

2016 SOUTHERN REGIONAL CONFERENCE FOR LEARNING IN RETIREMENT

Agenda

August 3-5, 2016 | Bryant Conference Center | Tuscaloosa, Alabama

Wednesday, August 3, 2016

3:00 pm – 5:00 pm	Early Registration (The Jack Warner, 2700 Yacht Club Way, Tuscaloosa, AL 35406)	The Jack Warner Registration Lobby
5:15 pm	Shuttle from The Jack Warner to Whispering Cliffs	
5:30 pm – 5:40 pm	Welcome Dr. Craig Edelbrock, Dean, College of Continuing Studies and Dr. Kevin Whitaker, Provost, The University of Alabama	
5:40 pm – 7:00 pm	Wine and Cheese Reception – Sponsored by Entrinsik Tour of Art and Gardens at Whispering Cliffs (Whispering Cliffs, 2731 Battlement Drive NE, Tuscaloosa, AL 35406)	Whispering Cliffs

Thursday, August 4, 2016 Bryant Conference Center

8:00 am – 9:00 am	Registration & Breakfast	Rast
9:00 am – 10:00 am	Opening Session Richard Rhone & Sharon Shelton, Conference Co-Chairs, OLLI at UA Mayor Walt Maddox Dr. Leroy Hurt, Assoc. Dean, College of Continuing Studies	Rast
10:00 am – 11:15 am	Breakout Sessions Jump Start Your Membership: Growing Your Membership and Retaining Members Back for the seventh consecutive year; join us for a new take on the Hot Topics session. This summer we will focus on membership and, more specifically, how to increase your membership enrollment and how to retain your existing members. Representatives from ILRs participating in the conference will share the tactics and programs that were offered in the 2015-2016 academic year that resulted in new members and/or contributed to membership retention. Come and pick up new ideas to reenergize your lifelong learning program and jump start your membership. Linda Shook – OLLI at Auburn University	Rast
	How Can Your State Area Agency on Aging Assist Your Program and Members Throughout the United States, Area Agencies on Aging (AAA) work to develop and administer programs that assist older citizens in their communities. By providing a range of options that allow older adults to choose the home and community-based services and living arrangements that suit them best, AAAs help older adults to remain in their homes and communities as long as possible. Pam McDaniel, Ashley Adcox, and Kelli Kimbrell, West Alabama Area Agency on Aging	Wilson

Redefining Diversity

Lackey

Over the last few decades, the strategic plans of many lifelong learning programs have stated the need for “diversity.” Some programs have made progress, but members still pose the question: “What are we going to do about **our diversity problem?**” Have we really failed to make sufficient progress, or could it be we are asking the wrong questions? Are there problems with our approach? Are we defining diversity far too narrowly, focusing on diversity that can easily be “seen” at the expense of all other areas in which diversity occurs? In this session, two LLI directors, one from a large public university and the other from a mid-sized private university, will suggest that, before we can “achieve diversity,” perhaps we need first to redefine diversity. Are there generational differences within our programs that cause conflict in approach?

What do members mean by “diversity,” and why do they seek it? Why do we welcome some neglected groups, but feel uncomfortable with (or are oblivious to) others? Do our well-meaning attempts to achieve diversity actually contribute to the ongoing homogeneity of our programs? Perhaps as long as “we” try to find the way to make our programs attractive to “them,” we are doomed to fail. **Tricia Inlow-Hatcher, OLLI at NC State University and Garry Crites, OLLI at Duke University**

11:15 am – 1:00 pm

Lunch

Rast

The Challenges and Opportunities of a 5-Minute Conversation

The ability to speak with clarity, connection, and confidence directly impacts personal and professional opportunities. This interactive session will teach you to master this often feared skill by clearly communicating key messages to create powerful impressions of yourself and your organization. Participants will learn how to craft an effective pitch for their organization, cultivate dynamic delivery, and calm public speaking anxiety. **Dr. Adam S. Brooks, Asst. Director of Public Speaking, The University of Alabama**

1:00 pm – 2:10 pm

Breakout Sessions

Managing Volunteer and Staff Responsibilities: A Case Study Approach

Rast

One of the most rewarding but challenging elements of a lifelong learning organization is the relationship between volunteer leadership and paid staff. We have to renegotiate every day what it means to be “member driven and member led” AND professionally managed. Staff members sometimes misunderstand the needs and talents of members who bring a lifetime of experience to their work as volunteers. Members sometimes misunderstand the constraints of working within an academic institution, sometimes don’t know the “whole story” behind decisions and occasionally don’t value the expertise of staff. These misunderstandings can lead to an organization that isn’t making the most of everyone’s talent or worse yet, just isn’t fun. Talking about these issues can be very challenging because we don’t want to “personalize” or reveal conflicts that might be hurtful or the kind of laundry we don’t want to air in public. We will review five short fictionalized case studies based on a variety of real life scenarios as a way to reveal “best practices” in managing volunteer and director responsibilities. **Catherine Frank, OLLI at UNC Asheville**

Researching and Selecting a Registration System for Non-credit Programs

Wilson

Our discussion will cover the process of internally identifying system capabilities while creating an easy to use customer friendly system. The session will cover information regarding the following: (A) developing system specifications; (B) managing expectations; (C) addressing competing needs; (D) evaluating software/product options; (E) developing system; (F) training; and (G) implementation. Lastly, the session will cover next steps and increasing features. **Monica Davis and Clay Davis, University of Alabama**

Why Storytelling is Important in Television News

Lackey

In his 40 year television career, Mike Royer met and interviewed many fascinating people. From presidents, to war heroes, to Hollywood celebrities, Mike has had many wonderful stories to share with his viewers; however, the stories that left the most lasting impressions on him were the ones about regular folks – good people who do good things. It is the essence of what The Spirit of Alabama feature reports have been. Mike looks forward to sharing a few of his most memorable stories with you. **Mike Royer, Managing Editor, WVUA**

2:10 pm – 2:30 pm	Break	
2:30 pm – 3:40 pm	Breakout Sessions	
	From a Hunch to Reality: Starting a Program From Scratch	Rast
	This session will cover how Texas Christian University started the TCU Silver Frogs Lifelong Learning Institute from the bottom up and how it has thrived in only three semesters. From conceptual frameworks to logistical challenges, the Silver Frogs have become a force within the University community. Both seasoned OLLI's and new programs will share their challenges and successes in this interactive session. Julie Lovett, TCU Silver Frogs Lifelong Learning Institute	
	The Benefits of Integrating Educational Travel Into Your Programs	Wilson
	Integrating educational travel through local day trips is an exciting way to build community, engage members and generate revenue. In this session, ideas will be shared on how we reach goals to connect people to the uniqueness of the region they live in and keep them active. Learning what your area has to offer and developing educational outings for members creates a buzz of interest and a curiosity for continued involvement. Shelley Morse, Director and Susan Williams, Program Coordinator; OLLI at UNCW	
	Marketing – Social Media	Lackey
	Baby Boomers are taking action in the digital space at higher rates than ever before. As part of your marketing strategy, you need to go beyond having a page to having a conversation. In this session, we will cut through the hashtags, likes, shares, tweets and pins to discuss how to build loyal brand advocates. What strategies should you implement to build the trust and authority needed to engage the highly coveted Boomers? Lynn Guzman, New York Times	
3:50 pm	Transportation to The Jack Warner and Hampton Inn – East	
5:30 pm	Transportation from The Jack Warner, Hampton Inn – East to Cypress Inn Pavilion (Cypress Inn Pavilion, 501 Rice Mine Road North, Tuscaloosa, AL 35406)	
6:00 pm until	Dinner	Cypress Inn Pavilion
	Edutainment - Taking a Journey Down the River with Andrew Ellicott	
	Colonial Surveyor, Andrew Ellicott, will pay a rare visit to Tuscaloosa on August 4, 2016. Born in 1754, he will describe his life and the many important surveys that he performed for Thomas Jefferson and many others, including finishing the Mason Dixon survey after the Revolutionary War. He surveyed the states of Pennsylvania and New York, and laid out the Federal City (Washington, DC). He spent four years surveying the southern boundary of the United States, this being the boundary between Spain and the US.	
	He finished his career by becoming the professor of mathematics at West Point. Share with him the many joys and hardships experienced in his life. You will be honored to meet this great American Patriot! Presented by Milton Denny, OLLI at UA	
Friday, August 5, 2016		
Bryant Conference Center		
8:00 am – 9:00 am	Breakfast	Sellers Lobby
9:00 am – 9:10 am	Richard Rhone, President, OLLI at UA	Rast

9:10 am – 10:00 am	<p>Good, Better, Best: Best Practices Study</p> <p>We all want our lifelong learning programs to be vibrant and successful. With that objective, OLLI at Auburn undertook a Best Practices study designed to help clarify roles, guide relationships, and reinforce programming. To have a strong and healthy lifelong learning program, we learned we needed to review and evaluate the relationship between the university and OLLI members so that we are providing quality, relevant programming, while abiding by the policies and procedures of Auburn University. In order to do this, we relied on an internal membership survey and a survey distributed to all 119 OLLI directors. We learned a lot and we want to share it with you. Mary Burkhart and Don Baker, OLLI at Auburn</p>	Rast
10:00 am – 10:15 am	Break	
10:15 am – 11:25 am	Breakout Sessions	
	<p>How Your Course Offerings Can Advance Your LLI’s Strategic Goals</p> <p>Learn how the courses you offer in your LLI can help you attain your organization’s strategic goals. OLLI-USF offers two free courses annually to help address our expressed needs for leadership succession and for faculty development. “Exploring Leadership Opportunities at OLLI-USF” is offered every fall; “A Course is Born: From Concept to Classroom” is offered every spring. A team of members, led by an ex-board chair and retired OLLI staffer, developed and delivered the leadership course after trying several other methods. After three years of using this format to encourage and develop new leaders, the organization has witnessed a marked rise in the caliber and preparation of new leaders. The “A Course is Born” class has been offered seven times in OLLI-USF’s history and has resulted in several dozen new instructors. Class grads tend to be more successful instructors initially and more linked in to the organization and to other faculty. Ara Rogers, OLLI at the University of South Florida</p>	Rast
	<p>Getting the Most Out of Your Curriculum Committee – Work in Progress</p> <p>The OLLI Curriculum Committee has grown and evolved as the OLLI program has grown. This presentation will cover a very brief history of this evolution and its current structure, organization and processes. We will also discuss the key messages that need continuous reinforcement and refinement. Of critical importance to the Curriculum Committee are the Furman University faculty relations and its relations with the OLLI Staff and other committees. We will discuss the results of the Committee’s efforts, and finally, what we think the future holds. Greg Peters and Susan Rae, OLLI at Furman University</p>	Wilson
	<p>Using Resources Located in Your Backyard</p> <p>Our panelists will share about their unique programs. Panel: Bob Darnell and Maxine Doherty, OLLI at the University of Alabama in Huntsville (UAH); Sharon Shelton, OLLI at The University of Alabama; Gloria Oglesby, OLLI at The University of Alabama</p>	Lackey
11:25 am – 12:25 pm	<p>Lunch</p> <p>Don’t Believe Us – Just Watch</p> <p>Lifelong Learning programs and Adapted Athletics have something in common – they are both life-changing. Champion coaches and former players will share their stories. Ford Burttram, Alabama Men’s Wheelchair Basketball Coach, and Ryan Hynes, Assistant Coach</p>	Rast
12:25 pm – 12:30 pm	<p>Closing Remarks Richard Rhone, President, OLLI at UA</p>	Rast