

RENAISSANCE SOCIETY BOARD OF DIRECTORS

Monday, December 2, 2024, 10 am

Draft Minutes

| Officers | Present | Members at Large | Present |
|-------------------------------|----------------|-------------------------|----------------|
| President, Deborah Seiler | x | Richard Atkinson | x |
| Vice President, Deanna Hanson | x | Carol Barake | x |
| Secretary, Susan Brackenhoff | x | Darryl Freeman | |
| Controller, Dave Ferguson | x | Janet Heath | x |
| Past President, Ken Cross | x | Jackie Lamb | x |
| | | Joel Leong | |

| Committee Chairs | Present | | Present |
|--|----------------|---|----------------|
| Communications & Marketing Richard Atkinson | x | Program Darryl Freeman Peter Mundy interim | |
| Finance & Administration Dave Ferguson | x | Resource Dev. Mike Pidd | x |
| Forum (vacant) | | Scholarship Laurye Brownfield | x |
| Forum Co-Chair Janet Heath | x | Tech Co-Chair Sarah Ryan- Roberts | |
| Membership Deanna Hanson | x | Tech Co-Chair Tom Nelson | x |
| | | Volunteer Services Carol Barake | x |
| Nominating Susan Brackenhoff | x | | |

| Liaisons/Guests | Present | | Present |
|---|----------------|-----------------------------|----------------|
| Sac State Liaison, College of SSIS, Dr. Dianne Hyson | x | Weekly Update Hollis Kulwin | |
| Weekly Update/Constant Contact Loretta Burdeaux | | Website Jennifer Kerr | x |
| Recorder Jim Hodges | | Office Manager Amber Korb | |
| Assistant Controller Anne Putt | x | Board Liaison: Diana Gin | |
| Guest: Frank Martinez | x | Guest: Peter Mundy | |
| Guest: Thom Gilbert | x | | |

1. Call to Order – President Deborah Seiler called the meeting to order at 10:00 am at the Dunbarton Clubhouse. Board members introduced themselves to guest Thom Gilbert.

2. Approval of November 4, 2024 minutes - Deborah made the motion to approve the minutes; Jackie seconded and motion carried.

3. President's Welcome - Today marks the last Board meeting with Dr. Dianne Hyson. She has served as the Sac State official liaison to RS since 2017. Deborah will honor her at Friday's Forum with a lifelong membership. Our organization has been tremendously fortunate to have this relationship. Dr. Marya Endriga, Interim Dean, College of Social Sciences and Interdisciplinary Studies, will be our liaison going forward. The administration has a large number of turnovers so there are many new administrators to meet. An ASI Food Pantry video was emailed to RS members. Seven members helped serve the ASI Thanksgiving dinner to 132 students. Darryl Freeman resigned from the Program Committee due to health issues.

4. Reports:

a. Secretary: Susan Brackenhoff- Susan asked Board members to confirm a list of current committee members. A sympathy card was sent to Cathy Minicucci after her brother's passing.

b. Controller: Dave Ferguson – Dave reported that UEI closed the September books. October 2024 revenues are \$1670,00 which is greater than October 2023 by \$8,120. Our cash balance is \$304,480. We are currently in good shape financially.

c. Office Manager: Amber Korb was ill today. She has been helping with the final Forum presentation.

d. Sac State Liaison: Dr. Dianne Hyson was greeted with applause as she entered the meeting. The campus is awaiting a new Provost announcement. There are no permanent VPs remaining in their position, so VPs are all interims. A ripple effect from the pandemic is still being felt. Faculty responsibilities have a new look with some teaching online classes on four or five campuses consecutively. Approximately 30-35% of students are enrolling in online classes across the entire campus. Online classes fill up first. The dilemma for Sac State is how to chase enrollment while keeping quality. Dean Hyson cautioned all to "Stay Healthy".

5. Decisions and Discussion

a. Nominating Committee Appointment -Deborah asked that the 2025-2026 Nominating Committee be approved. Jackie made the motion to approve Susan Brackenhoff, Chair, Barbara Davis-Lyman and Ann Reed to the nominating committee and Deanna seconded. Motion passed.

b. Election Process – After a review of past election methods, an improved system of ratification was discussed at length. The Annual Meeting is now conducted at the May Forum. The bylaws state the Annual Meeting is the time when the slate is presented and then 1/5 of the membership or at least 100 members need to approve. Using the count of members voting in person and those on Zoom, we could change the system from an election process to a ratification process. Janet proposed the election process for officers and MALS be restructured from an election process to a ratification process to be conducted at the Annual Meeting. Dave seconded; motion passed with no opposing votes or abstaining votes. With the number voting in person along with the Zoom attendees, the count could be achieved. There is no need to change our by-laws.

c. Gerontology Request- Dr. Donna Jensen of the Gerontology Department requested additional funds for student conference fees than had been budgeted for the gerontology program. The request came after the money had been spent. Ken made a motion to pay a one-time amount capped at \$3500 only after receipts were submitted. Future funding will be determined. Carol seconded; motion passed with no opposing votes and no one abstaining.

d. Orientation & Open House- Joel Leong will assume the organizational role for Orientation and Open House. Ken will handle the on and off-campus partners. Joel is the contact for a committee table; Lorene will handle the program leader tables.

e. January Schedule of Events- refer below

f. CCE/IRT Status Mark Hendricks assured us that two-factor authentication will not be necessary for our members. CCE, UEI and IRT will determine security requirements. This is comforting to hear knowing we are not in jeopardy of losing our database. Great meeting with Dr. Dianne Hyson attending.

g. Annual Report- The Annual Report is available as of today. The beautiful work was done by Deanna and Amber. Thank yous are extended to all who helped in any way with the publication.

h. New Member Brochure -Rick has developed a new member welcome letter that has gone through several reviews. New members will receive a real letter (not an email) with their badge. Badges will have a sticker indicating they are a new member. Rick discovered through the data mining sessions led by Mike Agron that $\frac{1}{3}$ of new members do not rejoin. Rick consulted a marketing professional who suggested focus groups of 8-10 members in order to learn why new members are leaving. In a small setting, we can ask them what they want/expect from RS. This idea came from a new member's mother who is a marketing person for Cisco.

i. Data Mining Follow Up - Mike Agron has been leading intense training to show a small group how to mine data that is already available about our members. This information is being assessed to determine trends in our membership. Mike demonstrated how to select fields that we can later analyze. Mike will lead a session on AI at the program leaders' workshop on December 13.

j. Board Retreat Top Suggestions - see new member brochure

k. Library Program & Senior Living Facilities Deanna has been making calls to senior facilities who do not respond. Time is better spent in other directions.

l. Scholarship Committee status – Laurye led a highly successful meeting with the scholarship committee and Rebekah Rabiroff and Robert Tran concerning an increase in scholarships. During the discussion with Sac State, they suggested that helping additional students would be more beneficial than increasing the amount of current scholarships; the committee was in agreement. This recommendation will need to be presented to the Resource Development Committee and the Executive Board before the final decision is made. Laurye was complimented for her thorough presentation explaining the selection process for our scholarship recipients. Laurye will be stepping down as Scholarship Chair in June, 2024, after 3 1/2 years of service. Sue McGinty will co-chair this committee.

m. New Member Dinner - Deanna The new member dinner was well attended and enjoyed by attendees. Another new member dinner is planned for late February. Allen Keown has been helpful in organizing these events. Deanna thanked Board members for their attendance.

n. Holiday Dinner- We are at capacity with 55 attending. Frank will be our DJ. Thank you to Allan Keown, Deanna and Susan for planning the event.

o. SMUD workforce development – Frank Martinez, former program manager at SMUD, shared information about SMUD’s workforce development program. RS has been asked to participate in this initiative. They have community partners that offer hands-on training. Ken asked what are their expectations. This needs to be defined. Do we have the capacity to take this on? Frank suggested that we might provide mentors. Suggestions included offering a representative to do a Forum presentation, possibly putting it in Weekly Update to see if volunteers step forward. In return for mentoring, Mike suggested we ask SMUD to include RS membership as a benefit for retirees. Deanna, Carol and Frank will meet with SMUD for more information.

6. Written Committee Reports As submitted

Nominating: Susan -Planning for the 2025-2026 Board elections is in first stages. Publicity announcements for Board applications have been placed in both The Recorder and the Weekly Update. Application deadline is February 7, 2025. The next committee meeting will be December 5 to review nomination processes, information given to candidates, potential applicants and interview questions.

7. Verbal Reports by Committee Chairs

a. Program – Peter Mundy/Jackie Lamb Thank you to Peter and Jackie for stepping up to the Program Committee. RS is badly in need of a chairperson since there has not been a continuing chair for several years. No report this month.

b. Resource Development – Mike During the first 10 days of the ThanksGIVING drive, \$7,000 was raised. At Open House, there will be tumblers and shirts available with the RS logo that Mike designed. These will not be for sale but used as a request for donations. The group recognized the excellent video that Mike produced for the end of the year donations.

c. Scholarship – Laurye discussed earlier in meeting

d. Technology – Sarah/Tom The Center for Small Business students created a prototype Program Registration System (PRS) using Moodle. The prototype may be useful for further refining a PRS requirements specifications document as a tool to demonstrate to others an implementation of our current draft of a PRS requirements document. The students are scheduled to deliver a training video later this week which may also be a useful tool for collecting feedback on this project. The Forum Zoom webinar account will be converted to a Zoom meeting account on 12/16. After a very productive meeting with CCE, IRT, RS, and Dean Hyson, it was determined that we do not need to follow Level 1 security standards for our members.

e. Volunteer Services – Carol is still waiting for the status of 2024 Golden Plate Award. The RS usher volunteers are now coordinated through the Theater Department’s online portal for scheduling ushers which is the same portal used by student ushers. This is an improvement from signing up through RS.

f. Communications and Marketing – Rick discussed earlier in meeting

g. Finance and Administration – Dave and Anne discussed earlier in meeting

h. Forum – Deborah reported a full line-up for Spring Forums.

i. Membership – Deanna Currently there are 1545 members -- up 23 members from last year. Deanna and Deborah met with Capital Stage leadership concerning a joint marketing opportunity including low-cost tickets to their productions. Efforts with several senior living complexes have not been responsive to our system of programming.

8. Working Groups

Center for Small Business – see technology report

9. New or Urgent Business

Deborah attended ribbon cutting to the new Arts building. She suggested honoring Dr. Hyson with a personalized brick in front of the building. Ken made the motion to purchase a personalized brick in honor of Dr. Hyson for \$100; seconded by Susan. Unanimously approved. Deborah talked with Sarah Allison, University Archivist, about a tour of the Archives to see the RS documents on file (which include the monthly minutes).

10. Key Dates

a. Dec. 6, Final Forum & Holiday Dinner

b. Dec. 13, Program Leaders Workshop

c. Jan. 3, Mail AAG during this week

d. Jan. 13, Catalog Posted

e. Jan. 17, Orientation & Open House

f. Jan. 21, Program Enrollment begins

g. Jan. 21, Spring Member Survey

h. Feb. 3, Spring Semester classes begin

11. Adjourn Hearing no objections, the meeting was adjourned at 12:43 pm.

Next Meeting: January 6, 2025 10 am on Zoom

Susan Brackenhoff

Secretary