

**ICLRU Board Meeting**  
**Minutes – May 18, 2020**  
10:15 AM

All board members and Bob Masterson were present.

1. Andrea Zietlow called the meeting to order and confirmed the quorum.
2. Gene Flynn moved to approve the April 2020 minutes without change. John Wiese seconded and the motion carried.
3. There was no ICLRU Member Participation. In future, the Zoom meeting link will be posted on the ICL calendar notice one week before the meeting for ICL member attendance.
4. New Business
  - a. Andrea Zietlow thanked the team who worked on setting up Virtual Classes. Bill Amster, Andi Basalay, Gene Flynn, and Andrea Zietlow did a tremendous amount of work in a short period of time. Overall, the initial Virtual Classes went very well. The group met after the first classes to discuss a few issues.
    - i. Presenters will remind attendees to mute themselves due to background noise and to turn off their cameras when they step away from their computers.
    - ii. Announcements have been geared to navigating on the Zoom platform. Controls are in different places on different devices. That needs to be taken into account in the future. Going forward, hosts won't provide as much Zoom instruction. Hopefully, that won't be an issue going forward with new viewers.
    - iii. Andrea Zietlow and Richard Westgard compared embedded videos to the YouTube versions. In 3 out of 4 cases there was no difference in quality. In one instance, the YouTube video was significantly better. Advice to potential presenters will be to consider using embedded videos, but definitely check them out with an ICL Zoom host ahead of time.

- iv. The team was disappointed in the number of members who attended the initial Virtual Classes. There is no unique total of individual participants. The estimate is between 80-100 unique members (one-fifth to one-fourth of ICL's membership.) Hopefully there will be more viewers in the upcoming weeks.
  - v. We need more online presenters. Andrea Zietlow made 20-25 phone calls over the weekend and all but one slot over the next two weeks are filled. Several members are working on presentations and said they would let Andrea know when they were finished. Presenters don't have access to the ICL Great Courses DVD library as they normally would.
  - vi. Andrea encouraged Board members to consider presenting a Zoom class. ICL has four Zoom hosts, each with an assigned time who will work with the presenters and practice ahead of time so the class runs smoothly. Hosts will remain with the class throughout the presentation to help resolve any issues that arise.
  - vii. Gene Flynn thanked Andrea for her leadership and commented that the good results that were experienced reflected the team's advance preparation.
- b. Bob Masterson suggested that when ICL reopens, class start times might be staggered: i.e., morning classes at 9, 9:30 and 10 am and afternoon classes at 12:30, 1 and 1:30 pm. Participants would be able to have some distance from each other when arriving, during breaks and when leaving the building. Discussion comments included:
- i. A good idea, but it may be quite a while before members feel safe venturing out.
  - ii. ICL might try to make arrangements for classes to be done both 'live' at RU and on Zoom. The Virtual Class Committee might want to look into options. It seems to be a question of showing slides on the projector in the classroom while sending the Zoom images at the same time for at-home viewing. Could the IT media personnel at RU provide information and/or allow a few ICL members to test this on site it?

- iii. Should coordinators have the option of presenting classes in person or via Zoom?
  - iv. ICL may need to invest in digital cameras that are optimized for WIFI to provide quality presentations. Could we borrow high-performance equipment from RU?
  - v. ICL may be able to use the Zoom 'Record' feature if presenters choose to do that. Recorded classes might be made available on ICL's YouTube channel.
  - vi. Bob will send Jon (on RU's technology team) an email asking what vehicle(s) they are using to record classes, what equipment they're using, etc. Bob can ask if they are considering presenting classes 'live' and online simultaneously.
    - 1. If it is not too difficult to record live classes, ICL might want to consider this as an ongoing option during winter study groups. It may also help retain members who travel elsewhere during the winter.
    - 2. RU is currently in the process of re-arranging rooms to allow for fewer students in each room to allow for social distancing.
- c. The Board discussed questions asked by ICL Member, Mike Glass and replied to by the Board President, Vice-President and Treasurer (Andrea Zietlow, Les Miller, and Bill Amster.) These related to the concerns below:
- i. Mike Glass questioned an item in the March minutes which stated that 'Les Miller moved that ICL adopt a policy of not refunding any portion of the membership fees due to cancelled events that would otherwise have taken place.' In his opinion, membership retention should be the primary issue on the board's radar.
  - ii. Out of concern for member retention, Mike suggested the Board consider extending membership renewal dates for the length of time ICL is unable to return to face-to-face interaction.

- iii. Mike also wanted to know if it would be too much to ask if the board minutes would be available within a reasonable time following the meetings?
- iv. After discussion, Andrea Zietlow agreed to contact Mike Glass directly to discuss the issues. Improving ICL for current and future members is the Board's highest priority. Discussion included the following points:
  - 1. The original question was based on the legal obligation to refund a portion of the dues if ICL cancelled the Spring Study Groups. (Note that this discussion was **prior** to the Governor's Stay-at-Home order). A committee was formed to begin virtual Zoom classes for members.
  - 2. Treasurer, Bill Amster and the Board think it would be fiscally irresponsible for ICL to provide every member with refunds. In checking further, Les Miller ascertained that according to Illinois law there is no legal obligation to provide refunds. It was suggested that the real topic for discussion should be 'how do we survive financially if we have only 300 members after the next 6 months. How does ICL operate within a much smaller budget?'
  - 3. When the current members database was built, prior to 2006, a 90-day membership grace period was built into the system. To extend the grace period to 120 or 180 days at this point in time would have a harmful effect on organization finances.
  - 4. Case-by-case application of refunds is not possible, as all Members need to be treated the same.
  - 5. ICL Members are able to reduce annual membership dues by 50% by coordinating or co-coordinating a Study Group Session within a year.

6. After the meeting Secretary, Sue Masterson, informed Andrea Zietlow that the approved March minutes inadvertently weren't posted online until early May.
- d. Gene Flynn mentioned that he and Mary belong to several non-profit organizations and all of them have sent out impassioned letters to members asking for help during this extraordinary time. It would be very appropriate for Andrea to draft a stand-alone letter to all members from the Board, explaining the importance of:
    - i. Taking part in ICL virtual class activities;
    - ii. Continuing to renew memberships and to keep ICL alive;
    - iii. The Board is doing everything possible to provide classes for members and we don't want to have to make cuts on members' events;
    - iv. If members really like ICL and want to help us weather the storm, maybe they could give a little extra, tax-deductible, donation to help us keep our heads above water. ICL will be back healthier and happier when this is all over and we're back in class.
    - v. Andrea Zietlow agreed to draft a donation letter.
    - vi. Bob Masterson advised that for April 11 members have not yet renewed. These are members that Bob would expect to renew under normal circumstances. None of these members have contacted Bob to say they won't be renewing. Normally a few members let Bob know if they can't renew due to health or other reasons, such as a move.
    - vii. Andrea Zietlow asked Bob to mention in future renewal letters that any members who may be experiencing a health issue, a surgery or a move, would be able to attend ICL's online virtual classes, for the time being, and should consider renewing membership.

- viii. Bob agreed to revise the current follow-up renewal notice for members who are within a grace period who have not yet renewed.
  - ix. Les Miller suggested that Andrea Zietlow draft a separate renewal letter for former members who have already lapsed and who may not be aware that virtual classes are being offered. Andrea Zietlow asked Bob to send her a list of those former members who have let their memberships lapse during the last few months, who might possibly renew membership.
- e. Andi Basalay and Gene Flynn have been adding content to Facebook. In addition:
- i. Visibility had previously been narrowed down to Friends Only. This was done after inquiries about ICL came from visitors who were well below age 55.
  - ii. Recently the site has been opened up to Friends-of-Friends, to increase awareness for potential members. Gene and Andi are keeping an eye on visitors who follow ICL. Andi mentioned that followers have increased from 147 to 152.
  - iii. Recent positive posts about the Virtual Classes may lead to more members joining us for the classes.
- f. There have been a number of developments with the Website:
- i. Andrea Basalay reviewed baseline web analytics data with the Board. She will drill down to eventually track five or so discreet elements. This free tool gives us the ability to find out how visitors are using the site, how many are new and how many are returning (but not unique) etc. Going forward we should be able to acquire additional information.
    - 1. One of the Web Update Committee's missions is to use the website to attract new members, as well as inform

current members about ICL activities. This allows us the opportunity to ascertain which content attracts visitors.

2. Andi covered twelve-month data for several segments:

a. There were nearly 4,000 total visitors to the site from April 2019-2020 and 95% were new visitors.

b. 51% of visitors left the site without responding to a call to action, (without joining or requesting additional information). We will be working to improve that percentage.

c. 59% of visitors used a desktop or laptop, 26% used a tablet, and 14% used a mobile phone.

d. There were five main browsers used: 43% of visitors use Safari, 37% use Chrome, and the remainder use Firefox, Microsoft Edge, and Internet Explorer.

e. The average visitor looked at 3 pages which is good.

ii. Bob Masterson addressed registration policy and the proposed change when automated class registration goes 'live'.

1. When online registration first began, most registrations were paper and were mailed or delivered in person.

2. Our recent experience has been that nearly everyone registers online and we expect that to continue with the release of the fully automated system. Recently, there has been very little need for wait-listing members.

3. The Web Update Committee recommends a return to the original 'first come, first served' policy shown below. The

Board agreed to adopt the following registration policy when the automated system is implemented:

- a. Registration for a class or event is on a first-come, first-served basis.
  - b. If registrations exceed the class size, members may be added to a wait-list.
  - c. You must be a fully paid member to register. If you need to renew your membership prior to registration, or join if you are not a member, online payment can be made via credit/debit card.
  - d. Mailing your registration for a Class/Event prior to the opening date of registration does not guarantee enrollment. Paper registrations will begin to be processed on the opening day of registration.
- iii. Sue Masterson provided board members with a demo of the proposed ICLRU website. If possible, the board members will receive a link to the preview site. First reactions to the new site were positive.
1. One suggestion was to add more movement, perhaps a video. The committee will discuss the suggestion with the Web Designer.
  2. There was discussion about various ways to reserve seats for coordinators who register for Study Groups during the registration period.
5. Calendar – Sue Masterson will check to see that any canceled events don't appear on the Home Page or the Calendar. Summer/Fall Intersessions will not be held as planned and will be removed.
6. Bill Amster provided the Treasurer's and Financial Reports:



- a. April was an uneventful month. Net Income for April alone was \$820.
  - b. Total assets ending April were \$134.8K compared to \$134.0K at the end of March.
  - c. Dues for April were \$2,012 including 9 full membership renewals and 5 coordinator renewals.
  - d. Bob Masterson accepted only 60% of his salary because of his reduced time spent in the Center. This was the only notable expense for April (\$1,300) and is an example of the kinds of cuts ICL might make if income were to be seriously reduced. Andrea Zietlow noted that Bob is doing plenty of work from home.
  - e. Membership decreased slightly last month from 404 down to 399 in May.
  - f. Expenses for Zoom accounts will appear on the May financial reports. Bob Masterson asked that ICL Zoom hosts submit invoices for reimbursement quarterly, so that ICL checks might be conserved.
7. Additions or Changes to the Written Committee Reports
  8. Other Business
    - a. After discussion about the pros and cons of requesting Summer/Fall Intersession proposals as usual, which should happen this week, the Board agreed to postpone the Taste of ICL and not ask for Summer/Fall Intersession proposals at this time. Instead, the focus will be on Zoom presentations that might be turned into live presentations, if the campus reopens.
    - b. Gene Flynn noted that presenters might be reminded that they don't need to spend a lot of time creating presentations from scratch. There is a wealth of prepared online PowerPoint presentations available by searching Google. If each board member looked at some topic, we could find a completed PowerPoint presentation that we could easily customize. With the right content, the presentation could be ready-to-go, out of the box.
    - c. Bob Masterson mentioned that this might be a good time for Andrea Zietlow to send an email to Dr. Mablene Krueger, asking her to share

RU's plans for reopening, to the extent they are known. Andrea indicated that she would draft an email this week and discuss it with Bob.

- d. Bob referred the Board to Dr. Malekzadeh's published RU re-entry strategy, which we assume would begin this Fall. He mentions that the strategy is: '...reflective of the State's phased approach and we will be following directives of health officials and other higher education governing bodies. We are anticipating that there will be a limited number of people on campus, with most employees still working remotely and continuing to teach virtual classes to some degree.' There is no final decision on what that limited on-campus presence would look like.
  - e. Bill Amster suggested that when Andrea does request proposals, she might ask for brand new presentations that could be adapted for Zoom, if necessary.
  - f. Andrea noted that:
    - i. Some coordinators are preparing brand new classes, however, many have a heavy reliance on Great Courses DVDs. Those who enjoy presenting / attending movie classes don't want to show / view an entire film on Zoom, especially on a phone.
    - ii. More and more members are becoming aware that they can show YouTube videos and PowerPoint presentations on Zoom. There are some limitations, but presenters are becoming comfortable with learning what can be accomplished on Zoom.
9. Next Board Meeting Proposed Date: June 15, 2020 via Zoom at 10:15 am. The meeting link will be posted to the calendar by June 8<sup>th</sup>.
  10. Andi Basalay moved to adjourn the meeting at 12:45 pm. Les Miller seconded and the motion carried.