

Annual Report 2007-2008

North Carolina Center for Creative Retirement

Table of Contents

North Carolina Center for Creative Retirement - NCCCR	1
Center Steering Council Chair Report.....	2
Vision, Mission, Goals, Objectives & Values for 2007-2008.....	3
Vision	3
Mission	4
Goals.....	4
Objectives.....	5
Director's Report.....	7
Committee Reports	9
College for Seniors Committee	9
Charge.....	9
Accomplishments	9
Still to be Done	11
Members	11
Community Education Committee.....	12
Charge.....	12
Accomplishments	12
Still to be Done	13
Members	13
Community Outreach Committee	13
Charge.....	13
Accomplishments	13
Still to be Done	14
Members	14
Health & Wellness Committee	14
Charge.....	14
Accomplishments	14
Still to be Done	15
Members	15
Life Transitions Committee.....	15
Charge.....	15
Accomplishments	15
Still to be Done	16
Members	16
Membership Committee.....	16
Charge.....	16
Accomplishments	16
Still to be Done	17
Members	17
Facilities Committee	18
Charge.....	18
Accomplishments	18
Still to be Done	18
Members	19
Finance Committee	19

Charge.....19
Accomplishments19
Still to be Done19
Members20
Marketing Committee20
 Charge.....20
 Accomplishments20
 Still to be Done21
 Members21
Nominating Committee22
 Charge.....22
 Accomplishments22
 Still to be Done22
Planning Committee22
 Charge.....22
 Accomplishments23
 Still to be Done24
 Members24

North Carolina Center for Creative Retirement - NCCCR

- Established In 1988 As An Integral Part Of University of North Carolina –Asheville
- Provides Opportunities For Creative Engagement in the Second Half of Live thru:
 - Lifelong Learning
 - Leadership
 - Community Service
 - Research
 - The Fellowship Of Peers

NCCCR is Member Driven

- All Members Have a Voice in What the Center Does

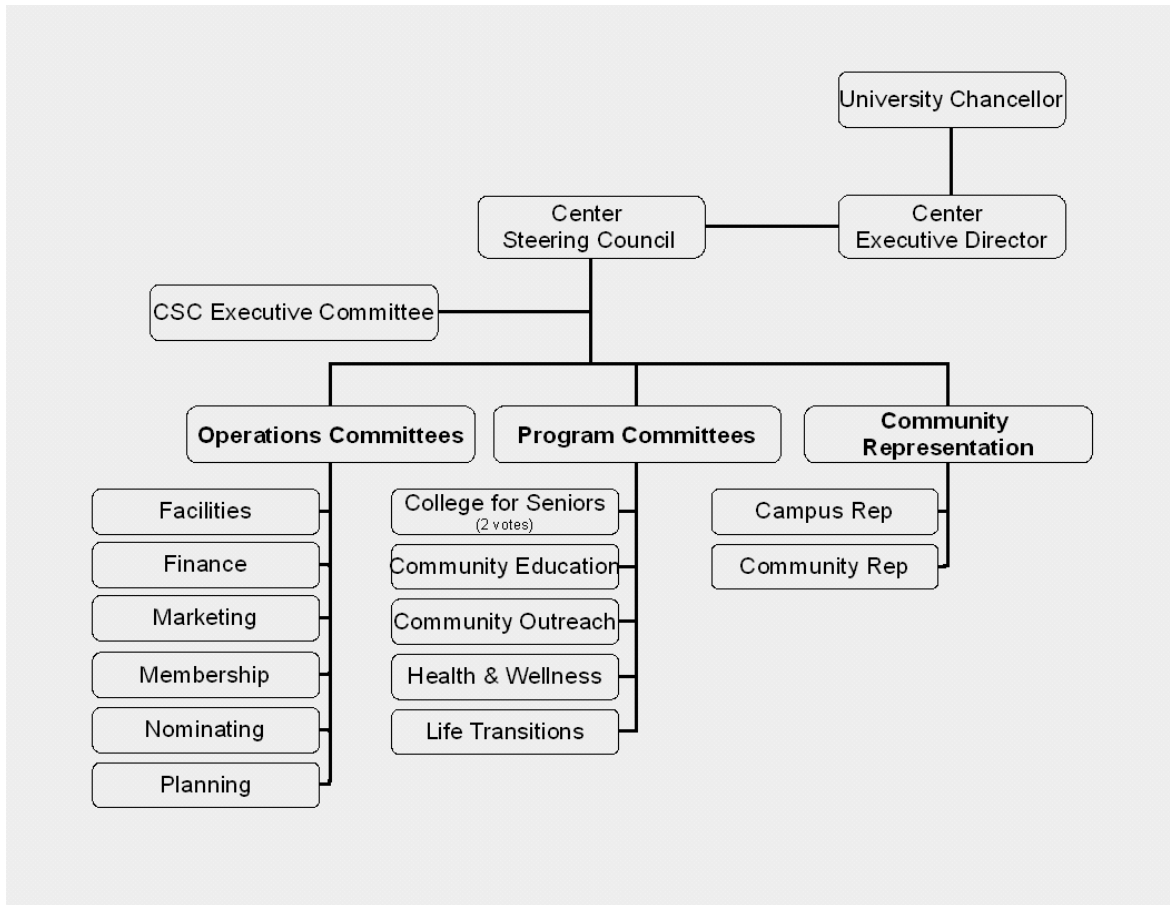
NCCCR is Member Led

- The Center Steering Council is the Vehicle
- In Collaboration With the Center’s Professional Staff

Center Participants Help

- Set Goals & Direction
- Implement Programs (Plan, Teach, & Evaluate)
- Make Things Happen thru Numerous Volunteer Efforts

Center Steering Council Structure:



Center Steering Council Chair Report

I am honored to have served this year as Chair of the Center Steering Council. I believe we have made significant progress in a variety of areas. As you look at the Mission, Vision, Goals, and Objectives for this year, you can see how much effort and commitment to the success of NCCCR has been exemplified by the efforts of the many volunteer members of the committees, sub-committees and the staff. I am so impressed by the willingness of so many people to volunteer in such meaningful ways. The Committee and Director Reports in the following sections of this report reflect more of the details of what has been done and some items that are still remaining.

I have had a goal where more of the NCCCR membership has a complete picture of what the Center offers. Having been in Asheville for just now 3 years, I was unaware and sometimes confused between all the acronyms – NCCCR, CFS, BRN, CSC, etc. In fact, it wasn't until I had been vice-chair for awhile that I finally understood how the Center works and all the Programs and Committees made everything happen. Yes, I too wasn't able to tell you the difference between College for Seniors, NCCCR, and the Reuter Center. But now that I understand how they all fit together, I feel that everyone would benefit from this knowledge. It really makes a difference in identifying the areas where you might want to get engaged. If you're still confused, look back at the Center Steering Council Structure figure. If you really want to know more, the CSC Operating Procedures document on the NCCCR website is a great resource.

I had fun this year being able to use my management consulting skills and experience to help guide the direction and accomplishments of NCCCR. Some of the highlights for me are:

- Process reviews and improvements of various College for Seniors functions.
- Focusing the Center on operating from an “evergreen” strategic plan to ensure we focus our resources on what we want to be.
 - Including articulating and documenting it in one place for future use by subsequent Steering Councils
- Guiding the importance of the right message to the greater community, UNCA, and our membership.
 - Reworking the NCCCR web page.
 - New member orientation presentations
 - Attending UNCA Board of Trustees meetings
 - Working the Creative Retirement Exploration Weekend
- Leading the Audio/Visual refresh planning and implementation.
- The trip to Taiwan representing NCCCR as invited speakers to the government sponsored symposium on Elder Education.
- And of course, teaching a topic that I like to students that want to be there, with no tests, homework, or grades.

Bob Davis

Vision, Mission, Goals, Objectives & Values for 2007-2008

These are updated each year by the incoming Center Steering Council members. These are the overarching Goals and Objectives for NCCCR that are above the individual committee's individually set goals and objectives. They help provide focus and alignment of all the activities.

Vision

VISION provides an image of our desired future

A vision is a picture of the future you seek to create, described in the present tense, as if it were happening now. A statement of “our vision” shows where we want to go and what we will be like when we get there.

Because of its tangible and immediate quality, a vision gives shape and direction to the organization’s future. And it helps people set goals to take the organization closer.

Brand Vision

Creating Opportunities for Thriving in Life’s Second Half.

2012 Vision

- (1) The Reuter Center will be the locus of activity for a community of mature members serving as the home for a balanced and progressive set of high-quality educational, social, and volunteer programs. Members will work with staff to guide the Center and offer programs.
- (2) Lifelong learning, leadership, and service will remain pivotal NCCCR activities. Curriculum will be needs-based with a broad array of programming formats and scheduling options.
- (3) A large and active membership will reflect the racial, ethnic, and socioeconomic diversity of the area population.
- (4) The NCCCR will be integral to UNCA's vision of an intergenerational campus, with a variety of innovative programs and activities for students of all ages and use of the Reuter Center by UNCA faculty, staff, and students.
- (5) NCCCR volunteers will initiate and support community and campus outreach projects.
- (6) The NCCCR will continue to offer creative pre-retirement and retirement transition programming for both local and national audiences.
- (7) NCCCR public relations, national and local marketing, and internal communications will reach a broad audience of current and prospective members.

(8) The NCCCR will develop financial sustainability that allows for adequate staffing and funding of appropriate programs, research, and new initiatives.

(9) The NCCCR will continue to play a state, national, and international leadership role promoting innovation in educational programs for mature adults.

Mission

MISSION describes what the organization is here to do

A mission (or purpose) represents the fundamental reason for the organization's existence. What are we here to do together?

NCCCR was established in 1988 as an integral part of UNC Asheville with the threefold purpose of providing today's accomplished adult with opportunities for lifelong learning, leadership and community service, each combined with the fellowship of peers sharing a common quest for continued growth and service to others.

Goals

GOALS express what we would like to have happen

Goals are general and timeless. They are stated in terms of fundamental elements that support achievement of the vision

Goal 1: Operate the Center within the framework of a strategic plan.

Goal 2: Be proactive in establishing and maintaining an appropriately diverse membership; Encourage members to seek engagement with the Center's programs and activities.

Goal 3: Improve the Center's operating processes to ensure greater effectiveness and efficiency.

Objectives

OBJECTIVES set out milestones we expect to reach before too long

Objectives represent what people commit themselves to do in support of achieving a goal, often within a few months. They should be specific and measurable, and have a set time frame for accomplishment.

- **Objective 1.1 – Strategic planning:** Create and document a base strategic plan, to be adopted by the CSC (June 30, 2008). Primary: Planning
 - Base plan nearing completion for initial review. Will carry over
- **Objective 1.2 – Institute for the Future of Retirement:** Define the purposes and related requirements of an Institute for the Future of Retirement (IFR), to carry out research related to thriving in life's second half (December 31, 2007). Primary: Executive Director and Life Transitions
 - Initial feasibility in progress and will carry over
- **Objective 1.3 – Certification programs:** Study the potential for establishing certification program(s) and CEUs, including benefits, competing programs, market potential, and accreditation issues; report the results to the CSC (March 31, 2008). Primary: Executive Director, Barry Mundt (Vice-Chair), and a consultant
 - Not done this year
- **Objective 2.1 – Membership diversity:** Define and analyze the Center's current level of membership diversity; involve the UNCA Chancellor in setting diversity goals for the NCCCR and identifying tangible means that will provide opportunities to achieve the goals (April 30, 2008). Primary: Executive Director's Diversity Task Group
 - Will carry over
- **Objective 2.2 – Membership involvement:** Define and list the various ways that members can participate in the Center's programs and activities; develop and recommend to the CSC specific actions to increase the level of involvement for each type of member participation, especially underutilized areas (January 31, 2008). Primary: Membership
 - First pass complete and will continue
- **Objective 2.3 – Leadership development:** Define the desired characteristics of the Center's voluntary leaders, in the context of NCCCR's Operating Procedures Guidelines; recommend to the CSC a proactive Center leadership

development program that will result in a cadre of members willing to take on leadership roles who exhibit the desired leadership characteristics (April 30, 2008). Primary:

Nominating

○ Started and will carry over

- **Objective 2.4 – Membership awareness:** Define and put in place programs and activities that will improve the members’ understanding of how the Center works (March 31, 2008). Primary: CSC
 - First round complete. May continue

- **Objective 3.1 – Facilities/equipment refresh plan:** Prepare a Center-wide facilities/equipment inventory and financially balanced, multi-year “refresh” plan; recommend to the CSC procedures for maintaining the inventory and updating the refresh plan on a regular basis (April 30, 2008). Primary: Facilities
 - Refresh plan complete. Implementation is ongoing

- **Objective 3.2 – Process Improvements via Technology enhancements:** Identify ways in which technology can enhance/improve Center operations and teaching methods, with priority given to the following areas: volunteer database, registration, membership database, teaching, and website; recommend to the CSC a financially balanced, multi-year improvement program (February 29, 2008). Primary: Bob Davis (Chair) and Task Team
 - Partly underway. Will carry over

Director's Report

First, I want to express my appreciation for the opportunity to share in the leadership of the Center with a talented and dedicated group of CSC leaders, committee members and other volunteers and with the professional staff. Belonging to this community of learners is what makes my job truly rewarding, intellectually stimulating and energizing.

In August of this year (2008), I will have served as director of the Center for twenty years. Over these two decades, the roles and responsibilities of the director have changed as the Center's membership grew, more programs were added, and we acquired a building of our own. Currently, I categorize my duties as follows: continuing to evolve the purpose of the Center in collaboration with our staff and the hundreds of our dedicated volunteers, promoting the Center to both a local and national audience that includes community participants, professionals in the field of aging and lifelong learning (both here and abroad), and through interviews with both print and electronic media journalists; collaboration with UNCA faculty and staff to strengthen the Center's campus contribution; grant writing and fundraising; serving as a facilitator of educational experiences (mainly intergenerational), and making scholarly contributions drawing from my work at the Center and my research.

Starting with this last category, below are highlights of the 2007-08 academic year.

Lectures

- "How to Start A Senior Leadership Program," and "Evolving Paradigms of Aging: New Direction," Johnson City Senior Center, Johnson City, TN, April 11, 2008.
- "Five Ways to Stuff A Pillow: Creativity in Later Life," keynote, Continuing Care Retirement Community Residents of North Carolina, regional conference, Asheville, NC, April 9, 2008.
- "The Stages of Retirement: from Imagining Your Possibilities to Implementing Your Plan," one-day workshop co-led with Denise Snodgrass, Smithsonian Associates Program, Washington, D.C., April 5, 2008.
- "Engaging Adults through Innovative Programming," Keynote, Sarasota 2008 Winter Forum on Aging, SCOPE and the Community Foundation of Sarasota, FL, February 22, 2008.
- "How We Market the NC Center for Creative Retirement," The 2007 National Positive Aging Conference, Eckerd College, St. Petersburg, FL, December 8, 2007.
- "NC Center for Creative Retirement as A Self-Directed Learning Model," International Forum on Promotion and Practice of Elder Education, sponsored by Ministry of Education and National Chung Cheng University, Taipei, Taiwan, Oct. 20-21, 2007.
- "Creative Retirement: Sounds good but what are the facts?" guest lecture, Judson at University Circle, Cleveland, OH., September 29, 2007.

- “Lifelong Learning As An Entrepreneurial Venture,” and “Positive Aging: Hype or Hope?” half-day seminars, Autumn Series on Aging, American Society on Aging, Philadelphia, PA, September 17, 2007.
- “Lifelong Learning and the Arrival of the Boomer Generation: some Paradoxes,” Consumer Health World Conference, Chicago, IL, September 18, 2007.

Publications

- “The Paradox of Beneficial Retirement: A Journey into the Vortex of Nothingness,” Journal of Aging, the Humanities and the Arts, July, 2008, Vol. 2, No. 2 (in press).
- “Becoming Historical to Oneself,” Journal of Aging Studies, April, 2008, Vol. 22, pp. 177-183
- “Education and Aging,” and “Humor,” Encyclopedia of Gerontology, second edition, edited by James Birren. Oxford: Elsevier. 2007, pp. 463-475.
- “Intergenerational Equity: Paying for Dave Rosen’s Redemption” Ethical Dilemmas, Political Issues: Challenges of an Aging Society. Edited by Rachel Prochno and Michael Smyers. Baltimore: Johns Hopkins University Press. 2007.

This past year, I co-led with Wilma Durpo a spring semester evening film class, “Thriving through the Movies” (in keeping with our 20th anniversary theme, The Year of Health and Wellness). I helped to facilitate two Paths to Creative Retirement workshop weekends as well the Creative Retirement Exploration Weekend (for which I gave my speech on “Ten Reasons Not to Move in Retirement”). I also assisted to ensure that the Center continued its association with Early College (alternative high school) by recruiting John Curtis who has been running the intergenerational classes, the most recent on “Rites of Passage.” Members of the class have recently recorded Podcasts in collaboration with the Asheville Citizen Times that are available on their website.

The Center Steering Council committees for which I served as staff liaison were: Planning, Community Outreach, Health and Wellness, and Marketing. I wrote several background papers as part of the subcommittee on strategic planning.

I wrote the grant for this year’s Smith Barney Intergenerational Computer Literacy program which was fully funded by Citigroup Foundation for the seventh year (\$10,000) and worked on the Center’s annual donor campaign (\$22,000).

In the community, I have been part of a planning team based at the Land of Sky Regional Council for an April 09 conference on “The Economics of Aging in Western North Carolina.”

Committee Reports

College for Seniors Committee

Charge

Insures a successful CFS program by providing quality education for its participants.

Accomplishments

I. CFS Program: Growth & Management

Generated 273 course offerings with more than 1300 unduplicated attending members in four terms.

A. Curriculum sub-committee (Sheila Murphy, Angela Baisley co-chairs)

1. This year, consistently achieved timely gathering of proposals and finished committee business for each term well in advance of catalog copy due dates.
2. Interviewed all 56 new instructors. This practice is contributing significantly to better prepared courses across the board and successful launch of new instructors.
3. Completed work with the *Joint Curriculum/Faculty Development Task Force*. (See Faculty Development)
4. Refined course proposal process and committee functions:
 - a. produced final flowchart of refined proposal process
 - b. analyzed communication flow of proposals and determined each would have a unique “Shepherd”
 - c. produced a new proposal form for repeat courses
 - d. assisted with catalog proofing
5. Courses at Deerfield Retirement Community have been suspended for the near future due to difficulty engaging volunteer instructors to teach at this remote site, low participation by Deerfield residents, logistics issues challenging members who also want to take classes at the Reuter Center, and current teaching space at Deerfield being limited and lacking good technical support. Deerfield is expanding and plans on having more appropriate spaces. This may be readdressed in the future.
6. The Curriculum Committee recognizes center volunteers on the Facilities Committee and Bob Davis, CSC chair, for their persistent attention to and implementation of a media plan that best supports CFS courses and faculty. This has allowed the committee to engage those with more sophisticated skills whose work will enhance the program.

B. Faculty Development Committee (George Rogers, Chair)

1. Participated in orientation sessions for new faculty each CFS term.
2. Conducted observations of 56 first-time CFS instructors in each of their first class meetings.
3. Planned and conducted two Faculty Development Workshops; a third was planned but

postponed, yet produced a valuable *How-To* guide for coordinating multi-instructor courses.

4. *Y'All Come!* has become an established quarterly practice for attracting, meeting and assisting potential CFS instructors with proposing and teaching CFS courses. The subcommittee conducted four quarterly *Y'all Come* events. These were attended, collectively, by 50 prospective new CFS instructors and 50 existing faculty members, the latter including many Curriculum Committee members.
5. Completed the work of the Joint Curriculum/Faculty Development Committee Task Force by producing a "Joint Strategic Plan for 2008 – 2010" detailing goals and objectives covering areas of interfacing functional responsibilities.

II. Participant engagement

A. Class Representative Sub-Committee (Ron and Kathy Segall co-chairs)

1. Recruited and trained representatives for CFS classes.
2. Recruitment of reps is increasingly difficult; many may refrain from volunteering due to planned class absences (assumption to be verified).
3. Rep performance has been enhanced by staff support from Janice Banks.

B. Faculty Appreciation Sub-Committee (Susan Poole, chair)

1. Appreciation events have been reduced to 2/year – summer/fall and winter/spring
2. Faculty are honored by presentation of certificates in their last class sessions rather than by a 30 minute presentation at the event. A PowerPoint of all instructors in 2 terms, listing courses taught, was an added feature of the event. This could be viewed at will and was unobtrusive to the socializing.
3. The committee is now identified at events with uniform aprons.
4. Background entertainment has replaced programmatic.
5. Instituted Door Prizes - handmade items by members – to draw participation of members.

C. Research and Development Sub-Committee (Steve Schliefer, chair)

1. Has been working with the CSC Planning Committee analyzing data regarding CFS attendance patterns.
2. Also assisted with SIS/BANNER database analysis of member data on behalf of the whole NCCCR.

D. Small Group Learning Sub-Committee (Pat Harvey, Darlene Colmar co-chairs)

Conducted three facilitator training courses. (These are offered in terms whenever Leadership is not featured; they provide training to lead Learning Circle courses.)

II. Other Programs

A. Studio Masters Series Sub-Committee (Carole Roskind and Dottie Davis, co-chairs)

The mission was to offer intermediate to advanced level art intensives open to all ages taught by working professional artists utilizing Reuter Center at alternative times when classroom space was available.

2007-8 offerings included:

- *A View From the Podium* – Daniel Meyer, Sept. 15,17, 19 & 21
- *Witness the Land* – Deborah Squier, Oct 6 &7
- *Furniture Design for the Woodworker* - Gary Rawlins, March 14
- *Marbling Magic for Fabrics* - Laura Sims (cancelled due to insufficient enrollment)
- *Basket Making as an Art Form* - to be presented by Billie Ruth Sudduth, "NC Living Treasure" September 27 & 28

Little money was used to advertise the program outside of the center catalog, yet the co-chairs exhausted every possible venue for publicity. There were 30 registrants for the Sept-March programs; gross revenue was \$4,200 and net was \$2,100. The Sudduth workshop is completely full; it will gross \$3,060 and net about \$2,000.

Recommendation has been made and approved to discontinue the Studio Masters Series due to:

- Increased competition in Asheville area for similar programs offered by generally recognized art organizations.
- College for Seniors has a new workshop committee that now includes a variety of art workshops for persons with a broad range of skills.

B. Workshop Subcommittee (Ulana Mellor, chair)

The committee offered 9 workshops in summer, 2 each term in fall, winter and spring terms. Gross was \$16,500; net was \$6,500. There is a ready market for digital photography and art/craft courses.

Still to be Done

Nothing submitted.

Members

Betty Mack (co-chair), Pat Harvey (co-chair), Barry Mundt (CSC ex-officio), Sheila Murphy, Angela Baisley, Darlene Colmar, Susan Poole, Dottie Davis, Carole Roskind, Doris Stromberg, Steve Scheifer, Ron Segal, Kathy Segal, Ulana Mellor, George Rogers, Linda Fox.

Community Education Committee

Charge

Coordinates new and existing programs focused on community education for current and future audiences in close coordination with other committees (including Planning, CFS, Health and Wellness, Transitions, Community Outreach).

Accomplishments

Goals and Objectives:

Aid in achieving overall Reuter Center goals, particularly these:

- In collaboration with the Chancellor's office, design and initiate implementation of a plan for further racial, ethnic, and socioeconomic diversity by increasing opportunity for participation in all roles
- Identify viable roles to position NCCCR with local health, education, and aging organizations in order to increase the Center's visibility and improve collaboration consistent with the NCCCR's mission.

Aid staff in planning & presenting successful Leadership Asheville Seniors (LAS), Blue Ridge Naturalist (BRN), Leadership Training for Older Persons (LTOP) and Smith Barney Intergenerational Computer Mentoring programs.

Accomplishments:

- LAS, in its 21st year, introduced 33 potential leaders to community issues and organizations, including local government, local economy, the environment, education, community safety and justice, health, and the arts.
- BRN increased the breadth and depth of its offerings and attracted new students. During 2007-08, BRN offered 36 classes, 21 workshops, and 19 one-day nature hikes or walks. Although 14 classes and 7 workshops were canceled for lack of sufficient enrollment, BRN filled 262 classroom seats and 104 workshop seats and had 277 participants on hikes and walks. The first group of 8 students were awarded their BRN Certificates, and an estimated 18 students are currently pursuing their certificates.
- LTOP's six-day class of training in leadership-skills had a theme of Health and Wellness and 18 participants, of whom 9 were African American, one was Native American, two-thirds had income of \$20,000 or less, and two were NCCCR members.
- The Smith Barney Intergenerational Computer Mentoring classes were offered in the fall and spring, with 45 and 62 participants, respectively. In the fall, 17 participants were African American and 26 had income of \$20,000 or less; in the spring, 20 participants were African American and 28 had income of \$20,000 or less. Neither LTOP nor the Smith Barney program charges tuition; the costs were covered by grants and/or NCCCR funding.

Still to be Done

- Maintain the success of LAS; support LTOP and the Intergenerational Computer Mentoring program in reaching underserved members of the community; and support BRN as it seeks to be financially self-supporting.
- Create new opportunities in LAS and BRN programs for service learning and community service projects, and new joint ventures with Community Outreach and other committees, that fulfill this committee's commitment to NCCCR's mission of community service.
- Look for something new and compelling that expands NCCCR offerings and reaches out to diverse audiences.

Members

Doug Williams (Chair), Dave Sherck, Elaine Dey, Dorothy Schmid, Joyce Weinberg, Len Pardue, Denise Snodgrass (staff liaison), Patti Cameron (staff liaison), Mike McCreary (staff liaison), Rebecca Welch (ex officio and CSC liaison)

- **Leadership Asheville Seniors Sub-committee members:** Barbara Stickle, Barry Mundt, Sally Mundt, Bob Liebenow, Darlene Colmar, Zanie Davidson, Doug Williams, Angela Baisley, Fred Meyer, Bill Miles, Shirley White, Diane Chambers, Paul Frelick, Steve Noblitt, Tom Rightmyer, Alison Webb, Dave Sherck, Brenda Macauley, Darlene Deitz, Joyce Weinberg, Liz Pritchard
- **Blue Ridge Naturalist Subcommittee members:** Debbie Emmons, Stephanie Frederick, Alexandra Holland, Herman Lankford, Fred Roane, Doug Williams
- **Leadership Training for Older Persons (LTOP) volunteer instructors/assistants:** Jacque Morgan, Doug Agor, Darlene Colemar, Perien Gray, Jody Bryan, Bill Bailey, Cleve Mathews, Beth Lazer, Fred Myers, David Herbert, Larry Hass
- **Smith Barney Intergenerational Computer Mentoring volunteers:** Roy Turnbaugh, Linda & Ed Korte, Alice Helms, Mary Raine Moore Smith, Kathleen Pierson, Jann Nance, Tom Bushnar, Stan Gardner

Community Outreach Committee

Charge

Identifies, recommends, coordinates and oversees campus and community outreach projects and performance groups approved by the CSC.

Accomplishments

Status Report (from the Project Directors):

Undergraduate Research Program	Twice a year, UNCA undergraduates perform research and present their results in an on-campus conference (November and April). During these conferences, NCCCR volunteers moderate many sessions. At the November 29th conference, we submitted nine candidates to be moderators. For the April 15th conference, we submitted ten candidates. Mark Harvey, director of the URP
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Reuter Center Singers	conferences, wrote the following when I submitted the latest list of volunteers: "Excellent! I am glad you all like to moderate. We feel rewarded by your continuing support (and the student presenters benefit a great deal as well.)" We have had a busy year with performances at Givens, Biltmore Estate, Arden Woods, and the Country club of Asheville, as well as our joint concert with the University Singers, doing <u>Carmina Burana</u> . Our spring concert is scheduled for May 4, and we are making arrangements to take this program on patriotism to the V.A. hospital in late April."
Support Team	The major accomplishment is that we have continued to provide significant hours of care: errands, socialization, respite, gardening, emotional support, etc. in spite of a team of only eight folks. <i>(We need to find better ways to make the support team known to our members when needs arise. I have learned that far too few know of this resource.)</i>

Still to be Done

- The Committee Outreach Program is in a rebuilding phase. The projects underway are worthy and each director and the members participating in their project are providing a valuable contribution.
- The enthusiasm for some projects of earlier years has declined and we are evaluating their future.
- One new project is ready to propose to the CSC and another is currently under development. I'm hopeful they will have an impact later this year.
- The Center affects many people of our community in different ways. I know we will find new ways to serve and attract interest as we explore new opportunities.

Members

Chair and Project Coordinator - - Wayne Jewsbury

Project Directors & Projects:

- Peggy Tobin - Support Team
- Bill Kantonen - Reuter Center Singers
- Howard Jaslow - Undergraduate Research Program

Health & Wellness Committee

Charge

Coordinates new and existing programs focused on health and wellness for current and future audiences in close coordination with UNC Asheville initiative and with other committees including Planning, CFS, Community Education, Transitions, Community Outreach).

Accomplishments

- Another successful year of presentations in the Health Education Series, five each in the spring

and fall. This series, consisting of health-related topics carefully planned for their value and interest, is very popular with Center members.

- Sponsored Year of Health & Wellness Film & Discussion Series
- Collaboration with UNCA:
 - In cooperation with the UNCA Health & Wellness Department, sponsored the Wellness Fair in November 2007
 - Advised on Health & Wellness Center (HWC) plans for older adult health & wellness
 - Advised on draft collaboration document re NCCCR relationship to HWC
 - Began work on older adult programming recommendations for HWC

Still to be Done

- Consider conducting a member survey to guide H&W offerings
- Consider establishing advisory relationships with local H&W- related entities
- Collaboration with UNCA:
 - Continue working to define NCCCR's relationship to Health & Wellness Center (HWC)
 - Make older adult health and wellness programming recommendations for HWC

Members

Barbara Brodbar, Mike Burke, Ted Bussey, Diane Chambers, Bob Davis, Stephanie Frederick, Kathie Garbe, Fred Meyer, David Mouw, Brenda Painter, Barb Panarites, Bob Pike, Susan Poole [ex-officio] Phil Pritchard, Ilona Sena, Larry Haas [chair], Ron Manheimer [staff liaison]

Health Education Series (HES) subcommittee: Judy Boone, Barbara Brodbar, Ted Bussey, Diane Chambers, Elaine Dey, Stephanie Frederick, Kathie Garbe, Carol Grimes, Fred Meyer, David Mouw, Eunice Nichols, Bob Pike, Steve Rinsler, Ilona Sena, Mike Sena, Brenda Painter [chair], Denise Snodgrass, Ron Manheimer

Life Transitions Committee

Charge

Coordinates new and existing programs focused on adult transitions for current and future audiences in close coordination with other committees (including Planning, CFS, Health and Wellness, Community Education, Community Outreach), including but not limited to CREW, Paths to Creative Retirement, and Institute for Future of Retirement.

Accomplishments

A one day Paths program has been considered as a useful addition to the offerings, and if well received, could be offered to banks, investment houses, etc. for their clients as a way to support the client's transition and thought process as they move toward retirement. It could provide an additional earnings program.

Opportunistically, the Center was asked to present a one day version of the Paths program at the

Smithsonian in Washington, and this was done by Ron and Denise on Saturday, April 5. Attendance was over 185 attendees. The Life Transitions Committee served as a test audience in helping Ron and Denise prepare. The presentation, in retrospect, was seen as well done and well received by the attendees. It was a solid learning experience and can provide good information for further development of a One Day Paths, if that is pursued further.

The current economic environment has greatly curtailed traveling and moving and that has significantly reduced attendance at the CREW and Paths programs. CREW had about 50% of the attendance of previous years and only two Paths programs are being offered this year. The NCCCR web site has been changed to feature Paths and consideration is being given to additional advertising. Contracted with Net Site Marketing to carry out a search engine optimization marketing process for the Paths website. The contract is for three month beginning June 1, 2008.

An effort is underway to further develop the IFR – Institute for the Future of Retirement. The Life Transitions committee has invited additional personal to participate in a “brain storming” session to better define the parameters of the IFR effort. Research was included in the Center’s Mission from the beginning and the development of the IFR could position the NCCCR as an expert center on retirement trends.

Still to be Done

- Improve attendance for the current Life Transition programs.
- Decide to further develop the One Day Paths or shelve it.
- Define the Institute for the Future of Retirement and determine its role and actions to implement.

Members

Committee Members:

Gail Ashley-Smith, Jim Heggund, Ron Manheimer (staff liason), Barry Mundt, Dick Murray, David Newman, Steve Rinsler, Dave Sherck (Chair), Mike Sena, Denise Snodgrass (staff liason), Becky Welch (CSC Liason)

Membership Committee

Charge

To recruit and retain members; to provide special events and activities that build Reuter Center community; to provide oversight on the policies affecting membership.

Accomplishments

- Artists and Writers Quarterly has been successfully established and has completed three editions. <http://www.unca.edu/ncccr/Artists%20&%20Writers%20Quarterly/index.html>
- The Music and Special Events Sub-Committee has hosted 22 events with a resulting cumulative attendance of 2631 people ranging from 45 to 225 per event.
- Our Orientation Committee has successfully organized 3 Orientations with an average attendance

of 50% of new members.

- The TGIF Sub Committee has hosted 15 TGIF lunches attended by 1090 people ranging from 30 to 180 participants per event.
- We have an average of 14 active Special Interest Groups, with a membership of between 12 and 95 members per group.
- The Committee is in the process of restructuring the Membership web page.
- Contributed to the centerwide goal to educate membership in improving their knowledge of opportunities to get engaged through New Member Orientation Presentations.
- Continued enhancement of Center through volunteerism and volunteer recognition.
- The Committee has held centerwide events to increase a sense of community and recognize volunteers.

Still to be Done

- Restructure the Membership web page
- Brainstorm ways to encourage membership retention and promote new members to the Center.
- Revise the Membership Handbook and publish it on the Center website.
- The Committee vows to continue to promote member involvement and recognition of their volunteer opportunities.

Members

Membership Committee: Jan Guichard (Chair), Linda Bushar, Flo Byron, Mary Campbell, Pam Hill, Eric Levy, Paula Massey, Vera Mulnix, Ceil Sanow, Denise Snodgrass (staff liaison).

- **Artist and Writers Quarterly Sub-committee:** Vera Mulnix (Chair), Lily Beck, Pat Hankinson, Pat Harvey, Dick Murray, Mike Sena, and John Weiner.
- **Music and Special Events Sub-committee:** Denise Snodgrass (staff liaison and Chair), Ed Adams, Milli Adams, Lynda Feldman. And Kathleen Pierson.
- **New Member Call Coordinator:** Mary Campbell (Chair)
- **Orientation Sub-committee:** Linda Bushar and Pam Hill (Co-Chairs) Mollie Burtle, Tom Bushar, Flo Byron, Jan Guichard, Pat Harvey, Michelle Rogers, Edna Sanford, and Denise Snodgrass.
- **Party Planning Sub-committee:** Bev Briedis, Linda Fox, Jan Guichard, Ulana Mellor, Chris Pokorski, Michelle Rogers, Betty Ann Schenk, Rudi Simko, Denise Snodgrass, and Irene Stoll.
- **Special Interest Groups (SIG) Coordinator:** Paula Massey
- **TGIF Sub-committee:** Eric Levy (Chair), Dayle Boyd, Nancy Hanover, Chris Pokorski, Denise Snodgrass, and Bob Turner

Changes in Committee Structure:

- The Orientation Sub-Committee has been transferred from the College for Seniors Committee to the Membership Committee. Since Orientation is an invitation to all new members, it was agreed upon by both committees that this sub-committee should be in Membership.
- The Party Planning Committee has been established to organize special parties throughout the year to encourage membership retention. This committee replaces the Volunteer Appreciation

Committee.

- The Special Interest Group Sub-Committee has been changed to Special Interest Group Coordinator. We have one person who handles all matters pertaining to the SIGs.
- A New Member Call Coordinator has been appointed to arrange for welcome calls to be made to all new members.
- A secretary, Ceil Sanow, has been appointed to develop minutes at each meeting.

Facilities Committee

Charge

Oversees Reuter Center facility operations by recommending facility use and rental policies; anticipates and makes recommendations regarding capital equipment needs; reviews building use; monitors building maintenance, equipment, furnishings, landscaping, safety and security issues, and café issues.

Accomplishments

Goals and Objectives:

Assists the Planning Committee in reporting on the potential effects on NCCCR of membership growth and program diversity.

- Assisted NCCCR Director in acquiring plans and getting costs to build a shade structure over the paved sitting area on the east side of the Reuter Center. Construction is underway.
- Developed alternative plans to accommodate permanently staffed reception area to address traffic, noise, and functionality of office area and for improving workspace in Room 207. Assisted staff in getting bids and contracting for installation.
- Developed a replacement plan for all furniture, fixtures, and equipment at the Reuter Center with projected replacement dates and costs, including an Audio / Visual Equipment plan for all Reuter Center classrooms and assisted staff with bidding and installing prototype equipment in Rooms 102A and 206.
- Worked with UNCA Transportation Planning staff to review ride share software alternatives and make a final selection.
- Developed alternative parking and transportation strategies for the Reuter Center to address with UNCA officials in anticipation of parking shortages starting in the fall 2008 due to UNCA construction projects.
- Assisted Planning Committee develop strategic planning options related to the use of Reuter Center Facilities.
- Assisted Art Acquisition and Placement Committee develop a specific proposal for acquiring new artworks to be commissioned and installed in 2008 and 2009.

Still to be Done

- Continue implementation of Audio / Visual equipment refresh plan.
- Continue implementation of furniture, fixture and equipment refresh plan.
- Continue working cooperatively with UNCA on parking and transportation solutions.

- Continue working with Planning Committee on Strategic Planning issues including on site expansion of the Reuter Center.
- Continue to monitor facility utilization data collected by staff each term.
- Continue to monitor acquisition and placement of art purchases
- Continue to monitor open work orders with UNCA Facilities.
- Revisit Reuter Center Café operations and suggest changes as needed.

Members

Neal Barille (Chair), James Erickson, Vinod Jindal, Wayne Jewsbury, Hans Kahn, Gary Schenk, Leanna Preston (staff liaison), Susan Poole, Bob Davis (ex officio and CSC liaison).

Art Subcommittee members: Sally Mundt, Chairperson, Rich Hansley, Gloria Gaffney, Cori Maas, Joyce Miles and Alison Webb.

Finance Committee

Charge

Reviews and advises on financial operations of the Center. Coordinates and presents annual Center budget.

Accomplishments

Goals:

- Monitor budget
- Update timelines and review procedures as needed.
- Define amount for furnishings and equipment reserve.
- Review AV refresh plan for possible funding.

Accomplishments:

- Budget for 2007-8 was reviewed on a regular basis. Budget for 2008-9 was prepared by Denise, reviewed by the committee and approved at the April CSC meeting. The budget contains a deficit of \$29,407. That includes the transfer of \$30,000 to the building and equipment reserve fund.
- No changes were required in timelines and procedures.
- The committee reviewed a long term plan for furnishings, AV, and other equipment. Funding of \$42,000 in 2007-8 and \$36,000 in 2008-9 was approved. The budget for building and equipment reserve fund in 2008-9 is \$104,000.
- The committee recommended that about 3 months operating expenses, or \$150,000 be maintained for emergencies. That amount is currently available.

Still to be Done

- Monitor programs for possible short falls due to economy and other factors.
- Update building and furnishings and reserve implications as needed.

Members

John Field (chair), Carolyn Hubbard, Jim Hegglund, John Tempelaar-Leitz, Larry Haas, Bill Miles (first part of the year), Bob Davis – CSC ex-officio, Denise Snodgrass – staff, Ron Manheimer – staff

Marketing Committee

Charge

Provides marketing, publicity, publications and electronic information distribution for all Center programs and operations.

Accomplishments

Marketing Committee Objectives 2007-2008

1. Paths (Paths to Creative Retirement)

Evaluate and determine how to increase Paths attendance. Separately reconvene a sub-committee to evaluate Wray-Ward's performance to determine whether NCCCR should extend its contract and if so, on what basis.

After careful evaluation of previously set frequency and attendance goals for Paths, (*3-4 sessions/year with an average attendance of 40 enrollees*) a decision was made not to renew Wray-Ward's contract on a formal basis. PR activities alone will not enable NCCCR to achieve its attendance objectives. Relations between the Agency and Center remain cordial and it is available to work on an as needed basis.

Separately, the Center is in the process of contracting with an Internet marketing firm to increase the promotion and marketing of Paths. Assuming measurable success with Paths, this effort may be expanded to CREW as well as promotion of NCCCR via its entire web site.

2. Marketing Counsel

Develop and implement a process for offering marketing assistance to the Center on other committees requesting help from the MC.

A process and guidelines for seeking counsel from the Marketing Committee has been developed. It was distributed to the CSC at its May 20 meeting. Leanna Preston is the designated staff coordinator for this activity.

3. Volunteerism

Develop a strategy and a way to promote volunteerism at NCCCR.

A communications sub-committee chaired by Shirley White was formed with members Ed Pierson, Nancy Mathewson, Elliott Black and Jan Moran charged with developing a strategy for improving volunteerism at the Center. The sub-committee developed a strategy of engagement and subsequent

campaign (with the expert assistance and input of Michelle) for use in all Center brochures, communications and on the web site. The initial ad of this campaign appeared on the inside front cover of the NCCCR summer catalog.

4. Refresh the NCCR web site per the following: (to be completed by June 30,2008)

a. Enhance the visual design of the NCCCR web site.

A revised and much improved banner has been developed and added to the web site. The Subcommittee is still exploring its expanded use throughout the site. In addition, Bill Cosgrove and Bob Davis developed working prototypes to test the web concepts.

b. Organize and define a path to access each heading on the NCCCR web site.

The subcommittee has developed a horizontal menu for the web site consisting of **Home, Learning, Leadership, Service, Research, Events, Membership** and **About**. Further, subcategories have been detailed and will be refined by the sub-committee.

c. Identify responsibility for content management and guidelines for same.

Larry Haas, Denise and Jim Erickson met to determine responsibility for providing content for the above headings and an update schedule.

d. Create standardized style sheet.

Pat Hankinson is working on a simplified content writing style guide document for the May ESC meeting. Her document will be supplemented by layout guidelines which can then be given to any content developer for the site. To be completed by 6/30/2008.

Still to be Done

The Electronic Sub-committee challenge for 2008-2009 will be to implement its work, begin the process of reorganizing web page content and communicating these changes to Center Membership. Additionally, the ESC needs to accurately define the process for this, including cost and time.

Members

Elliott Black, Mike Burke, Bill Cosgrove, Ron Manheimer, Nancy Mathewson, Jan Moran, Dick Murray (Co-Chair), Ed Pierson, Steve Schliefer, Mike Sena (Co-Chair), Shirley White, Bob Davis CSC ex-officio).

Electronic Sub-committee Members

Bill Cosgrove (Chair), Mike Burke, Bob Davis, Jim Erickson, Larry Haas, Pat Hankinson, Mike Honeycutt, Don Jeffries.

Nominating Committee

Charge

Identify and cultivate leaders among members. Nominate the CSC Chair, Vice-Chair/Chair Elect, Secretary, and three members of the Nominating Committee. Advise on a slate of candidates for standing committee chairs that helps maintain a mix of veteran and new members on the CSC.

Accomplishments

Goals and Objectives: Define the desired characteristics of the Center's voluntary leaders, in the context of NCCCR's Operating Procedures Guidelines; recommend to the CSC a proactive Center leadership development program that will result in a cadre of members willing to take on leadership roles who exhibit the desired leadership characteristics.

Accomplishments: The Nominating Committee made recommendations that enabled the CSC Chair Elect to nominate CSC officers and members of the Nominating Committee for election at the Annual Meeting. The nominees for 2008-09 are:

Officers:

- CSC Chair: Barry Mundt
- CSC Vice Chair/ Chair Elect: Sheila Murphy
- CSC Secretary: Becky Welch

2008 – 2009 At-Large Nominating Committee Members

- Angela Baisley, John Field, Brenda Painter

The Committee also recommended twelve chairs and co-chairs for the CSC's standing committees. The candidates have accepted all of the standing committee chair/co-chair positions.

The Committee chair compiled a library of documents that discuss desirable leadership attributes, characteristics, and skills relevant to the NCCCR management and social environment. A preliminary list of leadership characteristics and skills was developed and discussed by the Committee.

Still to be Done

The Committee chair will summarize what has been done regarding definition of desirable leadership attributes and provide the summary and related library of documents to the 2008-09 Nominating Committee chair.

Planning Committee

Charge

Keeps abreast of future trends, needs, and challenges related to Center mission and translates these into

visions for the Center. Acts as catalyst and facilitates development of long-range plan for the Center.

Accomplishments

NCCCR Goals & Objectives

Goal 1: Operate the Center within the framework of a strategic plan.

Objective 1.1 – Strategic planning: Create and document a base strategic plan, to be adopted by the CSC (June 30, 2008). Primary: Planning

Accomplishments

The Planning Committee spent the year focusing solely on the development of a Strategic Plan for NCCCR. Ten meetings will have been conducted by the end of June. As part of the planning process, the following activities have occurred:

Eight Task Forces were created to analyze all of the activities and operations of NCCCR. Each Task Force then reported on conclusions and recommendations. Task Force Reports are appended to the minutes of the meeting during which they were presented.

Under the direction of Steve Schleifer, and with the assistance of Mike Honeycutt, the following research projects were conducted:

- An analysis of membership registrations from 2005-2008 to determine the annual rate of turnover
- Survey of Lapsed Members to determine reasons for not renewing membership
- An analysis of membership by zip code to determine the geographical source of members
- The publication of the 2007 Member Survey, conducted by Bob Davis
- An Attendance Study to determine interest in classes by subject and category
- A Study of Attendance for the Spring, 2007 Term to determine the rate of decline in attendance over the course of the term.

In addition, the Committee received two papers from Ron Manheimer, Executive Director of NCCCR entitled:

- NCCCR, a place for innovation in lifelong learning
- NCCCR's Involvement in Internal and External Research, including the Institute for the Future of Retirement: Possible Directions and Business Plan

These documents are appended to the minutes of the meeting during which they were presented.

As a result of these reports and studies, The Planning Committee has identified the critical issues affecting the short and long term future of NCCCR. A draft of the strategic plan outline has been prepared for review by the Committee, Ron Manheimer and the Executive Committee of the CSC.

Still to be Done

Present strategic plan draft for review to Planning Committee at May 20 meeting. Complete revisions and additions.

Upon approval by all interested parties, the final plan will be presented to the Center Steering Committee for adoption. Target Date: June 30, 2008.

Members

Dick Murray, Chair, Barry Mundt – CSC ex-officio, Ron Manheimer - Staff Liason, Marianna and Bill Bailey, Marge Baird, Angela Baisley, Neal Barille, Bob Dunn, Andy Euston, Ben Grimes, Larry Haas, Betty Mack, Steve Schleifer, Maury Seldin, Mike Sena, Kathy Tempelaar-Lietz, Shirley Tenney and Doug Williams