

**MINUTES OF THE ANNUAL MEETING OF ICL**  
**Conducted Via Zoom**  
**Tuesday, June 14, 2022**

**Welcome and Call to Order**

Board President, Andi Basalay, introduced herself and called the Annual Meeting of ICL to order at 10:00 am. She welcomed members and thanked everyone for attending.

**Approval of 2021 Annual Meeting Minutes**

Sheila moved to approve the minutes from the 2021 Annual Meeting. John Sellers seconded, and the motion carried.

**Recognition of ICL 2021-2022 Board and Office Manager**

President Basalay introduced the current members of the Board.

**Election of 2022-2023 ICL Board**

President Basalay introduced John Kness, chair of the 2022 Nominating Committee: John then introduced the members of the committee. They were: John Kness, Chair, Board Members Les Miller and Sheila Schwartz, and Members-at-Large, Nancy Mieszala and Ken Bobbe. The Nominating Committee unanimously endorsed the following slate of candidates: incumbents Andi Basalay and Gene Flynn and candidate Greg Patzer. John Kness moved to elect the slate of candidates to the ICL Board for a term of three years; Richard Westgard seconded. After surveying the show of hands, Andi Basalay confirmed that they were elected. Andi congratulated the candidates and thanked everyone who served on the nominating committee.

**Special Thanks and Recognition**

Andi Basalay recognized and thanked the coordinators and presenters, current committee chairs and members, and the chairs of various special interest groups and initiatives by name.

**The State of ICL**

ICL Members continue to be the driving force behind our learning community. Their loyalty and dedication are what makes ICL a valued asset in the NW suburbs. Membership in April 2020 totaled 399, by May 2021, that number had decreased by 33%. Like all other organizations, the uncertainty created by Covid took its toll on ICL. While the cash reserves negotiated at the ICL separation from Roosevelt continue to provide a financial safety net, reduced

income from membership did not offset the fixed costs of our organization, causing ICL to operate at a loss over several years.

A highlight in the 2021 story is the level of donations received from our members. In 2021, donations totaled \$19,967, primarily from the Path Forward Matching Gift Campaign. We are grateful for our generous donor and fellow members who recognized the ICL need. As a result of this substantial donation level, end of year income for 2021 was actually a positive \$523.

We don't anticipate this same level of donation in 2022, and therefore are budgeting a loss of about \$9,000. This includes a return to our previous dues level of \$175 and a new nominal charge to attend both the Holiday Party and Picnic. The fall appreciation luncheon and Ice Cream Social will continue at no charge.

The solution to the above financial situation is to increase membership by attracting new members while retaining current members. As such, efforts have been undertaken to increase ICL awareness and membership, while maintaining an active social and academic program to keep the ICL membership experience attractive and robust. We are grateful to our members for your continued support of ICL and its programs.

### **ICL 2021-22 Accomplishments**

During the past year, ICL has accomplished a tremendous amount. Andi cited each of these accomplishments and thanked the people involved. The list of accomplishments follows these minutes.

### **Membership Survey Results**

Andi explained that the committee was formed in August, 2021 to find out the characteristics and interests of the ICL membership.

Andi reminded members that shortly after the holidays, they were asked to participate in a survey to share their preferences regarding ICL. 177 or 66% of the members responded.

Results:

- About half of members have been part of ICL for 10 or more years
  - Question: How do we communicate this to attract new members and lapsed members?
- Regarding age, about 70% of members are between 76-80.

- The 3 most important reasons for belonging were to attend study groups, stay current/active, and support lifelong learning goals
  - Leading Study Groups is ranked low; Program Development is working to address this with alternate study groups and technological support
- Reasons for belonging to ICL
  - Long term members rank attending study groups highest
  - Newer members show a higher value for social activities than other groups
- Preferred level of involvement features the Study Groups and Winter Lecture Series. Lesser interests were being involved in coordinating and committees. Yet, these are the forces that drive the organization. ICL needs to get a better idea of what our newer members want.
- For involvement by age group (8 or more activities), participation decreased amongst older members
- For those involved in 8 or more activities, the top three reasons were:
  - Attend Study Groups
  - To remain current and active
  - To achieve lifelong learning goals
- ICL needs to look at what we can do to appeal to newer and younger members

Next steps include:

- Increase membership efforts to attract new members and retain current members
- Increase participation opportunities by increasing the variety of study groups, social opportunities, committee engagement, and other volunteer opportunities

Questions to be investigated:

- Do all membership levels find value in membership?
- Which membership level is most vulnerable?

At the conclusion of Andi's presentation, Gene Flynn encouraged members to submit names of friends and family for us to contact. This is a valuable means for us to reach potential members.

Sheila Barrett asked if there has been an effort to find out what we need to do to attract lapsed members back to the organization. Andi indicated that there have been multiple efforts to reach them.

## **Taste of ICL**

Andi Basalay introduced Andrea Zietlow, Chair of Program Development to share information about the *Taste of ICL*. Andrea reported that we will be offering *A Taste of ICL* during the Summer/Fall Intersession, August 9-24. A primary purpose for this is to attract new members. Therefore, all members are encouraged to invite friends or family who might be potential members to attend these presentations. Guests will be able to attend as many presentations as they wish and will receive two \$25 discounts off their first year's membership if they join by September 30. Members who sponsor a guest who joins before September 30, will receive a \$25 discount off their next renewal.

Andrea then explained that in order to attract new members, we need to offer a wide variety of Summer/Fall Intersession presentations and Fall Study Groups. Andrea reminded members that these presentations and study groups do **not** need to incorporate a lot of research or PowerPoint. She reminded members of the "Alternate Types of Study Groups" survey handed out at the Holiday Party. This included various types of discussion groups, movies, games of all types, mild exercise, meditation, and arts and crafts. Several of these types of study groups have been offered since spring and have been very well-received.

## **President's Remarks**

To help ICL gain new members, President Basalay asked all members to invite friends and family to check out ICL during the upcoming *Taste of ICL* and Ice Cream Social. She also asked members to consider taking a more active role in ICL by volunteering.

President Basalay concluded the meeting by inviting all members to the Annual Picnic which will be held at the Schaumburg Recreational Center on Friday, July 22. Registration and payment are due by July 15.

## **Member Comments and Questions**

Jack McKee questioned if the Ice Cream Social would interfere with the Intersession Presentation on Wednesday, August 24. Response: The Ice Cream Social will take place at 3:15 after the Intersession Presentations. Andi also reminded members about the Art Fair that goes along with the Ice Cream Social.

Tom Gavigan asked when proposals for the Fall Study Groups are due. Andrea responded that the request for proposals would go out on June 27 and that they would be due about July 10. (It's actually July 15.)

There were also questions and responses as to the location of the picnic.

Andi thanked members for attending and for their participation in ICL.

The Annual Meeting adjourned at 11:12.

## **ICL ACCOMPLISHMENTS**

### **July 2021- June 2022**

#### **ANNUAL AND SPECIAL EVENTS:**

- ICL was recognized by the Village of Schaumburg in a Proclamation presented by Mayor Tom Daley in honor of ICL's dedication to lifelong learning and contributions to the senior community.
- A \$500 Scholarship was awarded to Shams Azzawi, of the RU Pharmacy Program. Shams illustrated her dedication to senior health care issues in a virtual presentation in February. Shams choose to speak on **Bone Health: Osteoporosis Prevention, Screening, and Treatment.**

#### **COMMITTEE ACCOMPLISHMENTS:**

##### **Events Committee:**

- Hosted a welcome back Picnic for members to celebrate the re-entry to campus.
- Thanks to the generosity of Gloria Kinney and Rem Stokes, ICL hosted pianist, Zachary Hughes, on campus in September
- An October Field Trip to the Pilsen Neighborhood was well-attended in October
- Other Field trips included; Lunch and Matinee of the King and I at Drury Lane and a gourmet cooking adventure at Cook, Cork and Fork
- The Appreciation Luncheon was organized to celebrate the 25th Anniversary of ICL
  - Coordinators, Committee Chairs and Past Presidents were honored.
- An in-person Holiday Party was hosted at Chandlers Grill in Schaumburg

##### **ICL Reads:**

- Selected, promoted and distributed The Boys in The Boat by Daniel J. Brown for the ICL Community Read.
- 50 books were distributed to our ICL Champions in January
- Cooperated with Program Development Committee to present *An Olympic View from the ICL Crew*, a multi-day virtual peer-led presentations dedicated to all things Olympic.
- Facilitated two virtual book discussions in March
- Sponsored EXTR-OAR-DINARY Fridays in April with presentations to complement the themes of the book

## **Outreach and Fundraising:**

- Membership
  - Launched an OnBoarding Membership initiative to welcome new members and encourage participation.
  - Launched 6-month targeted Facebook campaign to generate leads and drive website traffic.
  - Efforts are ongoing to develop a database of potential members with digital leads generated by current members for the purpose of attracting new members. Content will be sent at six-week intervals
- Marketing
  - Placed four articles to promote ICL and create awareness in the Daily Herald
  - Placed press release regarding Schaumburg Proclamation in the Daily Herald
  - Placed overhead slide and marketing materials with Elgin Symphony Orchestra
- Fundraising
  - Overall Donations \$19,967
  - Path Forward Results \$11,950.00
    - Thanks to our generous, anonymous donor for funding the challenge
  - General Donations \$6,814.38
  - Matching Corporate Funds \$1,075.00
  - Amazon Smile \$127.62
- Partnerships
  - Merrill Lynch - The Sterner Group
  - Friendship Village
  - Roosevelt University
  - Elgin Symphony Orchestra

## **Program Development**

- Since August, we have offered Study Groups and Intersession Presentations via Zoom, on-campus, and hybrid.
- Purchased an annual ICL Zoom Account with extended recording capabilities so that any presenter can host and record their own meeting.
- Added two new coordinators --- John Smith and Mary Cullen
- Conducted a survey at the Holiday Party regarding alternate types of study groups. These study groups would require far less preparation time and encourage more social interaction. They include movies, discussion groups, and various types of social games.

- Four of these alternate study groups have already been implemented --- *Come Play Mah Jongg, The Science of Gardening, After Dinner Conversations, and You Be the Judge and Jury*. Others are being planned for the future.
- Planned and held an informational and interactive Coordinator Meeting attended by 29 coordinators
- Partnered with the ICL Reads Committee to present the multi-day seminar in March, *An Olympic View from the ICL Crew*

### **Social Media:**

- Promoted ICL visibility for members and friends of members via the ICL Facebook page.
- The committee strived to keep ICL members informed of enriching activities both within and beyond ICL.
- ICL Reads Facebook Group provided added content and resources to enhance the readers' experience.

### **Website Committee:**

- Challenged members to an ICL Website Scavenger Hunt
- Maintained and updated calendar, At-A-Glance, website pages with content and programming changes
- Coordinated with TJE Design to develop commemorative logo for 25th Anniversary and ensure site functionality and ease of use
- Created new pages for volunteer opportunities and overall committee support throughout the year

### **Winter Lecture Series**

- Secured a sponsor for the entire series for 2021 which extends into 2022 and 2023 (Merrill Lynch – David Sterner)
- Booked and facilitated a great group of presenters – 9 weeks
- Worked with Richard Westgard on Merrill Lynch banner
- Switched to and managed hybrid model of lecture delivery