



**ELLA
Annual General Meeting
May 17, 2018**

Mission Statement Edmonton Lifelong Learners Association (ELLA)

The Edmonton Lifelong Learners Association (ELLA) exists to provide a variety of educational courses to adults 50+, through its partnership with the University of Alberta. Reflecting the diverse needs and interests of adults, the courses are current and relevant, challenging, and fun opportunities to promote mental and physical well-being. ELLA is wholly volunteer-driven. Its community of volunteers ensures that course fees do not present a barrier to participation.

Vision: A dynamic community of lifelong learners (adults aged 50 and older) who actively participate in learning

Mission: To offer adults, in partnership with the Faculty of Extension, University of Alberta, high quality and affordable non-credit educational courses, seminars and workshops which stimulate both mind and body by exploring liberal arts, fine arts, sciences, humanities and physical activities.

Values: We believe:

- that maintaining intellectual and physical health by the continued acquisition of learning contributes to an improved quality of life for older adults
- that the cost of attending ELLA programs must be maintained at a level that encourages the participation of retired individuals on a fixed income
- in providing a non-threatening and physically accessible environment for ELLA programming
- in the engagement and involvement of older adults in the planning, design and administration of their own programs
- that volunteers are our most valuable resource
- that a volunteer led, not for profit organization independent from and in partnership with the University of Alberta is an excellent vehicle for providing ELLA programming
- that an equitable relationship with the University of Alberta will enhance the university status in the community

Essence of ELLA

- ELLA is passionate about the opportunity to create the learning we want in a community of lifelong learners.
- ELLA is best at providing quality well-rounded learning in a welcoming, warm and fun environment.
- ELLA's resource engine is our dedicated, committed volunteers and leadership working in partnership with the university to deliver a unique ELLA form of learning.

**ELLA Annual General Meeting
Thursday, May 17, 2018 at 12:00 pm**

N2 – 115, Education North
Education Centre, University of Alberta

AGENDA

1. Call to Order
2. **Welcome to the AGM:** Joyce Madsen, President
3. Adoption of Agenda
4. **Approval of Minutes:** Previous AGM, Thursday, May 18, 2017
5. Introduction of the Board of Directors: Joyce Madsen
 - a. Administration – Linda Riopelle
 - b. Advisory Chair – Shyamala Nagendran
 - c. Finance – Shirley Zylstra
 - d. Information Technology – Jimm Valentinsen
 - e. Marketing – Cindy Hanson
 - f. President-elect – Shirley Forrest
 - g. Program Development – Gay Maddin, Walter Archer
 - h. Program Implementation – Clair Woodbury
 - i. Secretary – Clair Woodbury (Acting)
 - j. Social – David Winfield
 - k. Volunteer Recruitment – Doug Davey
 - l. Member at Large – Mary Anne Yurkiw

6. Reports of Officers
 - a. President: Joyce Madsen
 - b. Treasurer: Shirley Zylstra – Audited Financial Statements October 1, 2016 – Sept 30, 2017
7. **Auditors** for October 1, 2017 – Sept 30, 2018: Shirley Zylstra

8. 2018/19 Board of Directors
 - a) Administration – Linda Riopelle
 - b) Board Recruitment & Development – Joyce Madsen (Acting)
 - c) Finance – Shirley Zylstra
 - d) Fund Raising – Shyamala Nagendran
 - e) Information Technology – Jimm Valentinsen
 - f) Marketing/Communication – Cindy Hanson
 - g) President – Shirley Forrest

- h) Past President – Joyce Madsen
- i) Program Development – Walter Archer, Mary Anne Yurkiw
- j) Program Implementation – Open
- k) Secretary – Clair Woodbury
- l) Social – David Winfield
- m) Volunteer Recruitment – Doug Davey

Closing Remarks: Joyce Madsen, President

*AGM reports can be viewed at the ELLA website, my-ella.com. A limited number of copies will be available at the Information Table during spring session.

**Edmonton Lifelong Learners Association (ELLA)
Annual General Meeting
May 18, 2017**

Minutes

Attendees: approx. 125

1. Call to Order: 12.00 noon

2. Welcome: Joyce Madsen, President

3. Agenda doesn't include election of new Board Members. This will allow the recruitment committee to contact members interested in volunteering. Plans are to have a full board by the September Board Meeting. Approval of Agenda: Moved by Mary Anne Yurkiw Seconded by Joanna Miazga. Carried

4. Approval of Minutes of previous AGM (May 19, 2016): Moved by Jeanna Baty, Enneke Lorberg. Carried

5. Introduction of and thanks to 2016-2017 Board of Directors: Joyce Madsen

6. President's Report: as circulated. Membership has been increasing with almost 1000 members. This is a growth rate of 9% over the previous year. Thank you to the members who have renewed membership online. This saves a great deal of time for the administration volunteers in the office. The AV Team were thanked and congratulated for streaming noon hour presentations to ED129. Thank you to Cindy Hanson for coordinating the photographers. Thank you to all retiring Board Members.

7. Treasurer's Report: as circulated.

We are on budget for the coming year. Last year we budgeted to lose approximately \$20,000 but were up \$8,021 due to increased registration and project costs coming in under budget. Thank you to Debbie Wallace and Ann Campbell as auditors for the 2015- 2016 year.

Motion: Moved that financial report be accepted as submitted: Moved by Shirley Zlystra, Seconded by Joanna Miazga. Carried

Motion: Moved that Debbie Wallace, Ann Campbell and Bernice Tymchak be appointed as auditors for 2016-2017: Moved by Leslie Whitehead, Seconded by Mary Fairburst. Carried

10. Committee Reports: as circulated.

11. Election of Directors to ELLA Board for 2016-2017:

Motion: to ratify current Board of Directors whose terms are still current (Cindy Hanson, Gay Maddin, Joyce Madsen, Shyamala Nagendran, Clair Woodbury, Jimm Valentinsen, David Winfield, Doug Davey, Shirley Zylstra, Walter Archer): Moved by Carol Vaage, Seconded by Jean Posyniak Carried.

12. Suggestion by Joanna Miazga that noon hour presentations be taped and made available to members on the website. This will be investigated.

13. To answer a question from the membership regarding further ELLA programming or presentations throughout the year, the President informed the meeting that the partnership with the University of Alberta - Faculty of Extension will be expanded by some one day sessions throughout the year.

14. Moved for adjournment by Joanna Miazga at 12:56 p.m

President's Report Joyce Madsen

It was definitely a very long winter in Edmonton. I know many of you had the opportunity to spend some time where it is warmer – we had registrations from all over the world. I don't know that it was because of the long, cold winter or not, but the Board has done some significant work over this year.

* We increased the number of courses offered to 52. After a couple of cancellations there are 50 classes with more than 620 registered. That is a 12% growth since I joined the Board.

* We added three members to our Board over the summer – Linda Riopelle, Shirley Forrest, and Mary Anne Yurkiw. All are contributing significantly to our success.

* Under Shirley Zylstra's leadership we once again had a successful financial year. We came in under budget and were able to add to our contingency fund.

* On recommendations from Wendy MacDonald, who researched and provided us with an excellent report, we have changed some of our recruitment and volunteer management roles.

* We have established a Board Recruitment and Development Committee that specifically identifies our needs for leadership and then works to help us be as effective as possible.

* Our Volunteer Recruitment Committee is working to ensure that we are creating win/win opportunities for our volunteers.

* The Board has identified four major goals for ELLA and developed our strategic/business plan. The goals are –

Broaden the awareness of ELLA within the community.

Implement Fund Raising activities to supplement ELLA revenue.

Recruit and retain the best volunteers that we can.

Continue to enhance and maintain the administration of ELLA

We continue to be a volunteer-run organization so are always looking for new people and new opportunities. This year, we have two new committees – the Board Recruitment and Development Committee that requires participation from two non-board members and a Fund Raising Committee. If these are areas you are interested in, please let us know.

I want to thank each and every member of the Board for the way they have so successfully planned another spring session and worked to ensure all of the foundations are in place to connect with our membership.

I look forward to serving as Past President under Shirley Forrest' leadership. We know changes are going to happen but I am confident that this Board will continue to make decisions that are in the best interests of the membership.

Respectfully submitted
Joyce Madsen

	2010	2011	2012	2013	2014	2015	2016	2017	2018
Members – New	105	157	204	269	237	292	247	305	223
Members – Returnee	281	348	398	472	574	613	621	606	724
Members – Total	386	505	602	741	811	905	868	911	950
Registrants - New	77	114	143	141	116	155	126	118	119
Registrants – Returnee	189	234	278	301	385	399	422	487	501
Registrants – Total	266	348	421	441	501	554	548	605	620

ADMINISTRATION COMMITTEE
Annual Report May 2018
Linda Riopelle

I accepted the role of Administration Chair in August 2017. Our President, Joyce Madsen, had been acting Chair for several months prior to this. The role is both challenging and rewarding and ELLA has a dedicated group of volunteers that support the Administration Committee, many of which have been volunteering for several years.

After Spring Session 2017 the office was moved from the second floor of Enterprise Square to the lower level, close to the LRT. We are very easy to find and have a nice open space to welcome and assist members.

The Administration Committee is responsible for managing the operation of the ELLA office, answering phone and email inquiries, preparing the mailing out of newsletters and course guides, for troubleshooting email issues and assembling name tags for use at Spring Session. In addition, we maintain the membership database and process new and renewal memberships. Registration training is available to office volunteers in order for us to process manual registration forms for Spring Session and to assist members in making registration changes. During the first hour of registration this year 472 members had been registered for Spring Session with several of the classes filling up within the first ten minutes. We also provide administrative support to the other ELLA Committees.

We will again this year be offering to assist you in renewing your membership for the 2018-2019 season. The enthusiastic response to this last year during Spring Session reduced the manual processing from 300 memberships in 2016 to 60 memberships in 2017, over the same time period, saving countless volunteer hours. Many thanks to Jean Posyniak who will again be assisting us in this initiative. I would also like to thank Germaine Chau for the many hours of assistance she has provided to myself and for her expertise in setting up and training us in Eventbrite.

Many thanks to past and present volunteers on the Administration Committee who volunteer hundreds of hours throughout the year.

EVALUATION

Report for ELLA Annual General Meeting 2018

Mary Anne Yurkiw

For each Spring Session, we conduct a series of evaluations. All results are quickly compiled and shared with the Program Development Committee.

An **Instructor Feedback Form** was sent to all ELLA lecturers; their comments are used to tweak our classroom and technology components and to identify new instructors and courses.

A ½ page **Course Evaluation** was handed out during the last week of class. Thank you to the volunteers who rapidly entered responses into spreadsheets! Since these comments refer to specific instructors, most are shared only with the Program Development Committee. Each lecturer receives feedback from his/her own class.

The online **2017 Spring Session Evaluation** was emailed to all registrants.

- In 2017, 428 responded to this evaluation
- Our members are an important source of ELLA attendees. While most survey respondents knew about ELLA from previous experience (54%), 41% had heard about it from other ELLA members
- Once we have registered students, our program and our volunteers make their experience
 - 99% rated the 2017 Spring Session as good to excellent
 - 99% rated the volunteer ambassadors and course coordinators as good to excellent
 - One-third of respondents have come every year for 5 or more years
- We have been effective in enacting the Lifelong component of our name: ¾ of respondents were 60-75 years old, and 7% were over 80

Thank you to all of you who participated in the evaluations and provided us with feedback and direction to help us plan for the coming year. And a special thank you to Bev Darbyshire, Betty Gudnizki and Carol Vaage for guiding me through ELLA's evaluation processes.

(IT) Information Technology Committee Report
ELLA AGM, May 17, 2018
By Jimm Valentinsen

Maintaining and supporting technology can be challenging at the best of times and this year was no exception. Fortunately, the IT committee was able to retain four of its existing team members. This was beneficial for a few reasons but primarily because it allowed us to maintain and utilize previous knowledge and experience. We also welcomed a new member to the committee who also brought valuable knowledge from their previous role as a member of the ELLA Admin committee.

Some statistics of what IT supports (at the time of this report):

- 2597 files (documents and photos)
- 35 website programs (called plugins)
- 193 web pages
- 36 posts (information that changes regularly)
- 1577 ELLA member accounts
- ELLA Office software and hardware
- Systems: WordPress, Eventbrite,
-

The end of Spring Session generally leads to some down time during the summer months for volunteers and committee members, however, there is still planning, research and other tasks and projects that our volunteers continue to do throughout the summer. One of the projects last summer was to investigate various options for Membership Management Systems and Event Registration Systems to determine the feasibility of replacing our present customized systems with ones that require less volunteer maintenance.

Several systems and options were looked at and considered. After considerable research and review, it was decided that we should stay with our current systems, at least for another year. The systems we have in place are stable. Keeping our current systems allowed IT to focus on addressing existing issues. There had already been several significant changes in systems and processes in the previous two years. The summer goes by fast and replacing a system as complex as ours is no simple task. A new system would bring a new set of challenges such as implementing new processes, modifying and updating system documentation, writing up or modifying training manuals and procedures, as well as additional training for IT and office volunteers.

This is not to say that we didn't see some challenges with our current systems, but ELLA volunteers are dedicated and committed, and were able to resolve the issues with minor inconveniences to our members. I'd like to make special acknowledgement of a past volunteer, John Chandler, who stepped up and provided his expertise in restoring some key functionality that stopped working during the first two weeks of April.

We had another very successful registration process for Spring Session 2018. Many members told us they were able complete their registration within three to five minutes, from login, course selection and payment to receipt of their confirmation email.

A couple of other successes include transitioning our website from a non-secure website to a secure website, as well as upgrading all of our website computer programs to the most current versions. We're also very excited to report that ELLA now has a presence on Facebook and our number of Friends are growing steadily. Going forward, we are looking at implementing some of the other methods of Social Media to broaden our presence even further.

The IT team is looking forward to new exciting challenges and opportunities that technology will bring for the 2018/2019 year ahead.

**Marketing Committee
Annual Report May 2018
Cindy Hanson, Committee Chair**

The Marketing Committee continues to implement our 2017/2018 Marketing and Communication plan designed to reach our target audience (adults 50 years of age and older in the Edmonton area) and increase awareness of the association and the high caliber educational opportunities we provide.

Goals: To increase awareness of ELLA and ELLA Spring Session and to increase attendance at our 2018 Spring Session.

Our key messages:

- Education is an essential lifetime pursuit
- Education is an Spring Session provides an excellent opportunity to continue learning
- ELLA provides high quality programming
- Spring Session provides excellent value

Objectives

Measures

Increase Awareness of ELLA and its programming Increase the traffic to ELLA's website

Increase Enrollment at Spring Session 2018 To increase attendance over 2017
(registration figures to date indicate that we will have a 3 to 4% increase over 2017)

Evaluate the effectiveness of our marketing tools Ask registrants where they heard about ELLA and modify our Marketing Plan based on this information

2018 Marketing Initiatives

ELLA and Spring Session were promoted by the following organizations and in print and digital publications:

- Sage Guide, Edmonton Seniors Coordinating Council Directory and newsletters, Alberta Seniors Retirement Guide, Neighbours Publications, ELLA Newsletters, ELLA Spring Program Guide, Edmonton area Libraries, 71 groups and organizations who provide seniors programming in the Edmonton area and over 40 Community League Newsletters.
- ELLA Website – <https://www.my-ella.com>
- Print – posters, Spring Session Program Guide
- Partnerships- U of A Extension, various senior groups and other organizations
- Paid Advertising
- Internal – email blasts and newsletters to past and current membership

Thank you to the Marketing Committee volunteers who contributed their time, skills and talents. Special appreciation to Barbara Leung and Jan McGregor for editing and formatting the Spring Program Guide and to Carol Vaage and our ELLA Office volunteers for distribution of the association newsletters and program guides!

Program Development Committee By G. Maddin

The year ending with 2018's Spring Session has been a year of growth to accommodate ELLA's expanding membership, and adapt to working with the University of Alberta a bit differently.

The program Development Committee once again planned for an increase of around 7 percent in the number of ELLA members who we expected to register for classes. In order to try to keep our classes centered as much as possible within the Education Building we designed a program with a greater proportion of smaller classes that the Education Building could accommodate, rather than relying on a number of large classes for which we did not have space in the Education Building. As a result, this year's program consisted of more than 50 courses for the first time in ELLA's history. Even with two last minute cancellations initiated by the instructors, the number of classes on offer burgeoned by 25% over 2017.

While the sheer number of courses challenged the Program Development Committee, PDC volunteers rose to the occasion wonderfully, despite the fact that the number of volunteers doing the work did not increase. We strove to continue the diversity of subjects, and welcomed classes in subject areas we have not previously explored, widening our perspectives and welcoming new scholars and researchers while retaining many of our members' perennial favourites.

Last year's experiment with live streaming our Noon Hour Presentations into an auxiliary room proved quite successful so it is being extended this year. Steps have been taken to make the process smoother by increasing the number of volunteers operating cameras etc. raising our members awareness of the overflow screening room, and the etiquette of the double room set up. As a result, larger numbers of participants will be able to enjoy our varied and engaging noon hour presentations.

In keeping with ELLA's roots and the suggestions of a number of members, noon hour group walks, led by volunteers will be available most days for those who like to stretch their legs mid-day and like to do it with some company.

Not everyone, could get into all of the courses they originally wanted, particularly in the case of our two cancelled classes, although with the increase in the number of Art instruction classes many new students will get to try their hands at sketching and watercolours. We hope that everyone will enjoy something new and interesting to learn even if it was not their first choice.

Next year new leadership in the Program Development Committee will be ready to meet the challenges of a growing organization and an evolving relationship with our partners in the University and the community. We hope to see all of our current members back next year along with new people to explore new subjects, new ideas and new approaches to third age learning.

**Program Implementation
Annual Report May 2018
Clair Woodbury, Chair**

Program Implementation Committee is responsible for eight areas that keep ELLA running smoothly: Room Booking, Ambassadors, Facilitators, Handout Management, Registration Table Organization, AV Support, and Noon-hour Live Streaming, plus our Spring Session Assistant at the Information Table.

This last year the Board made a decision that all classes would be held in the Education Building. It was a 15 minute hard walk over to the ECHA building on the other side of 116 Street, one that was proving difficult for a number of seniors to do in the 15 minutes that we provide between classes. We were able to find a home for all classes in the Education Building.

Then in February came the surprise news. We no longer had access to any of the rooms in the Education Building controlled by the Education Faculty, a result we were told, of the cutbacks to the funding that faculties will be receiving. We did have access to rooms controlled by Central Booking, but we were left scrambling for a home for the art classes. Within minutes of hearing the news, the Faculty of Extension let us know that their art rooms in the Enterprise Square building were at our disposal. Their support has been just wonderful. Participants have to take the LRT downtown, and registration in the art courses is down. Some hard decisions about our art program may have to be made in the future.

Last year we experimented with live streaming of the noon hour presentations to a second auditorium to accommodate everyone who wanted to attend. This year we have purchased a computer specifically for live streaming and will be using new OBS Studio-Twitch software. The new software means anyone with a computer or pad can go on the Internet and access the noon hour presentations live.

There are many on the Program Implementation team that make it all work. Special thanks go to the two stalwarts, Leslie Whitehead who has recruited the 50 Facilitators we need, and Jeanna Baty who has located and coordinated the 27 Ambassadors who help us find our way around. Glen Walker and his new partner Rick Leech deserve our thanks as the classroom audio/visual trouble shooters extraordinaire. Maureen Mudie has joined Steve Hoskin and Anna Luk as our noon-hour live streaming team. Registration running smoothly is because of Leslie Watson, this year's replacement for Lynette Husum who is off on a well-earned globe trotting expedition. Elisebeth Checkel helped me with room booking though our Faculty of Extension go-to Maggie Rojas. Caitlyn Sly is back again this year as our ever-helpful Spring Session Assistant.

It is quite a team, but we know that team work is what makes ELLA work and makes work for ELLA so rewarding.

**Social Committee
Annual Report May 2018
David Winfield, Committee Chair**

The task of the committee is to organize the Social Functions for ELLA. Included in that is checking with the Treasurer that funding is in place for up-coming functions. We have worked with the Education Cafeteria Staff to set up the the Volunteers Luncheon.

Tickets for the coffee services are organized for ELLA attendees. Tickets were printed for the wind-up party, and the part arranged with the Faculty Club.

The Joint out going Board/incoming New Board luncheon is planned. A Board Christmas Luncheon was a successful event.

**Treasurer's Report
Annual Report May 2018
By Shirley Zylstra**

After the excitement of celebrating ELLA's 15th anniversary, 2016-2017 was a relatively quiet year from a financial aspect. We just carried on.

We budgeted a modest net income of \$2,495 and came in with net income of \$22,543. The reasons for this very positive result were:

- The number of registrants at Spring Session were higher than budgeted by about 40.
- Instructor costs were less than budgeted because of cancellations.
- We managed expenses well.
- We received donations and endowments specifically to offset the costs of rebranding.

Because of this we were able to make a number of equipment purchases that will help in the office and with Spring Session, particularly in the classrooms and for noon-hour speakers. The 2016-2017 financial statements are attached.

The picture for 2017-2018 will be substantially different.

- 1) Our 3-year partnership contract with the U of A was to end on March 31, 2018, but was extended for one year. The reason for this is that the funding model for the U of A is changing and our partners did not know what the effects would be on the Faculty of Extension or the Faculties on the Main Campus, and what impact that would have on ELLA.
- 2) We increased the amount we pay instructors substantially.
- 3) We committed to moving all classes (with the exception of Art Classes and one Physical Education class) to the Education building, which meant we had to increase the number of classes offered as many of the classrooms are smaller.

Since we knew this was a transition year and we had a significant profit in 2017, we chose to absorb a budgeted loss of \$7,900 (due mainly to instructor fee increase) rather than increase the registration fee.

I would like to thank my Finance Committee Members Judith Hibberd, Anna Luk and Michele Fortin for their contributions this year. I would also like to thank the audit team of Debbi Wallace and Bernice Tymchak for their in-depth audit.

This coming year will be my final year, as I will be at the limit of 6 years as noted in the Bylaws, so we are looking for a new Treasurer. The position is such that the actual bookkeeping can be split off from the Treasurer, so please consider joining the Board this year. I am happy to train someone new, so if you are interested, please contact me through the ELLA office or come see me at Spring Session.

Volunteer Recruitment Committee
Annual Report May 2018
Doug Davey, Committee Chair

The Volunteer committee spent most of this year planning and defining the role of this committee. We were able to identify all the volunteers and are in the process of creating a single central registry so that we know who is where doing what. It is the hope of the committee that we will be able to provide a single point of entry for our many volunteers and be able to function in a role that would help place volunteers into appropriate functions and allow a mechanism for volunteers to move around ELLA as interest dictates.

ELLA is a Volunteer run organization and its existence is dependent on the support of all members. Our future plans include creating a working mechanism to allow an initial face to face discussion with all volunteers either by the specific committee chairs or a member of our committee to ensure satisfactory volunteer placement for the volunteer and ELLA. We would additionally like to see the information and volunteer list included as part of the membership data base.

Lastly I would like to thank and recognize Wendy MacDonald and Ann Babb for their work and support on the volunteer and recruitment committee