

Edmonton Lifelong Learners Association (ELLA) Annual Report, May 15, 2012

President's Report Nancy Rae, President

Your ELLA Board had another busy year as noted in the various reports of the Committee Chairs. Almost 600 members with over 420 registered – a new record. To accommodate the anticipated enrolment, four courses were added (one in each time slot) and we moved to a larger auditorium in another building for our noon hour events. A challenge for future Boards will be determining how to manage growth.

Major Board Activities

- **Strategic Plan** - The Board had a successful one day strategic planning session in August 2011. The preparation of a four year plan, outlining several priorities, was the outcome. We also clarified our Vision, updated the Mission Statement and identified our core Values. The Strategic Plan was adopted by the Board in October as a working document to help set the direction and priorities for our future. A copy can be viewed on our website.
- **Contract Negotiations** - We negotiated another three year Agreement with the University, similar to previous ones, extending our partnership with the Faculty of Extension until Mar 31st 2015. Many thanks to the Negotiation sub-committee of the Board and Virginia Stephen, Executive Director, Liberal Studies, for their hard work.
- **Bylaws** - After reviewing the existing Bylaws, the ELLA Board has recommended that they be updated. Members will vote on acceptance of the revised Bylaws at the AGM.
- **Professional Development** - Two Board members attended “Board Leadership 2012 - Board Basics and Beyond” at Grant MacEwan University; two went to “Beyond Lifelong Learning in Our Communities” offered through the U of A. We utilized an endowed grant of \$ 620 to cover the Board Member conference fees.

Long Term Members

Once again the Board would like to honour those members who have achieved the milestones of 10 and 5 years memberships with ELLA. Their names are included in this report and are posted at the information table. We want to thank them for their continued support over the years.

Retiring Board members

I would like to thank all the Directors for their collective service to the Board over the past year. Six members are retiring from the Board. We wish them well in their new pursuits.

Chips Reid	Member at large, on various committees (served 6 years)
Ted Snow	Program Development Chair (served 3 years)
Enneke Lorberg	Publicity committee Chair (served 3 years)
Nancy Rae	President (served 3 years)
Peter Wightman	Social Committee Chair (served 2 years)
Susan Jacobs	Member at large, on Program committee (served 1 year)

Long-Term Members

Each year the ELLA Board honours members who have achieved milestones in their membership. Please take time to congratulate our current group of 10 and 5 year long term members when you see them at Spring Session. They are identified with stars on their name tags. The ongoing support of these members is greatly appreciated.

10-year members

Martha Bantle	Bob Hill	Cecilie Lord
Walter Baydala	Marilyn Hodysh	Jean Moncur
Selma Bittner	Larry Judge	Marie Pilek
Barbara Chamberlaine	Louisa Klyne	Helen Sirois
Joyce Chisholm	Jetske Koning	
Cecile Hawken	Barbara Leah	

5-year members

Elaine Anderson	Alan Kosteriva	Dianne Schmidt
Gene Brenda	Carol Kosteriva	Connie Shelley
Michael Brooke	Enneke Lorberg	Heather Smith
Patricia Coles	Patricia Luxford	Val Smyth
Doris Delhalle	Teresa Matwichuk	Ted Snow
Norm Dueck	Bruce McGavin	Janice Stemo
Keith Duggan	Doris Moonie	Eileen Tait
Ester Fraga	Jack Morin	Barbara Tarney
Sondra Grosh	Elna Nash	Darlene Telidetzski
Joyce Hendrickson	Patricia Osborn	Charles Toth
Lynn Hewitt	Lorne Pendleton	Katherine Ward
Jennifer Hinchcliffe	Ann Peterson	Joe Wasylyk
Beverly Hulley	Vivian Pich	Mieke Wharton
Janet Janke	Nancy Rae	Celeste Zubrigg
Margit Kodosh	Pauline Saulnier	

Administration Committee Report

Faith Fernalld, Committee Chair

The Administration Committee keeps the office buzzing, and is your pipeline to ELLA activities through our volunteers—21 this year*—who answer phone calls, emails and letters and relay information to keep you in touch with the latest developments.

We send out membership renewal reminders and help you register for classes. (Last February, in 2 days, we registered a record 137 students for the ELLA spring session.) See our April statistics below. We act as a service department for the Communications Committee, delivering all memos and newsletters.

Last summer, the University switched its email provider to Gmail and some of our committee were trained in its use. Everyone who registers for ELLA classes is given a Gmail address. To get yours, contact idadmin@ualberta.ca

This year, the Technical Subcommittee of the Administration Committee consisted of John Chandler (Chair), Germaine Chau (who keeps track of membership and registration stats), David Evans, and Jean Posyniak. They have contributed greatly to the smooth running of the office by ensuring we have appropriate computer backup (David Evans), cleaning up the desktop and making it more logical and user friendly (Jean Posyniak), and doing all the tweaking necessary to insure that the database and our forms are in synch with university requirements (Germaine Chau and John Chandler). All of this will make it possible for you to register for ELLA on line some day.

We are glad to report that the University, through the Faculty of Extension has approved a grant from the Endowment Fund for 2 computers—a laptop and a desktop—to replace our current ones, as well as a hands free headset to make it easier for volunteers to handle phone calls.

During the year, we held two training sessions: one to show office volunteers how to add new and renewed members to our database, and the other to show volunteers how to register all of you for classes, make it possible for you to change classes, and generally respond to your every whim. Germaine Chau wrote the outlines for these sessions and conducted the first one; Jean Posyniak conducted the second training. In addition to the general lecture-type training, we give on-the-job training, usually one-on-one, to new office recruits.

We thank all our generous volunteers*, and invite other ELLA members to join our ranks.

*Administration committee volunteers: Bernice Armstrong, Linda Axley, John Chandler, Germaine Chau, Pat Coles, Doris Delhalle, Maggie Dower, Carol Duggan, David Evans, Marj Foth, Margaret Harris, Mary Anne King, Carol Krenz, Muriel Kuchison, Ray Lieberman, Judy Maynes, Ken Miller, Lois Pawl, Ed Posyniak, Jean Posyniak, and Eileen Tait

1. **Membership comparison between 2011 and 2012 (as of April 11, 2012)**

April 29, 2011	505
April 11, 2012	586 (Returnee: 393, New: 193) – 16 % increase

2. **Registration Statistics as of April 11, 2012** – due to the unprecedented strong registration, we capped our total at 425 students.

April 29, 2011	348
April 11, 2012	423 (Returnee: 284, New: 139) – 21.5 % increase

Bylaws and Policies Committee Report

Nga de la Cruz, Committee Chair

Current membership:

- Don Chadsey, Carol Duggan, Judith Hibberd, Barbara Leung, and Nga de la Cruz (Chair).

Activities and Accomplishments:

- The Committee met twice during the year. In addition to the meetings, the Committee members consulted with one another by email.
- Bylaws revision:
 - The current Bylaws were passed by the members of ELLA on May 14, 2008 and filed with the Alberta Corporate Registry on February 11, 2009. Since then ELLA has grown, and the Bylaws no longer reflect the “new” ELLA. Consequently the Board decided to amend the Bylaws.
 - The Committee started the Bylaws revision and sent its first revised draft to the Board on February 23, 2012 with a request for input. By combining the Board members’ input with its own, the Committee continued with its intensive work to improve the draft over a period of five (5) weeks. The changes consist of improved “housekeeping” details, clarification of ambiguous articles and clauses, and deletion or addition of clauses where required. The final draft of the revised Bylaws, with track changes showing all the proposed changes and the reasons for these changes, was approved by the Board for presentation at the AGM scheduled on May 15, 2012 for members of ELLA to vote on. To comply with Article 15 of the Bylaws, a notice of the motion to amend the Bylaws has been made available on ELLA’s website to all members via April 2012 Newsletter.

Thank-you Note:

- I wish to thank my Bylaws and Policies Committee members who worked with me on the revision of the Bylaws, and all Board members who have sent me their input. The Committee benefited from the experience of Don Chadsey who is the former Bylaws and Policies Committee Chair. I also wish to express my thanks to Nancy Rae and Anna Luk for their invaluable discernment and thoroughness.

Communications Committee Report

Barbara Leung, Committee Chair

The Communications Committee maintained the ELLA website, produced a spring and winter newsletter, formatted and printed the ELLA course guide, and handled correspondence to members.

In 2011-12, highlights of the Committee's work included:

- In the last year, over 3,000 people visited the ELLA website.
- The essence of ELLA is its community of volunteers. The newsletters profiled some of our great volunteers, and a "Become a Volunteer" webpage was added.
- The largest course guide yet!

Appreciation is extended to the great Communications team, who in addition to reviewing of materials and providing input, completed the following additional tasks:

- John Chandler, our webmaster, spent countless hours to update, enhance and maintain the website. John continued to improve the layout and readability of the newsletters and course guide.
- Germaine Chau, our link with program implementation, mentored the new chair of the Communications Committee, assisted with details and database issues with correspondence, used her many contacts for identifying topics for the newsletter and ensured details of Spring Session were addressed on the website, course guide and newsletter.
- Inge Hess reviewed and selected photos and contributed articles.
- Lorraine Jeffery, a professional graphic designer designed the cover of the course guide.
- Jan McGregor with her 'eagle eyes' and fine editing skills edited the newsletters and the course guide.
- Ed Posyniak reviewed and selected photos, contributed articles and coordinated printing of the course guide.

In addition, thank you to ELLA members and instructors who assisted in other ways throughout the year by writing articles, taking photographs, reviewing articles, providing input, allowing us to interview them.

Program Development Committee Report

Ted Snow, Committee Chair

Due to the 28% increase in ELLA registrations a year ago, the Program Development Committee decided to increase the number of courses from 28 in 2011 to 32 in 2012. I want to thank the more than 30 volunteers who have pitched in to find instructors, review course proposals, choose our noon-hour speakers, and compile summaries of student evaluations. It is their enthusiastic participation that ensures that the program appeals to the ELLA membership.

Because of the growth in the ELLA program and the importance of attracting at least a dozen new instructors to ELLA each year, there is a need for the Program Development Committee to begin doing things differently. To facilitate the annual course-selection process, it recently began to develop an inventory of people interested in teaching for ELLA in 2013 and beyond. To obtain suggestions concerning how to raise ELLA's profile amongst potential instructors, Committee members held meetings in March with: Margaret-Ann Armour, Associate Dean of Science; Tom Keating, former Assoc. Dean of Arts; and John Mahon, Exec. Director of the Edmonton Arts Council. The Committee has begun to follow up on some of the leads generated in those meetings.

Three Board members will co-Chair the 2013 Program Development Committee. Each will take responsibility for a course subcommittee: one for the Humanities, another for the Sciences, and a third for the Fine Arts. Any ELLA members who have ideas about the kind of courses they would like ELLA to offer are encouraged to fill out a volunteer sign-up sheet at the ELLA information table.

Program Implementation Committee Report

Germaine Chau, Committee Chair

1. **Room Booking** – the University upgraded 39 rooms in the Education Centre with smart technologies last September. Therefore ELLA has been able to take advantage of six more such rooms. Thanks to the Faculty of Education, the Office of the Registrar and Faculty of Physical Education and Recreation, we have the use of the following rooms in the Education Centre for our 32 classes. This has been the best room assignment that ELLA has ever received.

12 smart classrooms, 5 rooms for art classes, 1 dance studio/gym, 1 yoga room, 1 music room, 1 computer room, 1 lecture theatre at the Edmonton Clinic Health Academy building

2. **Instructor liaison** - Emails were sent to 32 course instructors, 32 course facilitators, 8 Noon-hour speakers and 8 Noon-hour Speaker facilitators to keep them informed of what to expect at the Spring Session. Additional preparations include photocopying their many handouts and manuals to be distributed to students in the various classes, ordering special AV equipment, and writing thank you letters.
3. **Spring Session Assistant** – Victoria Lam, a third year Pharmacy student, will manage the Information table for ELLA during the 2012 Spring Session.
4. **Volunteers** – Out of the **93** total ELLA volunteers, **59** of them contribute to the work of the Program Implementation Committee. A big thank you goes to the eager volunteers who spent hours helping out, without whom, the Spring Session would not have been run so smoothly. The volunteers have been identified with coloured name tags and stickers. Please take a few minutes to thank them for all their hard work in making ELLA happen. A list of all their names is also posted at the Information table.
 - a. **Ambassadors** – this team consists of 2 team leads and 25 ambassadors. We started the Ambassadors program last year and received rave reviews under the leadership of Mary Anne King and Lois Pawl. The Ambassadors are back again acting as greeters, Information table assistants, and Special Event helpers.
 - b. **AV support** – this team, led by team leader Glen Walker with 12 AV support volunteers, is responsible for training instructors on the use of the smartroom equipment, providing AV support in the classrooms as well as during the noon hour sessions and special events.
 - c. **Course and Speakers facilitators** – 32 volunteers will be introducing instructors, making announcements on behalf of ELLA, and providing general assistance in the classrooms. 8 Noon-hour Speaker facilitators will be introducing and assisting the Noon-hour speakers.
 - d. **Art show helpers** – several members from each art class, including Cartooning this year, will assist with promoting the art show with displays at the ELLA Information table, hanging their classmates' artwork at the Extension Gallery, setting up for the opening reception, and taking everything down when the show is over. Other tasks include booking the Gallery, preparing signage and ensuring each piece of work is properly labelled.

Publicity Committee Report

Enneke Lorberg, Committee Chair

The following is Publicity Committee's promotional achievements during last year. The Committee's mandate is to promote ELLA's annual Spring Session and make ELLA's unique courses as widely known as possible by publicizing it in Edmonton and its surroundings. Who are we, what do members of this hands-on committee do and how do we go about the challenge of reaching as many people over 50 as possible? You may find out how you could possibly become a productive member of this Committee and participate in the exciting team work!

The Publicity Committee started its promotional and advertising campaign in the fall. The monthly meetings from September to December were set up to prepare for the second phase of the promotional campaign. That part started right away in the New Year, after the ELLA Spring Course Calendar came out. Then, from January until well into April the Committee goes into overdrive of its promotional campaign activities!

- The flagship operation is the ELLA Speakers Bureau that offers Power Point presentations by request. These information sessions are marketed and delivered community-wide to a great variety of senior organizations. Kathleen Ward did a great job coordinating the delivery of the presentations as well as doing the presentations, both with and without Power Point.
- Don Retson volunteered another year as the Committee's Editorial Writer and managed to get another of his articles published in the Edmonton Senior Magazine in January.

Three new members joined the PC adding their promotional energy and expertise to our team:

- Janet Baker, a just retired communications expert, brought to the Committee her background in social marketing strategies and proposed new and innovative ways of reaching new target groups. She designed a communication strategy to reach 73 senior organizations by mass-emailing all of them several times promotional information about ELLA. She also volunteered her services to set up and manage a Facebook page for ELLA.
- Douglas Anderson joined and took on the role of coordinating the distribution of the ELLA promotional materials: brochures, business cards and posters to all the Public Libraries, in Edmonton and surrounding areas.
- Dawna Dey-Harrish joined and brought her innovative concept of designing ELLA art cards that would promote the ELLA courses in a highly motivational and artistically stimulating manner. With the assistance of ELLA's volunteer graphic designer Lorraine Jeffery, the art cards would become a very powerful vehicle to promote ELLA to new marketing locations: art galleries, live theatre and music halls.

Members not yet mentioned are: Elaine Wagner - award winner for her perfectly recorded minutes – and Somayya Kasani and Maxine Yagi-Jego, members-at-large.

Recruitment Committee Report

Liz McCord, Committee Chair

Volunteers produce ELLA Spring Session. Individuals have chosen their area of interest and worked with both the Board or committee leaders to make the program the success it is.

Over 5,000 hours were given by Board members and committee members to produce 32 courses for over 400 students this year! ELLA's success and appreciation is also reflected in the feedback received from the Faculty of Extension, and in the signing of another three year partnership agreement with the University. We are a unique program, run by unique volunteers!

Recruitment to the Board has been an ongoing process and will be continued at Spring Session. The previous capacity of the board was 17. We are changing the bylaws to allow us to have 20 members. We are a management board and as such we have determined we require more individuals to share the leadership load of ELLA. Also, if individuals have plans to be away part of the winter, there will be others who are able to support them in completing the tasks necessary to produce Spring Session 2013.

The Board acknowledges the need to break down responsibilities into more manageable pieces to attract more volunteers. This is a result of the growth and development of ELLA and the changing demographics of those involved. Many volunteers are still working part or full time.

The Program Development Committee is now a team of three Board members. We will discuss over the following year, the possibility of team leads in other areas. As ELLA achieves growth and success, it requires more a detailed organizational model. We are sometimes challenged in keeping up with the details; however, we have amazing people who are willing to mentor new volunteers to take over in the future.

Thank you to everyone who has contributed to the success of ELLA and to the production of another wonderful Spring Session. We look forward to a future of possibilities and of enjoyment.

Volunteer Recognition

A big thank you to our 93 volunteers!!!

ELLA could not exist without our volunteers. We greatly appreciate their assistance of these volunteers in making Spring Session 2012 a success. This is not a complete list since those individuals who will be helping to set up for the ELLA art show will not be known until later. Let us know if we have missed your name. Please thank our volunteers when you see them at Spring Session. They are identified with stickers on their name badges.

Anderson, Douglas	Duggan, Keith	Lorberg, Enneke	Skillen, Lynn
Armstrong, Bernice	Dupuis, Serge	Lozinski, Donna	Smith, Heather
Atcheson, Bob	Elliot, Ruth	Luk, Anna	Snow, Ted
Axley, Linda	Evans, David	Maynes, Judy	Swan-Lussier, Jill
Baker, Janet	Fairhurst, Mary	McCord, Liz	Szakacs, Eileen
Bowles, Arlene	Fernald, Faith	McGregor, Jan	Tait, Eileen
Brenda, Marge	Fildes, Alice	Miller, Ken	Tarney, Barb
Carlson, Val	Foth, Marj	Mills, Karen	Thronson, Don
Carrington, June	Gillespie, Helen	Morrissey, Noma	Toth, Charles
Chadsey, Don	Grudnizki, Betty	Mullikin, Cecilia	Van Hees, Henriette
Chandler, John	Harris, Margaret	Nadeau, Joyce	Wagner, Elaine
Chapman, Barbara	Hess, Inge	Noel, Rolly	Walker, Glen
Chau, Germaine	Hibberd, Judith	Pawl, Lois	Ward, Katherine
Cheung, Grace	Hinchcliff, Jennifer	Pendleton, Lorne	Watson, Fern
Chisholm, Joyce	Jacobs, Susan	Posyniak, Ed	Weeks, Jean
Coles, Pat	Jeffery, Lorraine	Posyniak, Jean	Wells, Alison
Cust, Elaine	Kasani, Somayya	Price, Regina	Wightman, Peter
Davidson, Bob	King, Mary Anne	Rae, Nancy	Wilson, Jim
Davis, Wendy	Koning, Jetske	Reid, Chips	Yagi-Jego, Maxine
De la Cruz, Nga	Krenz, Carol	Reid, Liz	Yan, Margaret
Delhalle, Doris	Kuchison, Muriel	Retson, Don	Zurbrigg, Celeste
Dey-Harrish, Dawna	Lagasse, Carol	Rikley, Judy	
Dower, Maggie	Leung, Barbara	Ross, John	
Duggan, Carol	Lieberman, Ray	Saunders, Wendy	