

Lifelong Learning @ Rock Hill Advisory Committee

May 9, 2024: 10 AM
Minutes

Present:

Staff—Krista Hayes, Randy O’Dowd, Pam Price

Committee—Bill Rogers, Barbara Boulware, David Dobrowski, Vernecia Hartsfield & Jody Steele

Absent— Dave Broucek & Faith Harland-White

I. Welcome

II. Overview of Spring Semester

a. Numbers/Data

- i. *Krista reported on the number of learners/registrations for the spring (1,269), the number of unique learners (420), the percentage of seats claimed/filled (95.2%) and the number of first-time participants (105—25% of all registrants)*

b. Other Reflections

- i. *Krista expressed her appreciation for the additional staff (Pam & Randy)*
- ii. *Krista emphasized lessons learned or reiterated this semester, such as the need to continue to train/support first-time presenters; expectations also need to be better shared, and we need to continue to aim for catalog descriptions that match the content taught during classes*
- iii. *Similarly, learners need to be reminded that the instructors are volunteers—some of the feedback on surveys is somewhat demanding/critical for those who are voluntarily sharing their knowledge and expertise*
- iv. *Krista commented on the attendance limit of the classroom spaces that emphasizes the quality of instruction over the ability to fill a room; i.e.: back row in Community Room can’t see the screens well*
- v. *The Committee shared other observations/responses to the above, including: future growth could be met by offering a satellite campus as opposed to a new facility; we may need to simplify the proposal form or remind those completing it to email Krista with questions as opposed to being turned away; we can also consider the terminology “learning light” for those who expect a bit too much from the instructors; feedback was also positive about the size of the groups on walking tours, the time for activity on day-trips, etc.*
- vi. *We will await the city’s new Strategic Plan to see what new measures will be applied to LL@RH*

III. Goal Updates

- a. Volunteers—Pam & Jody

- i. *Jody restated the goal that she and Pam had narrowed down to focus on growth or involvement by semester, not the whole year*
 - ii. *The subcommittee will work to offer a training and to track hours of volunteers for the fall semester*
- b. **Discretionary Funds—Randy, Dave, Barbara**
 - i. *The subcommittee recommends a fundraising committee for the future and will follow the guidance of the City to know who can/cannot be contacted*
 - ii. *They will also work to create a list of potential businesses to contact for sponsorship support*
- c. **Marketing—Vernecia & Bill**
 - i. *Vernecia reported on her work and findings with the Library and the City of Rock Hill*
 - ii. *Bill is in touch with the marketing department at WU and will connect further after finals*
 - iii. *Krista shared that she will follow-up with PRT late May /early June to finalize permissions for more visibility on Facebook and other social media*
- d. **5-Year Anniversary—Dave, Faith, Krista**
 - i. *Krista shared that we have been granted permission to hold the Anniversary celebration at the Sports & Events Center on Feb. 4, 2025.*
 - ii. *Conversation included the Return on Investment for such an event, RSVP lists, marketing, etc.*
- e. **Moving Forward with Goals**
 - i. *Krista reminded the committee that the goals should be revisited at each upcoming meeting*

IV. New Business

- a. **Fall Changes**
 - i. **Longer Calendar**
 - 1. *Krista reminded committee that this was approved at the previous meeting, and we circled back to the conversation had earlier in the meeting that just because we can fit in more people and potentially fill 5878 seats in the fall, does not mean we actually will offer that many*
 - ii. **Semester Kickoff—Date**
 - 1. *The decision was made to offer an Open House and facilitator training on 8/20/24 with registration opening two days after on 8/22/2024. We determined that those who really need the assistance will return for that two days later, and separating the two activities will improve attendance and better fulfill the purpose of the fall open house.*
 - iii. **Registration Date/Time**
 - 1. *We are contemplating offering two registration sessions, determined by the divide in the fall calendar. The intent being that so many seats are claimed and never filled (lots of absences this past spring—will always happen but maybe people can be more mindful of their selections) and to alleviate some of the angst about registration*

2. *Krista will see how the schedule looks and get final input from committee and staff before solidifying this plan.*
- iv. Catalog—approval to remove names from mailing list
 - Pick-up locations
 - Other
 1. *Yes, the committee agreed that those who have not participated in a while do not have to be mailed a catalog but perhaps a letter reminding them where to pick up catalogs, etc.*

V. 2024 Dates to Remember

- ❖ June 17—Catalog content to Marketing
- ❖ July 12—Catalogs sent to printer
- ❖ July 22-24—Krista at SRCLR Conference, University of Kentucky
- ❖ August 15—Advisory Committee Meeting, 10 AM
- ❖ TBD—Fall Semester Kickoff
- ❖ September 3—First day of fall classes
- ❖ Oct. 7-11—No classes
- ❖ November 21—Advisory Committee Meeting, 10 AM
- ❖ November 22—Last day of fall classes