

ALP Advisory Board Meeting Minutes of Jan. 23, 2014

Co-Chairman Patrick Hatcher called the meeting to order at 1:05.

In attendance: Marion Kelliher; David Winer; Pete Cruikshank; Shirley Morrison; Janet Murphy; Bertina Williams, staff; Bob Ellis; Polly Ellis; Jim Yaeger; Paula Fisher; Ivan Backer, guest; June Johnson; Noreen Channels, guest; Ann Parkhurst.

Minutes of previous meeting: Accepted as corrected- 1st paragraph Bill Ellis corrected to Bob Ellis; 5th paragraph Helen Sibley corrected to Gwen Sibley.

Announcements: none.

Co-Chairpersons' Report: none.

Treasurer's Report: Line items added- Under Revenue, "DVD Deposits" and under Expenses, "DVD Deposit Returns"; these lines did not previously exist and now relate to borrowing DVD's. The "Donation" was to the speaker from PlowShare. The balances are the same as in the previous statement because the bank statement was not received in time to adjust the amounts.

Coordinator's report: a written report was submitted. Bertina requested that a line be added to the registration form to indicate if the registrant is a member of Seabury at Home. She also noted that Bob Ellis's article in the Hartford Courant generated significant new membership.

ALPHORN, Jim Yaeger: March 17 is the deadline for articles. Details about the Annual meeting are needed.

Communications, Bob Ellis: word-or-mouth recruitment has previously seemed to be the most effective, but, in view of decreased new member enrollment, ads and print materials may need to be reconsidered. The new membership survey may help to identify effective communication methods. Pat Hatcher commented favorably on the ease of updating information on the website and suggested highlighting notable speakers; he would also like to see more information about the organization.

Curriculum, David Winer: new forms for course proposals and for room set-up have been created.

Membership, Paula Fisher: the committee is well set for nominations for officers. Linda Bodner will be invited to the next Advisory Committee meeting to report on changes in committee processes. Noreen Channels reported on the membership survey seeking information on participant preferences for length of classes, interests, background, and expertise; it also solicits offers to present programs and information on how one learns about ALP. The distribution of surveys starts the last week in January; class participants will receive the survey with a return envelope. Non-respondents and participants in March and April classes will be mailed the survey with multiple ways to return the form. The deadline for returns is March 7. As an incentive to return the survey, a drawing will be held to receive one year free membership. Liaisons will help distribute and collect surveys. There have been approximately \$490 in expenses related to the survey. Notice of the survey appears on the website and it can be filled out online and submitted through Survey Monkey.

Old Business: none.

New Business: Pat Hatcher elaborated on his written submissions to the Board regarding the current status of ALP with relationship to UCONN and alternatively as a 501c3 or 501c4. Document attached

11/21/2013

The Curriculum Committee Chair-person, Shirley Dudley reported that the Committee had new members, that they needed new ideas for Fall 2014 and that the Committee will ask for evaluations for Single Sessions as well as for Seminars.

Paula Fisher, representing the Membership Committee, informed the Board that speakers were in place for both the Pre-view Meeting and the Annual Meeting and that a check list had been created for those running both these events.

There being no further business, Pete Cruikshank adjourned the meeting at two-thirty o'clock.

A True Record,

Bertina Williams for Ann Parkhurst