.
Goal A. Develop MOA: University Relations Committee reports this is progressing well.
Goal B. Promote strong working relationship with UW-Madison to ensure PLATO remains important partner in senior learning: Committee is working on ideas for reconceptualizing PLATO financing. A formal written proposal will be presented for Board consideration at the next meeting.

B. General considerations

1. The report was commended for articulating well what goals came out of the Strategic Planning conference, and what is being done towards meeting each.
2. Implications for the By-Laws: So far nothing would require a change in the By-Laws, as they were last modified in July on the basis of the Strategic Planning results.

It was moved that the Board set aside time at a Spring meeting for formal review of the By-Laws and administrative practices, with the goal of identifying actions needed to streamline the organization, as appropriate. Seconded and approved unanimously.

VI. Treasure's Report - V. Prakash

The report will be updated in the next few days, pending receipt of budget requests from each of the Standing Committees, which are to be sent to V. Prakash by the end of next week so. He will develop the budget in collaboration with T. Otis and J. Sadowsky before the next meeting.

VII. New Business

- A. Membership form update - T. Otis presented a revised form that provides a little more information on committees, to encourage member participation (e.g., added 'Web site maintenance' under Outreach). Will be included in the next *Persimmon*.
- B. New Senior Learning Brochure - B. Orton. The brochure features PLATO on a separate panel, and includes another panel with the current version of the membership form. B. Orton will introduce the brochure at the Spring Luncheon, and it will be added as a link to the web site.

VIII. Spring Luncheon – W. Kerr

- A. Program – Is ready to be printed. B. Orton will introduce the DCS Dean and the speaker, D. Bazzell.
- B. Registration: 180 registered so far, representing about 20% of the membership. Attendance numbers have gone down each of the last several years, despite growing membership. Whether the luncheon is something the membership really wants will be discussed at the next meeting, recognizing that we need an annual meeting for business purposes.

IX. Other Business

T. Otis will take over as Chair at the June 17th meeting. There will be no July meeting.

Meeting adjourned at 11:25 a.m.

Respectfully submitted,

Patricia Becker, Secretary