OLLI at UNCW would like to thank our sponsors for their generous support!
Welcome to the 2019 Southern Regional Conference for Learning in Retirement!

The Osher Lifelong Learning Institute at UNCW staff and volunteers, as well as our UNCW administration, are excited to host you on our beautiful UNCW campus for this exciting conference.

We have a robust lineup of sessions and speakers representing topic areas most relevant to lifelong learning education. With over 70 institutions and organizations represented at our 2019 conference, be prepared to learn, network, and engage with other professionals and volunteers. And of course, have fun!

Welcome to our Port City of Wilmington, NC!

Shelley L. Morse, Director
Osher Lifelong Learning Institute at UNCW

This conference is a UNCW Gold Talon event.

The Gold Talon checklist and rating system is a way for departments and organizations to gain support, ideas and recognition for implementing sustainable practices in the planning and execution of events. We implemented best practices to reduce the amount of single-use plastic at this conference. You will notice the gifts of bamboo utensils and stainless-steel cups as symbols of this effort. We are composting food waste and providing water refill stations instead of bottled water. The disposables used at the conference are compostable. We hope you are inspired to take these ideas back to your home organization. Together our organizations can make a greater impact in reducing the problem of plastic pollution.
### MONDAY, JULY 29 | HOTEL BALLAST, WILMINGTON, NC

- **3 - 6 p.m.** Conference Check-in at Hotel Ballast Lobby
- **5:30 - 7 p.m.** Welcome Reception Sponsored by Road Scholar - Hotel Ballast Outdoor Riverfront Patio
- **7 p.m. until** Dinner on your own

### TUESDAY, JULY 30 | BURNEY CENTER, UNCW

- **7:30 a.m.** Transportation Provided from Hotel Ballast to UNCW Burney Center
- **7:45 - 8:45 a.m.** Conference Check-in and Breakfast - UNCW Burney Center
- **9 - 10 a.m.** Opening Session
  - Welcome from Shelley Morse - Director of OLLI at UNCW
  - Marilyn Sheerer, Ph.D. - UNCW Provost and Vice Chancellor
  - **Keynote:** *The Next Step on Your Journey: Engaging a Broader Community*
    - Kent Guion, M.D., M.A.
    - Chief Diversity Officer, UNCW Office of Institutional Diversity and Inclusion
  - Sponsor Podium Share: Collette Travel and Entrinsik
- **10:15 - 11:15 a.m.** BREAKOUT SESSIONS 1
  - **Burney Center**
  - **Fisher Student Center**
  - **Fisher University Union**
  - **Burney A**
    - Masonboro Island
    - Wrightsville Beach
    - Azalea A&B
    - Long Leaf Pine
  - **1.1 Building Bridges: The Power of Intergenerational Co-Learning**
  - **1.2 Enhancing the Volunteer Experience to Meet Programmatic Outcomes**
  - **1.3 How to Make Friends and Influence People in the University Environment**
  - **1.4 Changes, Transitions, Successions, Oh My!**
  - **1.5 Learning with a Theme**
- **11:15 - 11:30 a.m.** Break
- **11:30 - 12:30 p.m.** BREAKOUT SESSIONS 2
  - **Burney Center**
  - **Fisher Student Center**
  - **Fisher University Union**
  - **Burney A**
    - Masonboro Island
    - Wrightsville Beach
    - Azalea A&B
    - Long Leaf Pine
  - **2.1 OLLI Community Engagement Courses Foster Deep Learning and Connection**
  - **2.2 The More Things Change...**
  - **2.3 Corporate Sponsorships/Partnerships: Pot of Gold or Rabbit Hole?**
  - **2.4 A Portable Model for Civil Discussions about Contemporary Issues**
  - **2.5 Happy Anniversary! Planning and Celebrating a Milestone**
- **12:30 - 1:30 p.m.** Lunch - Sponsored by Grand Circle Travel - Burney Center
  - Sponsor Podium Share: Grand Circle Travel and Augusoft
  - **From Bingo to Beowulf: The Growth of Lifelong Learning Organizations**
    - Guest Speaker, Kali Lightfoot, M.A.
  - Sponsor Podium Share: Go Ahead Travel
### CONFERENCE AGENDA

#### 1:45 - 3 p.m.  
**BREAKOUT SESSIONS 3 - EXTENDED (75 MINUTES)**

<table>
<thead>
<tr>
<th>Burney Center</th>
<th>Fisher Student Center</th>
<th>Fisher University Union</th>
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<tr>
<td>Burney A</td>
<td>Masonboro Island</td>
<td>Wrightsville Beach</td>
</tr>
<tr>
<td>3.1 Building Community and Enhancing the Social Experience</td>
<td>3.2 Campus &amp; Community Partnerships: Get Engaged!</td>
<td>3.3 Trends &amp; Technology! Data-Driven Decisions for Successful Programming</td>
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<tr>
<td>3.4 Volunteers: Our Greatest Resource</td>
<td>3.5 Instructor Relations: The Key to Success</td>
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**3 - 3:20 p.m.**  
Coffee and Refreshments in Clock Tower Lounge - 2nd Floor Fisher Student Center

#### 3:20 - 4:20 p.m.  
**BREAKOUT SESSIONS 4**

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<thead>
<tr>
<th>Burney Center</th>
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<tr>
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<td>Masonboro Island</td>
<td>Wrightsville Beach</td>
</tr>
<tr>
<td>4.1 Navigating the Maze to Increase Program Membership and Brand Awareness</td>
<td>4.2 A Good Wo/man is Hard to Find: How to Recruit University Level Instructors</td>
<td>4.3 Tips for Organizing Lifelong Learning Excursions</td>
</tr>
<tr>
<td>4.4 Exceed Your Fundraising Goal: It CAN Happen!</td>
<td>4.5 Innovative Programming: The Best and Worst of Our Bright Ideas!</td>
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**4:30 p.m.**  
Bus Transportation to Hotel Ballast - Meet Outside Burney Center

**5:45 - 6:45 p.m.**  
Trolley or Walk (Trolley will loop between Hotel Ballast and Bakery 105)

**6 - 6:45 p.m.**  
Cocktail Reception - Bakery 105

**7 p.m.**  
Dinner Sponsored by Collette Travel

### Locations

| **UNCW Burney Center** | Price Dr. Wilmington, NC 28403  
(The GPS address for Parking Lot M is 4941 Riegel Road.) |
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<tr>
<td><strong>Bakery 105</strong></td>
<td>105 Orange St. Wilmington, NC 28401</td>
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<tr>
<td><strong>Hotel Ballast</strong></td>
<td>301 N Water St. Wilmington, NC 28401</td>
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Download the 2019 SRCLR Guidebook on your phone, use code: UNCW2019.
## CONFERENCE AGENDA

**WEDNESDAY, JULY 31 | BURNEY CENTER, UNCW**

<table>
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:30 a.m.</td>
<td>Transportation from Hotel Ballast to Burney Center UNCW</td>
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<tr>
<td>7:45 - 8:45 a.m.</td>
<td>Breakfast &amp; Networking</td>
</tr>
<tr>
<td>8:45 a.m.</td>
<td><strong>How to Host a Conference!</strong>&lt;br&gt;Amy Keith – Program Coordinator, OLLI at UNCW&lt;br&gt;Susan Williams – Program Coordinator, OLLI at UNCW&lt;br&gt;Sponsor Podium Shares: Road Scholar and Campus CE</td>
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### BREAKOUT SESSIONS 5

<table>
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<tr>
<th>Time</th>
<th>Breakout Session</th>
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<tr>
<td>9:15 - 10:15 a.m.</td>
<td>Burney Center - Masonboro Island&lt;br&gt;Masonboro Island&lt;br&gt;5.1 The LLI and University Relationship: A Two-way Street&lt;br&gt;5.2 Seniors Shifting to Wellness Oriented Interests and Activities&lt;br&gt;5.3 Internal Campaigns for Membership Growth and Fundraising&lt;br&gt;5.4 Connecting Members – Blog It!&lt;br&gt;5.5 Teaching Opera Appreciation and Other Performing Arts: An Instructor’s Journey</td>
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<tr>
<td>10:15 - 10:30 a.m.</td>
<td>Break</td>
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### BREAKOUT SESSIONS 6

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<th>Time</th>
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<tbody>
<tr>
<td>10:30 - 11 a.m.</td>
<td>Burney Center - Burney A&lt;br&gt;Masonboro Island&lt;br&gt;6.1 How Registration Decisions Affect the Culture and Growth of LLIs</td>
</tr>
<tr>
<td>11:15 - 12:15 p.m.</td>
<td>Fisher Student Center - Masonboro Island&lt;br&gt;Masonboro Island&lt;br&gt;6.2 The New Dawn of Travel: Experiential Learning</td>
</tr>
<tr>
<td>12:15 - 1 p.m.</td>
<td>Fisher Student Center - Sunset Beach&lt;br&gt;6.3 The Road Scholar Difference</td>
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<tr>
<td>1 p.m.</td>
<td>Fisher University Union - Azalea A&amp;B&lt;br&gt;6.4 You Have All This Data, Now What?</td>
</tr>
<tr>
<td></td>
<td>Fisher University Union - Long Leaf Pine&lt;br&gt;6.5 Tips for Successful Travel Programs</td>
</tr>
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<td></td>
<td>Fisher University Union - Azalea A&amp;B&lt;br&gt;6.6 Building a Travel Program</td>
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### Plenary Sessions - Burney Center

<table>
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<th>Time</th>
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<tr>
<td>11:15 - 12:15 p.m.</td>
<td>Hitting the Target with Technology Offerings&lt;br&gt;Jeff Ertzberger, Ph.D., UNCW Watson School of Education</td>
</tr>
<tr>
<td>12:15 - 1 p.m.</td>
<td>Announcement of SRCLR 2020!</td>
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<tr>
<td>1 p.m.</td>
<td>Conference ends. Happy travels!</td>
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</tbody>
</table>
**Keynote: The Next Step on Your Journey: Engaging a Broader Community**

**Kent Guion, M.D., M.A.**

Navigating our rapidly evolving professional and personal relationships requires awareness, skills and courage. Participate in an engaging dialogue that provides insights and action steps for reaching your entire community and opens new channels of communication. Recent science-based discoveries on building inclusive organizations will be shared with many practical tips to assist in making a greater impact.

**Kent Guion, M.D.,** has been UNCW’s chief diversity officer and a professor in the College of Health and Human Services at UNCW since 2015. Formerly vice president for diversity and inclusion at Georgia Regents University, Dr. Guion has more than 25 years of experience in higher education as a research assistant, faculty member, dean and administrator. His career includes leadership positions in allied health sciences as well as multicultural, campus and community affairs. During his tenure, UNCW has been the recipient of 2017 and 2018 Higher Education Excellence in Diversity awards.

**From Bingo to Beowulf: The Growth of Lifelong Learning Organizations**

**Kali Lightfoot, MFA**

Lifelong Learning Institutes as we know them today began in 1962 at what was then the New School for Social Research in New York. In 1975, Elderhostel started offering weeklong classes and dormitory stays for people over 60 years old on college campuses. Both enterprises were almost instantly successful. Why? Kali Lightfoot will explore how it is that educational programs for older adults have become an established “thing” in America as well as on a more global educational platform.

**Kali Lightfoot, MFA,** was a wilderness ranger, college professor, program executive at Road Scholar, Director of the Maine Senior College network, and founding Executive Director of the National Resource Center for Osher Lifelong Learning Institutes. In 2015 she earned an MFA in writing at Vermont College of Fine Arts. Her poems and reviews of poetry books have appeared in journals and anthologies, been nominated for a Pushcart Prize and won an Honorable Mention from the Science Fiction Poetry Association. CavanKerry Press will publish her first full-length collection of poems in April, 2021.

**Hitting the Target with Technology Offerings**

**Jeff Ertzberger, Ph.D., UNCW Watson School of Education**

As boomers continue aging, the percentage of adults using technology is increasing, despite obsolete stereotypes about older adults and technology. In a recent survey, researchers learned that the more technology (like a smartphone, broadband internet at home, etc.) a person has, the more likely they are to be a lifelong learner. Is your organization providing your members with the technology sessions that they desire? Are your members aware of all the tools available to them? Do you struggle to provide offerings on the latest technologies that learners of all levels can attend and feel successful? In this session, Dr. Ertzberger will share strategies and examples for offering effective, up-to-date technology sessions for lifelong learners. Attendees will be provided with an online list of all resources and strategies mentioned in the presentation.

**Jeff Ertzberger, Ph.D.** currently serves as a faculty member and director of technology in the Watson College of Education at UNCW where he teaches instructional design and instructional technology. A former public school teacher, Ertzberger has been a featured speaker at regional, national and international conferences. His unique experiences and personality allow him to present sometimes complex technologies in ways that are understandable and fun! He created simple games and resources that have been downloaded over 1 million times to date and used by people from more than 227 countries. Recognizing the significant impact of these resources, Ertzberger was awarded a Microsoft Innovative Teacher award from Microsoft.
SESSION DESCRIPTIONS

TUESDAY, JULY 30

BREAKOUT SESSIONS 1
10:15 - 11:15 a.m.

1.1 Building Bridges: The Power of Intergenerational Co-Learning

OLLI at Arizona State University desires to build innovative programming to connect traditional students with the passions and aspirations of lifelong learners. Come learn about the 10+ emerging and completed projects that connect our membership with traditional students in the arenas of art, creative writing, travel, lively discussion, small business incubation, and more! Learn how to engage undergraduate and graduate students in new ways as we discuss different incentives for stakeholders and sustainable community creation. Leave this introductory session with ideas about how to develop opportunities for the encouragement of intergenerational co-learning within your LLI!

Abby Baker, Program Specialist, OLLI at Arizona State University

1.2 Enhancing the Volunteer Experience to Meet Programmatic Outcomes

Throughout the last year, OLLI at UNLV has reinvented what it means to be a volunteer, serving the members and the community. They have increased the number of volunteers and volunteer hours by more than 40%. They also learned, at times the hard way, how important it is to align expectations of both volunteers and general membership. Join us for a short presentation following the steps they have taken over the past year. Share your program’s experiences in enhancing volunteerism within our lifelong learning communities.

Toniann DeSousa, Program Coordinator, and Robert Levrant, Director, OLLI at University of Nevada Las Vegas

1.3 How to Make Friends and Influence People in the University Environment

Understanding motivation is the key to positive relationships. Positive relationships lead to a desire to forge alliances and find ways to work together. In a university setting, potential partners abound, but many leaders have trouble getting a seat at the table. In this session, learn how to negotiate for that seat and make your lifelong learning program an invaluable part of your university.

Jennifer Disano, Executive Director, OLLI at George Mason University

1.4 Changes, Transitions, Successions, Oh My!

Are any of these statements true of your lifelong learning program? -There are beloved instructors who have been teaching for years. -Your organization depends on a longtime volunteer with a unique skill set. -A staff member has a particular area of expertise and deep knowledge of the program. Do you have a plan in place for when these staff/volunteers/instructors decide to step away or suddenly leave the program? Do you have replacement instructors in the pipeline? Change is coming, and this presentation will focus on questions to ask and plans to have in place as your program navigates these inevitable transitions.

Tricia Inlow-Hatcher, Director, OLLI at NC State University
Ara Rogers, Director, OLLI at University of South Florida

1.5 Learning with a Theme

Liven up your curriculum and give your catalog a fresh new look each term with a fun and engaging theme! A learning theme can attract student interest, speak to the faculty, work across different categories of programming, and tie in events and special speakers. Master the Possibilities Lifelong Learning Center has implemented a learning theme for every term since Summer 2015. See examples and learn how to use marketing tools and the right education management software to make your theme effective and easy to communicate.

Michelle Shideler, Director of Education and Heather Simsay, Education Program Manager, Master the Possibilities Lifelong Learning Center

BREAKOUT SESSIONS 2
11:30 a.m. - 12:30 p.m.

2.1 OLLI Community Engagement Courses Foster Deep Learning and Connection

OLLI at Duke University’s Community Engagement Initiative began 2018 with, “Food Insecurity in Durham: A Community Engagement Course.” The course fostered both learning and connection as course participants, working in small groups, developed projects in areas identified by three community partners to enhance their capacity and effectiveness. We’ll describe the history of the course, its outcomes and how we’re incorporating this experience in our future. See how project-based learning can capitalize on OLLI members’ collective experience and strengthen relationships within the community and among members themselves.

Beth Anderson, Chair, Curriculum Committee, and Virginia S. Lee, Coordinator, Community Engagement Special Interest Group, OLLI at Duke University
2.2 The More Things Change...

New staff, new volunteer leadership, a new strategic plan, a new campus or class venue, a new schedule, a new registration system — who knew that managing change would be such a constant? Let’s take a look together at the strategies to both manage the change itself and communicate the necessity of change to our participants.

Cate O’Hara, Program Director, OLLI at University of Cincinnati

2.3 Corporate Sponsorships/Partnerships: Pot of Gold or Rabbit Hole?

Corporate sponsorships/partnerships can be very helpful to a LLI by providing various types of resources (financial, social, etc.) that can aid in the growth and sustainability of the organization. At the same time, some sponsorships/partnerships bring with them conditions and commitments that may not always be as beneficial as first thought. This interactive workshop will address the ways to research, solicit, execute, and maintain corporate sponsorships/partnerships. We will also discuss the pros and cons of having them.

Jeffery Alejandro, Program Manager, OLLI at Emory University

2.4 A Portable Model for Civil Discussions about Contemporary Issues

Civil discourse is essential to lifelong learning communities and their members. Embracing diverse perspectives ensures vitality, relevance and rich learning experiences. Structured deliberative dialogue is different from debate or forums featuring experts. It helps small groups of citizens share what they hold valuable, actively listen to different ideas and identify areas of agreement. Learn about the National Issues Forums Institute (NIFI) model and its use in a learning-in-retirement program as well as the university that hosts the program and the community at large.

Jeanette M. Toohey, Director, OLLI at University of North Florida

2.5 Happy Anniversary! Planning and Celebrating a Milestone

OLLI at the University of Utah celebrates its 15th anniversary in 2019. We began by researching what our fellow OLLIs did to mark their various milestones, then assembled a committee of enthusiastic volunteers who energetically planned a whole year of celebratory events. Learn our strategies for capitalizing on our rich, educational programming, how we developed celebratory special events throughout the year, and how momentum from our anniversary will lead us into a fundraising campaign for a new building.

Jill E. Meyer, Staff Member and Chair of 15th Anniversary Committee, OLLI at University of Utah

BREAKOUT SESSIONS 3
1:45 - 3 p.m.

3.1 Building Community and Enhancing the Social Experience

Attending class is an important part of the lifelong learning experience, but is there more we can do to engage members? OLLI at University of Alabama in Huntsville shares ways to successfully move beyond your classroom and implement a range of programs that will engage current members and attract future members. Focus will be given to lessons learned, program assessment, and future recommendations. OLLI at NC State University will describe how they learned that some members felt less-than-welcome in established circles of friends within their organization. Taking these concerns seriously, they looked for ways to help members feel part of a welcoming learning community. Learn about some of the initiatives they introduced and share your own stories and successes.

Joan Hardman Cobb, Assistant Director, and Karen Orlovich, Hospitality Committee Chair, OLLI at NC State University

David Styers, VP Finance, OLLI at the University of Alabama in Huntsville

3.2 Campus & Community Partnerships: Get Engaged!

Explore different ways in which two organizations have engaged with campus and community with goals to enhance their programs. OLLI at University of North Texas shares their efforts to connect with the community in order to increase membership, expand curriculum, recruit faculty and increase its presence throughout the region. OLLI at University of Utah discusses how partnerships have led to curriculum improvements, greater volunteerism, and better campus and community dialogue. The leaders of this session will discuss specific examples as they explore various ways organizations work to further connect with their communities, thereby enhancing their programs.

John Boyack, Interim Director, OLLI at University of Utah

Stephanie Reinke, Director, and Andrea Tuckness, Assistant Director, OLLI at University of North Texas

3.3 Trends & Technology! Data-Driven Decisions for Successful Programming

Come hear several unique perspectives on how technology can help glean needed information on trends from program data. OLLI at Duke University will share the analyses that they conducted on curriculum data that helped them gain a deeper understanding of the demands and capacity of their curriculum offerings, as well as how that data sheds light on
SESSION DESCRIPTIONS

course quality. OLLI at the University of Rhode Island and Augusoft will discuss how learning opportunities targeted to the interests of your members create a sense of community within your program. Discussion will focus on trends and technology in lifelong learning and benchmarks of successful program planning. Please bring your own organization’s most popular course trends to share with others in the group and leave with strategies for future curriculum direction.

Beth Anderson, Curriculum Committee Chair, OLLI at Duke Univ.
Kathy Brady, Product Advisor, Augusoft
Virginia Knight, Past-President, OLLI at Duke Advisory Board
Beth Leconte, Executive Director, University of Rhode Island

3.4 Volunteers: Our Greatest Resource

Maintaining a focused strategy throughout each stage of the volunteer’s experience helps build a vibrant team. How do you find the best volunteers, keep them engaged and then properly recognize and thank them? University of South Florida will discuss how they manage all phases of the “life” of the volunteer — recruitment, orientation, recognition and retention. Furman University will share their experience developing a Volunteer Manual for Curriculum Development. When curriculum offerings depend largely on the success of volunteers to recruit instructors and new courses, having a guidebook to lead them through the process can improve the curriculum and the quality of classes and instructors. The manual is a productive tool to help potential volunteers feel more secure and willing to tackle the curriculum development role. An example of a volunteer manual for curriculum development will be provided.

Sonya Hammond, Immediate Past Curriculum Committee Chairperson, OLLI at Furman University
Diane White, Volunteer Management, OLLI at University of South Florida

3.5 Instructor Relations: The Key to Success

OLLI at Kennesaw State University shares details on their efforts to develop productive relationships with instructors. Instructors, in turn, learn to build productive relationships with members and thus encourage greater registrations. OLLI at Coastal Carolina University will share methods of recruiting and preparing lifelong learners to serve as instructors, as well as ways of recruiting university faculty and community experts. Come explore ideas for instructor workshops that promote good teaching practices and improve communication within the lifelong learning program.

Samih Baalbaki, Instructor, Advisory Board Member, and Carol Osborne, Professor, Director of Academic and Community Outreach, OLLI at Coastal Carolina University
Pat Walker, Program Manager, OLLI at Kennesaw State Univ.

BREAKOUT SESSIONS 4
3:20 - 4:20 p.m.

4.1 Navigating the Maze to Increase Program Membership and Brand Awareness

Finding fresh ideas to reach new audiences has never been more difficult. Discover a few ways to help your program stand out above the noise. Learn how one lifelong learning program re-imagined their marketing tactics to find new opportunities to increase memberships, income, catalog requests and social media engagement.

Rhonda Robinson, Director, Leisure Learning, University of West Florida

4.2 A Good Wo/man is Hard to Find: How to Recruit University Level Instructors

Having a hard time getting university professors to teach at your lifelong learning organization? A quarter of the classes at OLLI at George Mason University each year are taught by GMU professors, a big draw for members to the classroom. OLLI at GMU accomplishes this through relationship building at many different levels. Come learn the tricks to recruiting faculty and finding great people to teach in the lifelong learning classroom.

Alice Slayton Clark, Program Associate, and Shannon Kim Morrow, Program Associate, OLLI at George Mason University

4.3 Tips for Organizing Lifelong Learning Excursions

For the past few years, OLLI at Coastal Carolina University has had great success in expanding its travel program, particularly day trips and overnight journeys to regional destinations. Come hear some of their strategies for planning and conducting these excursions and some of the surprising advantages that have come from their serving as van drivers on the trips.

Kelli Barker, Assistant Director, Academic and Community Outreach, and Carol Osborne, Professor, Director of Academic and Community Outreach, OLLI at Coastal Carolina University

4.4 Exceed Your Fundraising Goal: It CAN Happen!

The Osher Lifelong Learning Institute-Wilmington at the University of Delaware recently completed a capital campaign that boasts a 92% member participation rate and exceeded the $1.5M goal by raising $1.793M. The two campaign co-chairs will present a case study highlighting successful and unsuccessful strategies for planning, launching, executing...
and closing a major capital campaign. They will describe the fundamental strategies for successfully partnering with a university development office, as well as the tactics for increasing participation rates across large and modest donors. Bring your ideas and questions for discussion with the speakers and participants.

Betsey W. Cullen, Vice-Chair, and Neil H. Cullen, Chair, Fundraising Committee, OLLI at University of Delaware Wilmington

4.5 Innovative Programming: The Best and Worst of Our Bright Ideas!

Come to this interactive session prepared to share and learn about programs that soared and programs that sunk! We all take risks in offering new programs – sometimes they exceed expectations and sometimes they unexpectedly fail. We learn from both experiences. In this session, participants should bring one or two examples to share, including programs that were either extremely successful or surprisingly disappointing. The purpose is to spark a flame of new successful program ideas and pitfalls to avoid in your organizations.

Joanna Clancy and Stan McLeroy, Volunteers, OLLI at UNCW

WEDNESDAY, JULY 31

BREAKOUT SESSIONS 5

9:15 - 10:15 a.m.

5.1 The LLI and University Relationship: A Two-way Street

Many LLIs enjoy mutually beneficial relationships with their affiliated universities. However, the university and LLI relationship can be complex. The most effective LLI staff and volunteer leaders intentionally pave their institutional relationships, creating a two-way street of respect, accountability, and mutual benefits. How can LLIs balance the value they receive with the contributions they make to the university? Examine the roadblocks, hear about directions that have proven effective for some organizations, and work together to map solutions to share among fellow participants. Hit the road with dozens of ideas to steer your LLI’s university relationship in the right direction.

Kevin Connaughton, Manager of Adult Learning, Osher NRC, Northwestern University
Catherine Frank, Director, OLLI at University of North Carolina Asheville
Steve Thaxton, Executive Director, Osher NRC, Northwestern University

5.2 Seniors Shifting to Wellness Oriented Interests and Activities

Seniors and senior communities have been moving towards wellness-oriented programing over the last several years. Are you and your instructors and activities following this trend? Expanded programs in wellness, healthier diets and activities based on prevention and quality of life have emerged. Trends feature engaging programming that helps older adults manage or improve their health, take advantage of social supports, and pursue activities with optimum physical and cognitive ability.

June Kittay, Health and Fitness Professional, OLLI at University of South Florida

5.3 Internal Campaigns for Membership Growth and Fundraising

This session is about using your resources wisely and developing internal marketing campaigns. There will be two specific campaigns discussed. The first campaign is about membership, Each One Reach One, the second campaign is about fund raising and crowd funding the OLLI Trolley. Sample materials will be provided regarding each campaign.

Gary Creek, Marketing Expert, Private Sector
Jennifer Anderson, Director, The University of Alabama

5.4 Connecting Members – Blog it!

Are you looking for ways to help members connect and share? Have you ever noticed that after one of your programs, people tend to stay around to continue the conversation? A blog can be a tool for building community among OLLI members. It is a place where members can share life experiences, thoughts and creativity. Explore ideas and decide if starting a blog is right for your organization, hear lessons learned before venturing forward, and consider ways to enhance an existing blog to encourage sharing.

Diane White, Volunteer, OLLI at University of South Florida

5.5 Teaching Opera Appreciation and Other Performing Arts: An Instructor’s Journey

Having taught opera appreciation for six years, Margie Satinsky has come up with many ways to engage both experienced and new opera lovers. Learn about course content, teaching techniques, the appeal of outside guests, and special events. The presentation is relevant to all performing arts, not just opera.

Margie Satinsky, Instructor, OLLI at Duke University
6.1 How Registration Decisions Affect the Culture and Growth of LLIs

When you are walking among the trees you can’t see the forest. Daily decisions affect the culture, growth, and health of lifelong learning programs. How do you get members to volunteer? What are the pros and cons of first come, first served versus lottery system. How can registration decisions slow growth, or support and encourage growth? Do rolling memberships encourage more members, or do term and static ones? How does the cost of your courses affect the type of members you draw? Lucy will share her knowledge garnered by working with lifelong learning sites of all sizes and hopefully start some great discussions about the effect seemingly minute daily decision have on the life and health of a lifelong learning program.

Lucy Woodhouse, Lifelong Learning Manager, CampusCE

6.2 The New Dawn of Travel: Experiential Learning

Looking at the current market trends, focus on the growth and demand for experiential learning. Over the last few years, there has been a shift from the traditional guided sightseeing tours to more immersive experiences. Today’s travelers are looking for unique, but authentic experiences where they are able to make a meaningful connection with locals and have a firsthand look at cultures across the globe. Some of these experiential excursions could range from bagpiping lessons in Edinburgh to home-hosted dinners in Rome to visiting a local Maasai Village in Kenya. In addition, this discussion will look at responsible tourism and how travelers can find ways to give back to local communities while on tour. Finally, we will look at how all of this relates to your travel programs and the benefits of experiential travel for your travelers.

Alex Errante, Business Development Manager, EF Go Ahead Tours

6.3 The Road Scholar Difference

There are thousands of educational travel programs worldwide available for lifelong learning institutes to reserve exclusively for their members. These learning adventures provide a unique opportunity to enhance your courses by living what you have learned. Frania Monarski of Road Scholar shares the ins and outs of working with this not-for-profit educational organization to enhance your experiential, educational offerings. The process begins when you select your program; then rely on professionals to create a marketing brochure, enroll participants, collect payments, send out the preparatory materials and follow up with evaluations at the conclusion of the program.

Frania Monarski, Group Sales Director, Road Scholar

6.4 You Have All This Data, Now What?

Tons of data flows into your office every day! It’s easy to collect data in your system, but what do you do with it? Which are the most popular courses? Learn about KPI reports and dashboards that can help you find the most profitable courses, decide instantly whether it’s a go or no-go, market to past participants and measure the effectiveness of your marketing against results. All of this and balancing financials may sound like a daunting task, but it doesn’t have to be. Join Simone McGrath as she shows the benefits of quick data-driven decisions.

Simone McGrath, Director, Enrole Software, Entrinsik

6.5 Tips for Successful Travel Programs

OLLI travel opportunities build on the conversations started in courses, lectures and special interest. Please join Grand Circle Travel and Overseas Adventure Travel for our presentation on the key to a successful travel program. We will be giving a video Presentation to guide an interactive discussion on the benefits of building a successful group travel program for your lifelong learning organization. We will also be giving tips and sharing of best practices to grow your chapter’s group travel program.

Amanda Turrell, Group Sales Account Manager, Overseas Adventure Travel, Grand Circle

6.6 Building a Travel Program

Community building, relationships, and program participation are just a few of the benefits LLIs see from building a travel program. What are the trends in group travel, marketing best practices, and where is the travel industry going in the future? This discussion will be centered on how an OLLI program can grow through travel and what it takes to discover your “travel Pied Piper.” Please join us and learn how developing a travel program can be culturally, educationally, and financially rewarding!

Ryan Grissett, District Sales Manager, Collette Travel
If you’ve ever considered a travel partner for your Lifelong Learning Institute, Overseas Adventure Travel and Grand Circle are dedicated to making your travel dreams a reality. Our programs will allow your group to:

- Travel with like-minded people who share the same interests
- Take part in authentic cultural experiences by enjoying Home-Hosted meals with families, visiting children at their school, shopping at local markets, and more
- See the world with a group, so no one has to travel alone
- Boost your revenue stream
- Plus, you’ll receive personal assistance from our team of Group Sales Associates from start to finish

For more information, stop by our booth, or call us at 1-800-353-6262

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**SHUTTLE SCHEDULE**

**Tuesday, July 30**

<table>
<thead>
<tr>
<th>Depart from Hotel Ballast</th>
<th>Arrive at UNCW Burney Center</th>
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Trolley: 5:45 p.m. - 6:45 p.m. Loop between Hotel Ballast and Bakery 105

Trolley: 8:15 p.m. - 9 p.m. Loop between Bakery 105 and Hotel Ballast

**Wednesday, July 31**

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**Make 2020 a Year of Learning & Discovery**

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You Make Lifelong Learning Possible. Thank You.

At Road Scholar, we believe lifelong learning isn’t just a hobby — it’s a way of life. And we know that you feel that way, too. From all of us at Road Scholar, thank you for the work you do enriching the lives of adults in your community through your Lifelong Learning Institutes.

For more than 40 years, Road Scholar has been inspiring adults to learn in all 50 states and around the world. We are delighted that you share in our dreams and encourage adults to pursue their passions for learning and exploring.

To reserve an exclusive Road Scholar learning adventure for your group, call us at (877) 209-4634, or e-mail your inquiry to groups@roadscholar.org.
Right now, could you identify…

• What percentage of your members self-enroll?
• Should you stop catalog mailing in favor of emails?
• Should you offer intermediate or advanced sessions?
• What your members want vs. what’s advertised?

… you could with Enrole

Visit Kathy Brady, Product Advisor, at the Augusoft Booth.
Text her for a meeting:
(401) 662-9330
kathy.brady@augusoft.net
www.augusoft.net

Make it Easy to Join
Augusoft Lumens® is a cloud-based enrollment management software system designed specifically for membership management. Lumens makes it possible to manage all facets of a lifelong learning program with just one software system. Choose a company that understands your business and works for you.

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