



**ELLA
Annual General Meeting
May 16, 2019**

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.

AGENDA
ELLA ANNUAL GENERAL MEETING
12 noon, MAY 16, 2019
N2- 115, Education North, Education Building, U of A

1. Call to Order, Shirley Forrest, President
2. Adoption of the Agenda
3. Approval of the Minutes (previous AGM, Thursday, May 18th, 2018)
4. Introduction of Board Members, Shirley Forrest
 - a. Administration – Linda Riopelle
 - b. Finance – Shirley Zylstra
 - c. Information Technology – Shyamala Nagendran
 - d. Marketing – Cindy Hanson
 - e. Joyce Madsen – Past President
 - f. Program Development – Mary Anne Yurkiw/Walter Archer
 - g. Program Implementation – Diane Mirth
 - h. Secretary – Clair Woodbury
 - i. Social Committee – David Winfield
 - j. Volunteer Committee – Doug Davey
 - k. Member-at-Large – Vivian Mattia
 - l. Member-at-large – Gertie Dean
 - m. Member-at-Large – Debbie Wallace
5. Report of Officers
 - a. President, Shirley Forrest
 - b. Treasurer, Shirley Zylstra – Audited Financial Statements October 1, 2017 to September 30, 2018 and motion on membership fees.
6. 2019/2020 Board of Directors
 - a. Administration – Linda Riopelle
 - b. Board Recruitment & Development - Gertie Dean
 - c. Finance – Debbie Wallace
 - d. Fund Raising – Vacant
 - e. Information Technology – Shyamala Nagendran
 - f. Marketing – Vacant
 - g. President – Shirley Forrest
 - h. President Elect – Gertie Dean
 - i. Past President – Vacant
 - j. Program Development – Walter Archer (co-chair, vacant)
 - k. Program Implementation – Diane Mirth/Cindy Hanson
 - l. Secretary – Mary Anne Yurkiw
 - m. Social Committee – David Winfield
 - n. Volunteer Recruitment – Vivian Mattia
7. Closing Remarks, Shirley Forrest

AGM Reports can be viewed on line at the ELLA website, my-ella.com. A limited number of paper copies will be available at the information table during Spring Session.

**Edmonton Lifelong Learners Association (ELLA)
Annual General Meeting
Thursday, May 17, 2018**

Attendees: 172

Call to Order: 12.25

Welcome to the AGM: Joyce Madsen, President

Adoption of Agenda: Moved by Davie Winfield, Second Carol Vaage that the Agenda be adopted. Carried.

Approval of Minutes:

MOTION: that the minutes of the previous AGM, Thursday, May 18, 2017, be approved.
Moved BY Doug Davie, Seconded Joanna Miazga. Carried.

Introduction of the Board of Directors: Joyce Madsen

The current 2017-2018 Board of ELLA was introduced.

1. Administration – Linda Riopelle
2. Advisory Chair – Shyamala Nagendran
3. Finance – Shirley Zylstra
4. Information Technology – Jimm Valentinsen
5. Marketing – Cindy Hanson
6. President-elect – Shirley Forrest
7. Program Development – Gay Maddin, Walter Archer
8. Program Implementation – Clair Woodbury
9. Secretary – Clair Woodbury (Acting)
10. Social – David Winfield
11. Volunteer Recruitment – Doug Davey
12. Member at Large – Mary Anne Yurkiw

Retiring Board Members: We congratulated Gay Maddin as the one retiring from the Board.

President's Report: Joyce Madsen. As circulated:

There were 950 memberships sold and some 620 persons registered for spring session, representing 4% growth.

The number of courses increased to 50 this year.

We have clarified the role of volunteer recruitment, as carried out by the Volunteer Recruitment Committee.

A Board Recruitment and Development Committee has been established.

We will have a Fund Raising Committee next year.
A Facebook Page has been created and has a substantial following.
The following chart shows our growth over the past 15 years.

ELLA GROWTH CHART	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

Treasurer’s Report: Shirley Zylstra. As circulated, including the Audited Financial Statements October 1, 2016 – Sept 30, 2017.

We will be negotiating a contract with the Faculty of Extension. University faculties are being cut back by 4% next year, and it is uncertain just what this will mean for our partnership arrangement with the Faculty of Extension.

MOTION: Moved that the financial report be accepted as submitted: Moved by Shirley Zylstra, seconded by May Anne Yurkiw. Carried.

Auditors for October 1, 2017 – Sept 30, 2018:

MOTION: Moved by Shirley Zylstra, seconded by Dave Winfield, that the auditors who did the audit so well this year, Bernice Tymchak and Debbie Wallace, be asked to do audit of our 2018-2019 financial records. Carried.

Looking Ahead to Next Year

A brief report was made by the President, Joyce Madsen

As we move into this new year we are updating the structure of the Board: eliminating Advisory, By-Laws and Document Management, adding Fund Raising and Board Recruitment & Development.

We have established four major goals:

- Broaden awareness
- Implement Fund raising
- Continue to recruit and retain volunteers.
- Enhance and maintain a strong administration.

We plan on monitoring the workloads for committees. It may be time to hire staff to help manage spring session.

Our Partnership Agreement with the Faculty of Extension will be updated this year.

Finally, we want to develop a membership database that is fully functional and provides the information needed by our committees. That may well require new software.

As we move forward, we know our costs will change which is going to have an impact on all of us.

2018/19 Board of Directors

The following list of Directors was presented as constituting the ELLA Board for 2018-2019:

1. Administration – Linda Riopelle
2. Board Recruitment & Development – Joyce Madsen (Acting)
3. Finance – Shirley Zylstra
4. Fund Raising – Shyamala Nagendran
5. Information Technology – Jimm Valentinsen
6. Marketing/Communication – Cindy Hanson
7. President – Shirley Forrest
8. Past President – Joyce Madsen
9. Program Development – Walter Archer, Mary Anne Yurkiw
10. Program Implementation – Open
11. Secretary – Clair Woodbury
12. Social – David Winfield
13. Volunteer Recruitment – Doug Davey

MOTION: Moved by Carol Vaage, seconded by Leslie Whitehead that the list as presented be ratified as the ELLA Board for 2018-2019. Carried.

MOTION: Moved by Bill Calder that the meeting be adjourned. Carried.

PRESIDENT'S REPORT 2019

Shirley Forrest, President

Our AGM is a day to look back at our accomplishments in the past year and to look forward to challenges of our next year. For those of you who are new to Spring Session this year, welcome and we, the Board, hope that you have had a great experience. For those ELLA members who return to Spring session year after year, welcome old friends. This year we celebrate a major milestone. We currently have (as if the writing of this report on April 17th) 1,003 members and a record enrollment of 668 students at Spring Session. That is an increase of about 8% over last year!

Did you know that by the end of this month your ELLA Board will be busy beginning the planning for the next year's Spring Session? At our June Board meeting we will review the results of both the on-line and paper membership surveys that you will be filling out and with that input, we will set the framework in motion for next year's Spring Session. Your input is critical to us so please fill out the surveys. You will be receiving the on-line survey shortly after Spring Session.

Over the summer and early Fall, our Program Development volunteers will begin to work on lining up classes and instructors in our four areas of learning - the humanities, arts, sciences and physical activity. Taking into account your suggestions for courses and instructors, they will work with the Faculty of Extension to ensure that we have top notch courses with highly qualified instructors and stimulating noon hour presentations. In November the draft courses are outlined and we now turn to the Program Implementation Committee to work with the University to address the complex logistics of assigning classrooms, balancing the estimated number of students per class and the availability of classrooms to accommodate them. The Program Implementation Committee is responsible for all of the logistics needed to accommodate the classes to make your ELLA experience the best you can have.

In addition to these committees, we have committees that run all year long working in the background to provide support to ELLA. We have finance, administration and IT volunteers who ensure that we have set a realistic budget, provide office support to members and keeps the wheels on our Information Technology systems. We have a Volunteer Recruitment Committee and a Board Recruitment Committee who's mandate it is to recruit the right volunteers to fill our many roles. We have marketing and fund development committees that work throughout the year to spread the word about ELLA and form partnerships with other organizations. We have a Social committee that organizes the Meet & Greet and Volunteer Luncheon. Did you know that it takes about 140 volunteers to make ELLA Spring Session to happen? We have one contract employee who looks after the information desk during ELLA and one small IT contract to help us support our infrastructure. Everything else is done by volunteers. This is your ELLA and we need your support. Without our volunteers we would not be able to put on the caliber of Spring Session that we do at even four or five times the price.

After the AGM, we will be having a volunteer job fair just outside this auditorium. Unlike our general recruitment of volunteers, this fair will recruit for specific jobs. The Board Committee

Chairs will be there to answer any questions. Volunteering for ELLA is fun and I find that you get much more out of it than you put in. Please join us after the meeting. There is a job just waiting for you.

We could not put on ELLA without our partner, the Faculty of Extension at the University of Alberta. The Faculty provides us with a free office in Enterprise Square, processes our enrollments through Eventbrite, pays our instructors, prints our name tags, give ELLA significantly reduced parking rates for Spring Session, vets our instructors and has provided us with free space for Spring Session in the Education Building. Enterprise Square and The Edmonton Clinic Health Academy. The staff in the Faculty of Extension are always available and willing to assist us with any issues, be they equipment malfunctions or general concerns.

Unfortunately, the era of the Faculty of Extension and the University being able to provide us with space at no charge is coming to an end. A decade ago, University operating costs were subsidized about 80%; today it is closer to 50%. Provincial grants to the University of Alberta and other post-secondary institutions in Alberta have not grown to cover increased costs. As a result, the University has been designing and is about to implement a new budget model in which all Faculties, administrative and ancillary units will be charged an annual fee for the space they use. Beginning in April of 2020 ELLA will be expected to contribute our fair share to this University mandated charge for space. At this time, we do not know what the cost to ELLA will be as the University is still working out the details. However, we do know that we will be charged the internal University rate, not the higher rate charged to external groups. These changes will have a financial impact on Spring Session 2020.

In preparation for this change your Board is looking at all scenarios and will try our best to make the best decisions that we can on your behalf. But there will be change - perhaps higher fees, use of less space, etc. We do not know. We welcome your input as we go through this change. Please send your constructive thoughts to me or any Board member. They will be taken into consideration as we work through this challenge and come up with a reasonable option for next year. This is our Spring Session and we will be here next year to celebrate another successful year.

In closing, I would like to thank our volunteers and Board members for their hard work. Without you we would not be here today. Have a great summer, travel safe and we will see you and some new friends at Spring Session 2020.

Administration Committee Report

Linda Riopelle

The Administration Committee is responsible for managing the ELLA office which includes responding to members phone and email inquiries, assisting members with membership purchases and renewals, processing Spring Session registrations and course changes. We also handle the mail out of newsletters and course guides and assemble all of the name tags for Spring Session. The Administration Committee also provides administrative support to various ELLA Committees including Eventbrite. The office was moved in the fall of 2018 around the corner from our previous location to L-012 located in the lower level of Enterprise Square. The university also provided us with a wonderful work room that was used from February to April for meetings, training, registration, and to assist our walk in members with paperwork and to answer questions and concerns.

Registration went extremely well this year. Members registered from Edmonton and around the world. 301 registrations were completed in the first 7 minutes on Registration Day and we had a total 572 members register that first day. Membership numbers continued to climb right up until registration closed on April 22, 2019 to 1011 members.

The membership system will re-open after the AGM on May 16, 2019 and we will have volunteers on hand to help you renew your membership for the 2019/2020 year.

Many thanks to the wonderful group of dedicated and long-time volunteers that devote hundreds of hours every year on the Administration Committee. They are Gail Allen, Ninfa Ares, Wendy Calvert, Faith Fernald, Michele Fortin, Marj Foth, Catharina Fraser, Cathie Gordey, Marg Harris, Sandra Henderson, Steve Hoskin, Dorothy Humphrey, Debbie Hunter, Lorna Mathews, Ed Posyniak, Jean Posyniak, Donna Reddekopp, Sheila Sirdar, Ruth Vander Woude, Lynne Lechelt, Shirley Zylstra, Marj Hughes, Judy Maynes, Dorothy Reynolds, Elaine Wagner and Dave Allen.

Board Recruitment & Development Committee

Joyce Madsen

This was a new committee of the Board this year as had been recommended by Wendy MacDonald when she assessed our structure. The committee was populated with 3 members of the Board and 2 members of ELLA at-large.

It was a successful first year –

- We identified some screening questions and processes
- We recommended 5 new members to the Board, all of who were accepted.

Many thanks to Shirley Forrest, Shirley Zylstra, Dennis Foth, and Agnes Fisher for helping to get this ball rolling.

Finance Report **By Shirley Zylstra, Treasurer**

Greetings, members. After six years as Treasurer of the Edmonton Lifelong Learners Association, it is with mixed emotions that I present my final report.

The 2017-2018 fiscal year was a year in transition. Several things happened:

- The University, including the Faculty of Extension were informed of a funding model change but did not yet have information. Our contract was up for renegotiation, but because there were a number of unknowns, both parties agreed to carry on for 2018 with the old contract.
- ELLA wanted to get back to our roots by having all classes in the Education building. The last time we did this we were a much smaller organization, with fewer members and far fewer classes. To do this and provide the same number of classroom seats to members, we needed to offer more classes. In the end, we were not able to accomplish this goal as Art Classes were downtown at Extension, but we got close.
- We increased the amount we pay instructors.

We budgeted a loss just shy of \$8,000 and decided not to increase registration or membership fees, mainly because the 2016-2017 was extremely successful. While ELLA did not hit on all budgeted goals, our loss came in at \$1,317, lower than budgeted, so the Board was pleased. The audited financial statements are provided with this report.

The picture for 2018-2019 is bright, but different. We again set out to offer more classes than we did last year, but this meant our costs would increase. We also knew that our new contract might bring an increase in costs, and we recognized that there were a number of tasks within ELLA that we struggled to have members do, and that we would need to start paying for some services, in particular tasks related to web services. We sought to raise additional funds in two ways – one by active fundraising, and two by increasing the Spring Session registration fee by \$25. We budgeted a modest net income based on 610 Spring Session registrants and 950 members. We will have more than 650 registrants and 1011 members and as a result, we will exceed our budgeted net income.

This year I was helped by Sharyn Pridham, and I would like to thank her for being a sounding board. In addition, I would also like to thank the audit team of Debbi Wallace and Bernice Tymchak for their in-depth audit.

So, I am moving on, but not out of ELLA. You will see my work online as you register for future Spring Sessions, as I am moving to head up the Eventbrite Registration Committee.

Information Technology (IT) COMMITTEE

Shyamala Nagendran

I accepted the role of Information Technology Chair in January of 2019. With the support of an exceptional team the IT world is functioning relatively smoothly. Issues related to access, registration and payments crop up occasionally and the team is able to resolve it promptly. We work in partnership with the University of Alberta IT environment, and we evolve and change as required.

For your information, ELLA membership has increased from 386 in 2010 to a grand total of 1,101 by April 15th of 2019, naturally such significant growth comes with inherent challenges. Hence we are in the process of reviewing and re-engineering the system to be robust and meet our needs. Our goals are to revise the database, streamline operational needs, tighten our loose links on search engines; in essence an overall refinement.

ELLA Membership Table

Thank you to the dedicated IT team Carol Vaage, Shirley Zylstra and Jean Posyniak for their outstanding work in supporting our IT platforms.

Also many thanks to ELLA Administrative Chair, Linda Riopelle and her committed team who volunteer hundreds of hours throughout the year in assisting with on-line registration and course enrolments.

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019(April)
Members -Total	386	505	602	741	811	905	868	911	950	1101

Needless to say our work is cut out for the upcoming year. Kindly bear with us as we refurbish and wish us well, we are on our way!!

Marketing Committee

Cindy Hanson, Committee Chair

The Marketing Committee continues to implement our 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 that we provide.

Goals: To increase awareness of ELLA and ELLA Spring Session and to increase attendance at our 2019 Spring Session.

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 2019	To increase attendance over 2018 by 4% (numbers to date indicate that we will have increased registration by over 8% from 2018)
Evaluate the effectiveness of our marketing tools	Ask new registrants where they heard about ELLA and modify our Marketing Plan based on this information.

2019 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, The Alberta Retired Teachers Association Newsletter, The University of Alberta Professors Emeritus Organization, ELLA Newsletters, ELLA Spring Program Guide, Edmonton and area Libraries, over 70 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 all of the Marketing Committee volunteers who contributed their time, skills and talents. Special appreciation to Rusti Leahy 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 (PDC) **Walter Archer & Mary Anne Yurkiw, Co-Chairs**

Post-ELLA, many of you set about gardening and enjoying the long Alberta days. But for the 40+ volunteers in Program Development, this is the busy time! PDC plans the program—53 courses and 59 time slots (some are double-periods) this year. Building on the evaluations you complete at the end of ELLA, we look for courses and instructors. We consider diversity: new and returning instructors, small and large classes, classroom learning and activities. And we balance the streams: Humanities, Science, Fine Arts, Fitness, and Lifestyle. Plus noon-hour sessions! Then we fit them all into time slots! The program this year has attracted more students than ever—668 (up 9% from last year, the previous high) at the time of writing this report.

In 2018, we needed to make use of a second campus—the hands-on arts classes moved to Enterprise Square, in the old Hudson’s Bay Building on Jasper. While easily accessible by LRT, the use of a second campus complicated the noon hour sessions. So we worked with the Program Implementation Committee (PIC) to expand the live-streaming that was introduced in 2017. This year, we have another innovation—to improve the quality and ease of live-streaming, the main site for the noon-hour sessions will be at the Edmonton Clinic Health Academy; ECHA is kitty corner from the Education Building. Truly, the only consistent thing in life is change!

Plans for 2019/20 include succession planning for our own positions and the sub-committee leads, working with PIC on our space requirements and finding out which U of A buildings can best accommodate us, and the likely increase (again) in registrations.

We would like to extend thanks to all those who served on the PDC and its various subcommittees. Their hard work was a major factor in the success of ELLA 2019.

PROGRAM DEVELOPMENT COMMITTEE: Evaluation Sub-Committee **Coordinator: Mary Anne Yurkiw**

For each Spring Session, we conduct a series of evaluations, compiling and sharing results within weeks of the last session.

The ½ page **Course Evaluation** given out the last week of classes **in 2018** resulted in 1392 responses. Summaries were shared with the PDC (how well did each instructor do? do we want to have them back?) and with the instructors (how did your students feel about your class?). We also sent an **Instructor Feedback Form** to all lecturers; their comments tweak our classroom and technology support and identify new instructors and courses.

An online **2018 Spring Session Evaluation** was sent to all registrants with emails; two-thirds (394), responded. We learned:

- 98% rated Spring Session as good to excellent (about the same as last year)

- 10% have a physical limitation that makes changing buildings difficult, an important consideration in our search for classrooms
- ¾ of respondents had attended before; with the increased registration in 2019, this may shift
- 77% had attended university, 19% had a post-secondary certificate or diploma
- 73% were 60-74 years old, and 17.5% were over 75, including 24 who were over 80! Lifelong learning indeed!

In 2018, we also tabulated ALL your **suggestions for courses and speakers**—from the in-class forms, from the on-line evaluation and from the flip chart at the Registration Desk. And did you have suggestions—eight pages of them!

Thank you to all of our evaluation volunteers, and to all ELLA attendees who give their opinions and suggestions for improving our programs.

Program Implementation Committee

Diane Mirth, Chair

The 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.

The big issue this year has been the live streaming. With a record 668 registrations we needed to look for a solution to the Noon Hour Presentations. The Education auditoriums were not sufficient in size to manage the number. In addition, the live streaming in Education is tentative. The committee was faced with the dilemma and added challenge of mobility issues for a percentage of our learners, and capacity issues for the body. We spoke to those responsible for technology on campus and they recommended we look to the ECHA auditoriums as they are larger and have more technological capacity for live streaming. We retained the booking for the main Education auditorium for those with mobility issues and booked auditoriums in ECHA for those who are able to go to ECHA in the time allotted. We are supported by the IST people in ECHA and Education.

The Faculty of Extension has allowed us use of their art rooms in the Enterprise Square once again. Their support has been just wonderful. Participants do need to take the LRT downtown. However, we have been able to keep the non-messy art classes in the Faculty of Education

There is much that goes on behind the scenes to make your experience at ELLA positive. Volunteers on the Program Implementation team give generously of their time to ensure it all comes together. Special thanks go to a super committee that has worked so diligently to make ELLA 2019 a success.

Wendy Calvert recruited the 50 Facilitators for each course. Gwen Harris located and coordinated the 27 Ambassadors who help us find our way around. Rick Leech and his new partner Tom Sakaluk deserve our thanks as the classroom audio/visual trouble shooters extraordinaire. Registration running smoothly is because of Lynette Husum who is an experienced and efficient volunteer. Elisebeth Checkel did stellar service with room booking through our Faculty of Extension go-to Maggie Rojas. Angela Crowder generously stepped in wherever and whenever needed and generously contributed to the committee. Carla Spinola is the person behind the scenes ensuring your class materials and the participant booklet were delivered on time. 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.