

**Osher Lifelong Learning Institutes
2009 National Conference
October 12- 14, 2009
The Canyons Grand Summit Hotel
Park City, Utah**

Conference Program

Monday, October 12th

2:00-4:00 p.m. Conference Check-in

4:00 p.m. Opening Session – Welcome and WOWS

5:30 p.m. Reception

6:30 p.m. Dinner

Tuesday, October 13th

7:15 – 8:30 a.m. Breakfast

8:30 p.m. General Session

Your Own Backyard: Building Your Individual Giving Program

After battling flying monkeys, fighting the Wicked Witch of the West, and waiting in vain for the Wizard of Oz to come up with something, Dorothy and her pals finally discovered that they already had everything they needed – the heart, the brains, and the courage – to get the job done themselves. We can learn from their example. In this session, three university fundraising professionals and an OLLI volunteer will present ideas for you and your colleagues to consider as you launch or develop efforts to raise funds from individuals in your local community. From creating a compelling case for support and building productive relationships with university advancement staff to proven fundraising techniques, the session will provide a range of practical suggestions to stimulate your creativity. A number of Osher Institutes will also share recent success stories.

David Blazeovich, Senior Program Officer, The Bernard Osher Foundation (Moderator)
Kim Gentry, Director of Corporate and Foundation Relations, The University of Alabama
Marilyn J. Ray, Senior Director, Corporate and Foundation Relations, Auburn University
Cynthia Johnson, Associate Director of Planned Giving, The University of Alabama
Wendy Willrich, Co-Chair, Annual Fund, Osher Lifelong Learning Institute at University of California, Berkeley

10:00 a.m. Break

10:30 a.m. Breakout Sessions

Research on Older Learner: What do we know about? What do we want to know?

In light of the recent economic downturn, how can research call attention to the integral role of lifelong learning? Engage in a lively discussion on balancing the immediate need for workforce training for many older adults with an ongoing focus on the enduring benefits of lifelong learning. Learn about national and international trends in research on older learners and explore ideas for future initiatives that could serve OLLIs and their mission. Find out what's next for *The LLI Review* and share your particular research interests.

E. Michael Brady, OLLI National Resource Center
Mary Beth Lakin, Associate Director for Special Projects in the Center for Lifelong Learning at the American Council on Education

Special Events and Trips - What new and interesting events are OLLIs offering?

Have you planned trips and events for your OLLI or are you thinking that it could be an integral part of what you do to attract new students? This session will suggest why travel is important to your program and how it can help you reach boomers or fundraise. You will also delve into the world of international travel, partnering with other OLLIs or LLIs as well as learn the basics of planning. What are the benefits? What are the pitfalls? Climb on board and discover the world outside the classroom. At the end of this session, we will compile a listing of OLLIs who are interested in partnering with another OLLI or any LLI, visiting other OLLIs or being a host.

Tom Santee, Eckerd College
Noreen Frye, University of Miami
Sally Klein, Southern Oregon University

Ride the Waves of Organizational Transition

Intellectually, we understand that change, growth and development in our OLLIs are necessary, even desirable, attributes of a vital organization. But that understanding doesn't make it any easier for us to accept change, and it's up to OLLI leaders to lead our organizations through periodic changes. In this session, develop an eye for the 'big picture' of change and learn to ride the wave of organizational transitions. We'll discuss strategies to help your OLLI learn to weather and even thrive through change.

Ara Rogers, University of South Florida
Ruth Heller, University of Oregon

Sharing Cost Saving Ideas

Operating Lifelong Learning programs during the economic downturn poses a greater challenge to most of us who are administrators and leaders of OLLIs. Many of us have implemented some creative ideas in reducing operating costs without compromising the quality of the programs.

Here are the areas that we would like to discuss and share with others OLLIs: using new technology, cutting operational costs with less negative impact, reducing personnel budget, using incentives to generate more revenues, collaborating and sharing expenses with other departments, negotiating with the university administration and escaping the budget cut, searching for resources that have been overlooked, and mobilizing your members to help with cost-cutting ideas.

Wichian Rojanawon, University of Massachusetts Boston
Lisa Strickland, University of Alabama Huntsville
Jennifer Kidwell, University of Alabama Tuscaloosa
Rebecca Lawrence, San Diego State University

Partnering For Growth: OLLI and Your Community

In this session we will explore avenues for meaningful partnerships that enrich your OLLI programming including:

- OLLI auxiliaries at residential retirement communities: What they are and how to model success
- Cultural Partners Programs: Give and take with artistic partners
- OLLI off-site locations: How to launch off-site locations and succeed
- Educational Partners Programs: Cultivating faculty, facility, and resources at multiple institutions

Vonnie Wheeler, University of Denver
Karen Thorne, University of Denver
Barbara Hochberg, Berkshire Community College
Howard Arkans, Berkshire Community College

Lunch 12:00 – 1:00 p.m.

Breakout Sessions 1:00 p.m.

Looking at Registration Databases and Online Registration Packages

Have you outgrown your database? Thinking about using one of the online registration packages at your OLLI? Perhaps you are contemplating taking the plunge and using your host institution's registration software? Panelist Mike Clitherow created the Penn State OLLI database and has an in depth view of what an OLLI can expect from its database, plus thoughts on what to consider when looking at online registration systems. Carolyn Jankowski and Janet Mclean from SUNY Stony Brook will talk about how they developed a relationship with their host institution, and how they then incorporated OLLI into the SUNY Stony Brook student registration system (PeopleSoft). This workshop will not answer all your questions but it will give you pointers on how to proceed without getting bogged down in fields or lost in dusty defunct archives!

Janet McLean, Stony Brook State University of New York
Carol Jankowski, Stony Brook State University of New York
Anne Cardale, OLLI National Resource Center
Mike Clitherow, Pennsylvania State University

OLLI Embraces Learning for All Ages: Intergenerational Programming at the University of Connecticut

Lifelong learning, in its broadest definition, would include learning across the life span. In keeping with this definition, the leaders of OLLI at the University of Connecticut (UConn) have identified the development of intergenerational programming as one the Institute's strategic goals. This session will provide a description of the types of OLLI programs, courses, staffing, academic internships and events that have been developed at UConn in support of this goal. The presenters will facilitate brainstorming on the topic of intergenerational programming to allow attendees to walk away with concrete ideas for implementation.

Dr. Brian Chapman, University of Connecticut

Dr. Laura Donorfio, Assistant Professor of Human Development and Family Studies, University of Connecticut

How to Encourage New Members and Energize Current Members

We will never be done recruiting! Join us for an overview and brainstorming session about building and maintaining membership. Topics include understanding your community, responding to preferences, continually assessing your structure and offerings, building new partnerships and innovative ways to increase awareness of your program.

Alisha Foster, Hampton University

Laina Warsavage, Humboldt State University

Partnering for Programming: How to Find and Form Creative Partnerships

Partnerships are very important to the growth and development of OLLIs. This program will feature a panel discussion by two similarly situated OLLIs that have grown with the use of some very creative partnerships with community colleges, universities, retirement & senior centers, museums, and granting agencies (state & private). A significant Q & A session will follow the panel discussion.

Janice Monypeny, California State University San Marcos

Virginia Holten, California State University San Marcos

Jim Peters, University of Kansas Continuing Education

Dave Wilson, University of Kansas

Where to Go From Here: The Role of Strategic Planning

As OLLI programs evolve, the need for strategic planning increases. This workshop about strategic planning for OLLI programs offers the following:

- A description of the role, content and process of strategic planning
- Suggestions about how the planning process can be tailored to individual situations
- Review of a successful model
- An opportunity for dialogue among workshop participants
- An opportunity to explore how components of the planning process outlined in the workshop may be relevant to your situation.

Fred Brancato, University of Southern Maine

2:30 – 3:00 p.m. Break

3:00 p.m. Breakout Sessions

Strategies for Broadening and Enlarging the Curriculum

In this session, three presenters from very different programs will discuss ways in which a full range of quality educational offerings can be developed and expanded. Panel members will compare such program elements as curriculum committee structure and responsibilities, development of course offerings, identification and screening of instructors, and course evaluations.

Emil Augustine, Sierra College

Kathleen Holden, University of Illinois at Urbana-Champaign

Elena Marciano, University of the Pacific

Leadership: Summing up the Best Parts

Leadership has to come from many levels within an OLLI. We need strong leadership from the host institution to support our outreach efforts. We need strong leadership from staff who act as liaisons between the OLLI members and the host institution. We also depend heavily on strong volunteer leadership to guide our member-led organizations. Coordinating the many leaders and utilizing all of the volunteers from year to year takes finesse, patience, flexibility and problem solving. Catherine Frank, Director of the OLLI at Duke and Lucy Woodhouse, Director of the OLLI at Furman will share with you their best practices for making the whole a sum of the best parts. Come away with ideas, goals and new methods for bringing out the best in your OLLI leadership teams.

Catherine Frank, Duke University

Lucy Woodhouse, Furman University

Websites, E-newsletters and Blogs - Online Tools for OLLI Institutes

There are so many online tools available to us today but which are the best? This workshop will take a look at some of the most useful tools from the vantage point of the busy person who wants to efficiently reach their membership. Jo Brownlie will explain how Saginaw Valley developed their website and e-newsletter. She will also talk about Saginaw's efforts to move their members to the "email only" option. Thom Clement from George Mason will describe how his OLLI manages to maintain a busy website and transmit a weekly e-newsletter! Jon Neidy will introduce us to the gentle art of blogging using the OLLI at Bradley University blog.

Anne Cardale, OLLI National Resource Center
Thom Clement, George Mason University
Jo Brownlie, Saginaw Valley State University
Jon Neidy, Bradley University

Partnering for Progress: Partnering Benefits Everyone

Partnering with other nonprofits in your community brings positive results for your OLLI, the nonprofit organizations you are partnering with and the community as a whole. In this workshop we will address why your OLLI should partner with other nonprofits in your community. We will also share with you our partnering "how to's".

Sarah Benton, Pennsylvania State University
Gene Boldt, University of Nevada Las Vegas

STEM (Science, Technology, Engineering and Mathematics) Meets OLLI

Got science? Wanna get science? Come hear the latest about our National Science Foundation project and how your OLLI might become involved.

Presented by the NSF Planning Team:
Kali Lightfoot, OLLI National Resource Center
Ara Rogers, University of South Florida
Bette Felton, California State University East Bay
Lucille Salerno, University of Missouri Columbia
Kurt Feichtmeir, The Exploratorium

5:30 p.m. Reception

6:30 p.m. Dinner

Wednesday, October 14th

7:15 – 8:30 a.m. Breakfast

8:30 General Session

Storytelling: The First Big Thing

Since we first began talking to each other, telling stories has been an effective way to capture attention, engage an audience, and motivate them to act. In the public interest sector, though, translating complex issues, goals that are often intangible and abstract ideas into a good story can be a daunting challenge. Modern technology has given us shiny new tools to help us communicate – Twitter, Facebook, podcasts – but in our fervor to remain current (and appear professional) we often ignore our natural inclination to tell a good story. In “Storytelling: The First Big Thing,” Andy Goodman will explain why he believes storytelling is the single most powerful communication tool you possess, and he will offer specific ways your organization can use stories to advance your mission.

Andy Goodman, Director, The Goodman Center, www.thegoodmancenter.com

10:00 a.m. Break

10:30 a.m. General Session

The National Resource Center and Your OLLI

The Boomers are here, higher education is in crisis, the world around us has changed incredibly in the 18 months since the Arizona and the pace of change shows no signs of slowing down. Who are we as a network and who do we want to be? As we bring the 2009 conference to a close, Kali will offer some thoughts on what our future's story might be, where we "fit" in the broader fields of aging and lifelong education, and the National Resource Center's "vision thing." Anne will walk everyone through the online tools that we now have available through the NRC website and will then introduce possibilities for future OLLI networking using online technology.

Kali Lightfoot, Executive Director, OLLI National Resource Center

Anne Cardale, Director of Operations and Communication, OLLI National Resource Center

12:00 – 1:00 p.m. Lunch – Adjourn until next year!