

Agenda
RS Board of Directors Meeting
Monday, September 13, 2021 (1:00 to 3:30 p.m.)

Join Zoom Meeting

<https://csus.zoom.us/j/87411588566?pwd=VkRsVUdkcU5yN2NNNG1mRTVwclN4QT09>

Meeting ID: 874 1158 8566 / Passcode: 945159

(Attachment 1)

1. Opening

- 1.1. Call to Order
- 1.2. Introductory Remarks
- 1.3. Announcements (New Information)

2.0 Agenda

- 2.1. Additions to Agenda (New/Urgent Business)
- 2.2. Approval of Agenda [ACTION item – VOTE]

3.0 Updates/Reports from Officers, Staff, CSUS Liaison

- 3.1 Secretary's Report (Bob Benedetti)
 - Draft Minutes/Approval for August 9, 2021 Meeting (see **Attachment 2**) [ACTION item – VOTE]
 - Condolences [Judy Matthews]
- 3.2 Controller's Report (Norv Wellsfry)
- 3.3 Office Manager's Report (Shari Lowen)
- 3.4 CSUS Liaison's Report

4.0 Specific Agenda Items

- 4.1 RS Controller End of Year Report 2021-2022:** Norv Wellsfry (See **Attachment 3**)
- 4.2 RS Board approval of MAL replacement appointment:** Ken Cross [ACTION item – VOTE]
- 4.3 RS Amendment to Standing Rule on Privacy, Resource Development Committee:** Nancy Findeisen [ACTION item – VOTE]
- 4.4 RS Leader Meeting with Sac State President Robert Nelsen, Sept. 1st:** Ken Cross
- 4.5 RS Catalog & Marketing Working Group update:** Deborah Seiler
- 4.6 RS Spring 2022 Catalog Request for Proposal (RFP) update:** Norv Wellsfry and Cindy Suchanek

5.0 Committee Updates:

- 5.1 Program working group/Seminar committee:** Cindy Suchanek and Allan Keown
 - *Spring 2022 catalog RFP development process.*
 - *Program leader solicitation for the Spring 2022 semester.*
- 5.2 Technology working group/committee:** Sarah Ryan-Roberts and Jeff Hendy.
 - *IRT support – HyFlex classes and classrooms for the Fall 2021 semester.*
- 5.3 Communications and Marketing committee:** Deborah Seiler
 - *Annual report committee input needed.*
- 5.4 Forum committee:** Tom Suchanek
 - *Forum, Sept. 10th: Stewards of the Planet – Walking the Path with Dr. Katharine Hayhoe.*
- 5.5 Resource Development committee:** Nancy Findeisen
 - *Draft 2021-2022 Fund Development Plan in development process.*

- 2021-2022 member registration “something extra” voluntary donation check-off status.
- Sac State-RS Estate Planning seminar this Wednesday, September 15, 2021.

5.6 Finance & Administration committee: Norv Wellsfry

- UEI accounts payable update.

5.7 Scholarship committee – Laurye Brownfield

5.8 Gerontology: Susan Brackenhoff

- GERO 121 & 221 looking for mentors for the Fall 2021 semester.

5.9 Membership, Diversity, and Community Engagement (MDCE) committee:

Debbie Martinez & Darryl Omar Freeman

- Membership renewal & new member update.

5.10 Announcements, Board Direction and Next Steps

6.0: Reports:

6.1 Program Committee Report (Cindy Suchanek & Allan Keown) (**Attachment 4**)

6.2 Technology Committee Report (Jeff Hendy) (see **Attachment 5**)

6.3 Membership, Diversity & Community Engagement (MDCE) Committee Report (Debbie Martinez & Darryl Omar Freeman) (**Attachment 6**)

6.4 Scholarship Committee Report (Laurye Brownfield) (**Attachment 7**)

6.5 CSUS President Robert Nelsen’s Fall address >

<https://www.csus.edu/events/convocation/>

6.6 Fall 2021 Presidential Convocation “ELEVATE and ACTIVATE! The Antiracism and Inclusive Campus Plan,” virtually on Zoom 8 a.m. to noon Wednesday, Sept. 29, 2021.

7. New or Urgent Business

8. Adjourn

9. Next Board meeting 1:00 p.m., Monday, October 11, 2021

Item: 3.1

Date: September 4, 2021

Title: Secretary’s Report, September 2021

Report of Secretary, Robert Benedetti

Action: Information only

This past month I have again received one notification of passing of a member and therefore have sent one condolence message. Douglas Bonetti reported the passing of Judy Mathews after a long battle with bone cancer. She spoke particularly highly of Mike Agron’s class.

ITEM: 4.1

DATE: 9-13-2021

TITLE: RS Controller End of Year Report 2021-2022:

ACTIONS: Discussion X **Direction** **Decision**

Background and Purpose: In fiscal year 2020-2021 repeated delays and gaps of end of month reports up to five months from University Enterprises, Inc. UEI) the RS Sac State fiscal sponsor. This report and briefing are an update of the Renaissance Society final financial closeout results for FY 2020-2021.

Recommended Actions: Information only and answer questions.

Presented by: Controller Norv Wellsfry

Attachment:

Renaissance Society Budget 2020-2021 (Excel spreadsheet attached to the monthly Board packet email)

A Successful Transition

A SUCCESSFUL TRANSITION

As Renaissance moved into the 1920-21 Fiscal year, it was confronted with the huge challenge of the loss of a significant amount of its membership. Because Renaissance is entirely dependent on Membership dues, careful planning was needed for the coming year. As this year has come to a close, Renaissance has been successful and moves into the new year in a strong financial position.

Renaissance anticipated that it would retain 75% of its membership going into 2020-21. Actual membership was slightly above that expectation and number of members contributed additional funds. Because of this generosity, Revenues for the year were \$177,635, 106% of the budgeted Revenue.

A conservative plan for expenditures was essential in our financial planning. Expenses were reduced to the minimum necessary to carry on the program. The Board also approved an Innovation Fund of \$20,000 so that Renaissance could remain flexible and responsive. An operational deficit of \$26,708 was anticipated. However, a healthy reserve was available to absorb the deficit. A cautious approach was used toward expenditures. Several significant factors reduced expenditures. It was not necessary to expend \$50,000 to purchase parking permits. The landlord of our long-term headquarters informed us that we needed to vacate our offices; but offered a temporary solution that reduced our rental costs by half. Some costs were higher than anticipated, especially printing, supplies, and credit card fees. Careful

spending meant that the total expenditures of the Society were only 83% of what had been anticipated.

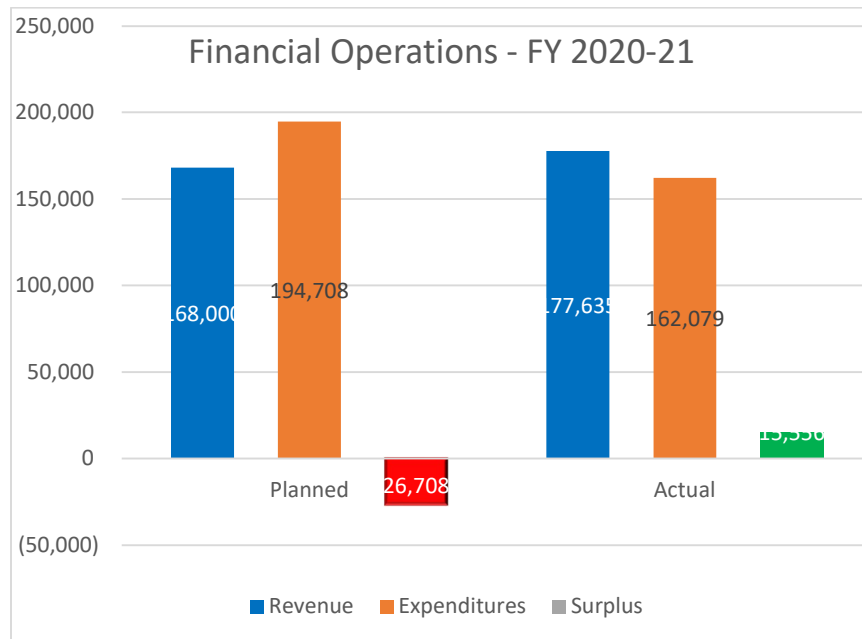
Because Revenues were higher than anticipated and costs were less than planned, the Renaissance Society ended the year with a small surplus of \$15,556.

Renaissance has always retained a conservative surplus to insure against the financial crisis faced at the start of the year. As a result of the unexpected surplus from this year, the Reserve was not depleted. The new Memorandum of Understanding with Sacramento State University, included a new agreement on parking that meant the \$50,000 that had been set aside for parking could be returned to the active reserve. Therefore, the Cash Balance for Renaissance increased from \$185,097 at the start of the year to \$208,093.

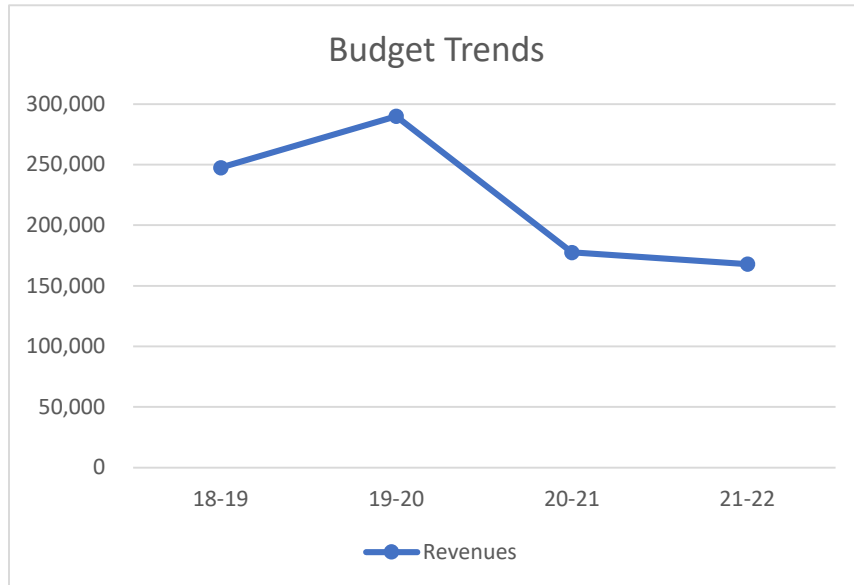
FINANCIAL CONDITION

Renaissance enters the new year with a solid financial position. The Society has a strong reserve and a solid cash position to start the new year. The Reserve will help cushion any financial pressures that may occur. Finances will be closely monitored to retain this strong financial position. The Society has the flexibility and adaptability needed to face these uncertain times.

This chart presents the planned and actual results of the fiscal operations of the Renaissance Society in Fiscal Year 2020-21. It demonstrates that Revenues were more than expected and expenditures were less than expected. This changed the outcome for the year from a planned deficit to a small surplus.



This chart presents the Revenues for the past 3 years and a projection of the 21-22 Revenue. Revenues have decreased significantly in the past two years as a result of program changes necessitated by COVID-19.



ITEM: 4.2

DATE: 9-13-2021

TITLE: RS Board approval of MAL replacement appointment

ACTIONS: Discussion X **Direction** **Decision** X

Background and Purpose:

On Thursday, August 12th, Renaissance Society Member-at-Large Mimi Dixon shared: *“I regret to say that I am resigning from the Program Committee and also as a Member-At-Large of the Board. My personal schedule does not allow me to devote the number of hours necessary to fully contribute to the Program Committee or to the Renaissance Board as I would like. And I have the greatest respect and admiration for those of you who do contribute your time and talents to such a large degree.”*

The Renaissance Society By Laws state: Article VI: Officers and Members-At-Large
B. There shall be six Members-at-Large elected by the membership to serve on the Board of Directors.

E. Vacancies in the positions of the elected offices shall be filled by appointment of the President, with the approval, by majority vote, of the Board of Directors.

Nominating Committee chairperson Susan George submitted the slate of Board officers and Members-at-Large (MAL) at the April 12, 2021 Board meeting with three MAL alternates listed alphabetically with no ranking by the Nominating Committee. The three MAL alternates are Ranny Eckstorm, Michelle Finerty and Twyla Teitzel.

Twyla Teitzel has returned to full time employment and is stepping back from her RS volunteer duties. Michele Finerty is now serving as the co-chairperson of Forum Committee. Appointment of Michele Finerty will allow her to “dual hat” as both a committee co-chair and MAL to maintain a manageable Board size. Ranny Eckstrom will be the remaining MAL alternate.

Recommended Actions: Board President Ken Cross recommends the RS Board of Directors approve the appointment of Michele Finerty as a Member-at-Large for the remainder of former MAL Mimi Dixon’s term of office through June 30, 2023.

Presented by: Board President Ken Cross

Attachment: N/A

ITEM: 4.3

DATE: September 13, 2021

TITLE: Amendment to Standing Rule on Privacy

ACTIONS: Discussion _____ **Direction** _____ **Decision** X

Background and Purpose

Resource Development Committee representatives recently met with University Foundation leadership to discuss a data sharing agreement for information about Renaissance Society donors contributing to our funds in the University Foundation (Scholarship, Special Programs, Endowment). Prior to the meeting, a review of the RS Privacy Policy was conducted, which identified some gaps and vulnerabilities in our current policy, specifically no reference to the confidentiality of information about our donors and a current policy allowing RS to share member data with outside organizations upon Board approval.

As a result of this review, the Resource Development recommends the following amendments to the Standing Rules Privacy Policy:

1. Delete the second sentence in paragraph one of the current policy, *“The Board of Directors may approve release of member contact information requested by a non-profit organization if the Board determines that members would appreciate receiving information from the non-profit organization.”*
2. Update the Standing Rules to include policy on donor database confidentiality.

Recommended Actions

Delete sentence in current policy related to release of member information.

The Renaissance Society shall protect the privacy of members’ personal information which shall include but not be limited to name, address phone number and e-mail address. Member contact information shall not be released to any nonmember or for-profit enterprise. ~~The Board of Directors may approve release of member contact information requested by a non-profit organization if the Board determines that members would appreciate receiving information from the non-profit organization.~~

As part of CSUS, the Board may approve providing mailing labels to the University or any of its affiliated or subsidiary organizations upon request.

Photographs of members and/or their guests, taken at Renaissance Society programs and events, may be used for publicity purposes or displayed on the RS website. However, such photographs shall not be accompanied by the name of a member or guest, without their consent.

Add section on confidentiality of donor database.

The Renaissance Society shall maintain a confidential database of individuals and organizations donating to its Scholarship Fund and Special Programs Fund in the University Foundation at Sacramento State and to the Renaissance Society organization for general use. The purpose of the database is to keep track of the results of fundraising efforts for these funds and to be able to thank and recognize donors. The privacy and confidentiality of donor information is of utmost importance and shall be maintained with access limited to the Chair of the Resource Development Committee, the Board Executive Committee, and personnel responsible for database management.

A section of the MOU between Renaissance Society and CSUS shall codify the data sharing agreement between the two parties related to donor information.

Donors will be recognized publicly by name and by donation levels established by the Resource Development Committee unless they indicate that they wish their donation to remain anonymous. The amount of each individual donation will not be made public unless authorized by the donor.

Motion: Update Privacy Policy as proposed.

Presented by: Nancy Findeisen, Chair, Resource Development Committee

ITEM: 4.4

DATE: 9-13-2021

TITLE: RS Leader Meeting with Sac State President Robert Nelsen, Sept. 1st

ACTIONS: Discussion X **Direction** **Decision**

Background and Purpose: This is report on the Sept 1st, 2021 meeting of CSUS Liaison Dean Dianne Hyson and Renaissance Society (RS) Board President Ken Cross with Sac State President Robert Nelsen at President Nelsen's request.

Recommended Actions: Information and discussion only

Presented by: Board President Ken Cross

Attachment:

Renaissance Society Board President's Report 9-13-2021

On Sept 1st, 2021, CSUS Liaison Dean Dianne Hyson and Renaissance Society (RS) Board President Ken Cross met with Sac State President Robert Nelsen at President Nelsen's request. The purpose of the meeting was to "check in" on how RS is doing. As we sat around his conference room fully masked, I thanked President Nelsen for the university staff's support including Information Resources & Technology (IRT), the College of Continuing Education (CCE), University Enterprises, Inc. (UEI), Risk Management Services, University Advancement, and the College of SSIS. His Sac State support team was instrumental in assisting RS to make the "pandemic pivot" to the Zoom virtual classroom in 2020.

President Nelsen shared in his August 25th Fall Address that Sac State invested over **\$8.1 Million** in CARES/HEERF grant funds to **upgrade classroom technology** in 450 classrooms for new microphones, document cameras, live streaming cameras, projection screens and even whiteboards for the "old school" professors. This is great news for RS seminar leaders and students!

President Nelsen thanked RS members for their voluntary donations for seven \$3,000 **Sac State Student Scholarships totaling \$21,000** presented at the RS May 10th virtual Annual General Meeting. In addition, **80 RS members** volunteered to function as **Gerontology Department mentors** for the GERO 121/122 Strategies for Optimal Aging course this Fall. I asked how RS good further support the Sac State campus.

- **DACA students** - President Nelsen shared that the DACA (Deferred Action for Childhood Arrivals) students will continue to need RS support as their status is unclear.
- **Volunteer ushers** – The Department of Theatre & Dance will be needing ushers for Sac State music concerts and theatre productions.

- **Friends of the Arboretum** - President Nelsen discussed the forming of a future Friends of the Arboretum to help maintain this campus jewel founded in 1959. Long-time Professor Dr. Mike Baad, Director of the University Arboretum will be retiring and the RS helping hands are needed.
- **Sac State Lobby Days at the California State Capitol** - I suggested that as RS returns to a normal post pandemic environment that RS members with lobbying experience could assist Nathan Dietrich, Associate Vice President for Public Affairs and Advocacy as Sac State conducts lobby days in the California State Capitol. RS has numerous members who were advocates in their former vocations at the local, state, and national level. Nelsen liked the concept of students and retirees, reflecting both ends of the age continuum, sharing the benefits of higher education for Californians in their professional and personal lives.
- **Sac State Alumni Forum speakers** – I shared that the Forum Committee is interested in inviting Sac State distinguished alumni like Tom Hanks, Lester Holt and Joan Lunden to speak at our Friday Forum Speaker Series. President Nelsen referred RS to his Vice President for University Advancement Lisa Cardoza who oversees alumni relations.
- **Forum Speaker Series** – I invited President Nelsen to join me on the Zoom stage on Friday, December 10th for the last Forum Speaker Series of the Fall semester. The presentation titled *“The Renaissance Society: Past, Present and the Vision for the Future”* will give President Nelsen the opportunity to provide a Sac State update and a look ahead for the Spring 2022 semester.

Ken
 Ken Cross, Board President
 The Renaissance Society of Sacramento

ITEM: 4.5

DATE: 9-13-2021

TITLE: RS Catalog & Marketing Working Group update

ACTIONS: Discussion X **Direction** **Decision**

Background and Purpose: The attachment shares the August 9, 2021 Catalog and Marketing Working Group Report. Communications & Marketing Committee chairperson Deborah Seiler will share the ongoing progress to promote our Renaissance Society external communications.

Recommended Actions: Information only, no action required.

Presented by: Deborah Seiler, Communications & Marketing Committee chairperson and Board Vice President

Attachment: August 9, 2021 Catalog and Marketing Working Group Report

PROGRAM, RESOURCE DEVELOPMENT, COMMUNICATIONS & MARKETING, AND
MDCE COMMITTEES (DEBORAH SEILER, BOARD LIAISON)

On June 14, the Board of Directors instructed the above four committees to form a working group to review the current program catalog and explore ideas to reduce its cost as well as promote marketing efforts to increase our membership and enhance our visibility in the community.

The working group consists of Ken Cross, Cindy and Tom Suchanek, Allan Keown, Mimi Dixon, Barbara Davis-Lyman, Chris Cochran, Nancy Findeisen, Darryl Freeman, and Deborah Seiler.

The group met on Friday, July 9 in person and again on Friday, July 23 on zoom. The first meeting focused on marketing efforts and the action plan is attached. The second meeting invited follow up on the action plan from July 9 and also focused specifically on the catalog. The action plan from the July 23 meeting is also attached.

At the second meeting, Cindy invited working group members to review the pages in the Spring 2021 catalog that do not pertain specifically to program offerings. She asked the group to offer feedback on the value of these pages.

In addition, Cindy asked her Program Committee members to review non program pages in both the Fall 2020 and Spring 2021 catalogs. Deborah asked members of the Communications & Marketing Committee to review the relevant pages in the Spring 2021 catalog and provide

feedback.

At the time of this writing (August 2), Ken, Nancy, Mimi, and Deborah have submitted their comments to Cindy.

Meanwhile, Nancy forwarded a short video on setting up Facebook pages for nonprofit organizations. Nancy, Ken, Lorraine, and Deborah have agreed to draft a plan along the lines outlined in the video. Jennifer Cummings and Kathy Hart have offered to help maintain this page once it is established. This can become a key element in our external marketing campaign along with the “Everyone Bring One” campaign suggested by the working group and now being pursued by the MDCE Committee.

Tom Suchanek has made significant progress setting up an Eventbrite link and an advertising piece for the September10 Forum with renowned speaker Katharine Hayhoe. The Eventbrite link will give us access to names and email addresses of people we can reach out to and invite to join Renaissance.

A third working group meeting has not been scheduled at the time of this writing.

ITEM: 4.6

DATE: 9-13-2021

TITLE: RS Spring 2022 Catalog Request for Proposal (RFP) update

ACTIONS: Discussion X **Direction** **Decision**

Background and Purpose: A Finance & Administration Contracting Procedures policy was approved by the Board at the July Board meeting. The Program and Finance & Administration Committees leadership collaborated to create The Renaissance Society Request for Contract Proposal for the Spring 2022 Program Catalog. The RFP was emailed to potential contract vendors and submittals were received by the Noon September 7, 2021 deadline.

The Program and Finance & Administration Committees leadership will provide the Board an update on the ongoing evaluation and selection process.

Recommended Actions: Information only

Presented by: Controller Norv Wellsfry and Program Committee co-chairperson Cindy Suchanek

Attachment: The Renaissance Society Request for Contract Proposal

THE RENAISSANCE SOCIETY REQUEST FOR CONTRACT PROPOSAL

DESCRIPTION OF THE RENAISSANCE SOCIETY

The Renaissance Society of Sacramento is a membership organization under the sponsorship of Sacramento State University that has provided opportunities for participatory lifelong learning and community engagement for older adults for over 35 years. Our learning opportunities include seminars and other programs on widely varied subjects proposed and presented by our members.

We also are involved with Sac State in many helping ways to provide more learning opportunities, such as providing scholarships or volunteering for many Sac State departments.

The Renaissance Society's values are:

- Member Participation and Connection
- Diversity
- Lifelong Learning
- Community Engagement
- Organizational Integrity

- Gratitude and Appreciation

These values are the expression of character of the Renaissance and reflected in its actions.

PROJECT DESCRIPTION

The Renaissance Society is seeking a contractor to provide a Catalog that can be added to the Society's website, and dispersed to current and potential new members, to encourage membership growth and enable registration for programs for the Spring of 2022. The chosen contractor will be provided with recent Catalogs and a Word document that includes elements to be included in the Spring Catalog. The successful contractor will be asked to design and provide a visually attractive and readable document, utilizing the content provided including text, photographs and art for the covers and for integration into the internal text documents, as well as hyperlinks between the schedule At a Glance section and the courses being offered.

It is expected that the contractor will meet periodically with designated member or members of the Program Committee's Catalog Working Group to discuss progress and address questions and concerns.

The contractor shall provide software and hardware needed to convert the original WORD document into the final PDF document that includes the ability to integrate the various visual elements necessary to produce a catalog similar to those recently used by the Society.

TIMEFRAME

November 15, 2021: The catalog draft will be provided to the designer by the Renaissance Program Committee's Catalog Working Group on or about this date.

January 3, 2022: The final draft of the Catalog must be submitted to Renaissance no later than Jan 3, 2022. An early submission is acceptable. Renaissance will do a final review and notify the designer of necessary changes. The designer will incorporate necessary changes and submit them by January 7, 2022.

The catalog will be made available to the public on 1/10/2022

SCOPE OF WORK

The successful contractor will work collaboratively with RS office staff and the Program Committee's Catalog Working group. The contractor will need to:

- Use expert knowledge of available software, along with the previous RS catalog documents, to create a flexible format for the Spring Catalog which may be utilized to develop future RS Catalogs.
- Use in-depth proofing skills to edit copy containing as many as possibly 150 various program offerings. There may be multiple review cycles of the Catalog.
- Use artistic competence and in-depth publication experience to provide page layouts according to the current catalog style while incorporating graphics, tables and photos.
- Insert hyperlinks in the Schedule at a Glance to appropriate catalog pages or provide pop-up program descriptions for each title; this document also requires meticulous proofreading.
- Flexibly incorporate last-minute copy changes and additions on a tight schedule.
- Convert the final catalog and Schedule At A Glance drafts into pdf format.

BUDGET

It is anticipated that the cost of development will not exceed \$4000.

PROCESS

Renaissance will use the following process to select the final Contractor for the Catalog Project:
September 7: Requests for proposals due to the Renaissance Society at 6000 J Street, Mail Stop 6074, Sacramento, CA 95819-6074 or renaissa@csus.edu no later than 12:00 PM.

September 7-10: Renaissance will review the submissions and select the finalists for further review.

September 13-15: Finalists will be selected and advised of an interview process to be conducted by Renaissance.

September 20: The Contract will be awarded to the selected contractor.

REQUIREMENTS

Proposals shall include the following components:

- Executive Summary
- Services to be performed and Timeline
- Professional experience and qualifications
- Cost
- Additional information:
 - Copy of similar work (electronic submission acceptable)
 - Three references
 - Additional information which would assist in the evaluation of the proposal

Proposals will include identification information including:

- Name of Business (whether an existing business or an independent contractor)
- Address
- e-mail
- Phone
- Website (if available)

EVALUATION PROCESS

The Requests for Proposal will be evaluated on the following criteria:

- Cost
- Prior experience and project results
- Quality and completeness of proposal
- Other criteria:
 - Completeness of the proposal
 - Demonstration of an understanding of the Renaissance Society and the Catalog
 - Creativity
 - Ability to work within timeframe and budget

Renaissance reserves the right to select the successful contractor. opportunities