

SENIORS COLLEGE OF PRINCE EDWARD ISLAND

ANNUAL MEETING

Stratford Emergency Services Centre
November 16, 2024

Attendees: Shirley Pierce, Peter Benson, Tory Kennedy, Betty-Lynn Burdett, Ruth Thorne, Judy Rose, Donald Moses, Karen Rose, Helen Bernstein, Alkarim Sachedina, Dianne Griffin, Maureen Sinnott, Lisa Kessler, James Macnutt, Valerie Robinson, Mary Lou Turner, Pat MacAulay, Allyson MacDonald, Rebecca Phillips, Bill Harper

1. **Call to Order and Welcome:** President Shirley Pierce called the meeting to order at 10:08 am and welcomed all those in attendance.
2. **Approval of Agenda:** It was moved by Diane Griffin and seconded by Valerie Robinson to approve the agenda. **Motion carried.**
3. **Approval of Minutes:** Annual General Meeting dated November 18, 2023: It was moved by Ruth Thorne and seconded by Peter Benson to approve the minutes. **Motion carried.**
4. **Business Arising from Minutes:** None
5. **President's Report:** The President's Report for Seniors College, presented by Shirley Pierce, highlights the organization's activities from July 2023 to June 2024. Key points include:
 - Board and Staff: The Board of Directors actively participated in various committees, and the Coordinator, Tory Kennedy, managed programs and administration.
 - Programs and Activities: The College offered diverse programs across multiple sessions, celebrated its 25th anniversary, and partnered with Tantramar Seniors College to share online courses.
 - Membership and Outreach: While membership declined, outreach efforts were made through various events and partnerships, including a Memorandum of Understanding with UPEI.
 - Strategic Planning: A strategic plan was developed to guide the College's future direction.
 - Awards, Recognition and Grants: Steve Connolly, a Board member, received the Rotary Club of Charlottetown Royalty Mentor Award. Seniors Secretariat gave the College a grant to create exercise videos for seniors.

- Overall, the report showcases the College's dedication to providing quality programs and fostering lifelong learning for seniors in the community.

Shirley then provided a summary of each Committee's 2023-24 work.

Program Committee: The Program Committee, led by Judy Rose, is committed to providing a diverse and engaging curriculum for its members. With the help of dedicated volunteers and the part-time Provincial Coordinator, Tory Kennedy, the program has seen significant growth and success.

In September 2023, over 375 members registered for 140 courses across various semesters. The program offers a wide range of courses, both in-person and online, catering to different interests and skill levels. The Committee continuously strives to balance familiar favorites with new offerings, with 25% of the courses being new additions this year.

A successful pilot project with Tantramar Seniors College has expanded the course offerings and built connections with neighboring colleges. Additionally, the Committee has implemented structured feedback mechanisms to ensure the program aligns with members' evolving needs.

Website Technology Committee: The Website Technology Committee, chaired by Mary MacPherson, oversaw significant website and system updates in 2023-2024. Key accomplishments included:

- User-Centric Improvements: User testing ensured website enhancements met member needs.
- Facilitator Empowerment: The Enhanced Course Entry feature streamlined course addition, reducing administrative workload.
- Smooth Registration: The September 2023 registration process went smoothly despite lower-than-expected membership numbers.
- Enhanced Website Content: New pages were added, including "Our Sponsors," "Our History," and a 25-year anniversary banner.
- System Upgrades: A Community Services Recovery Fund grant enabled significant updates to the Course Registration System and Content Management System, including venue file addition and financial report enhancements.
- Security Prioritization: System security updates were implemented to address vulnerabilities and strengthen password protection.
- Future Planning: An Ad Hoc Committee was formed to evaluate and recommend future system options as WSA changed their business model and will not support the system past 2026.

Ad hoc Committee: As stated above, the Website Technology Committee faced a significant challenge when their website provider, WSA Solutions, announced a change in their business model that would no longer support the custom-built website.

To address this issue, an Ad Hoc Committee was formed to evaluate options and recommend a suitable solution. The committee considered various options, including porting the existing system to a different provider and adopting configurable systems for both the website and content management.

However, due to concerns about declining membership numbers and the Board's capacity to undertake such a project, the committee recommended pausing the project. The decision was based on the need for market research to identify the root causes of the membership decline and to inform the design and use of the website.

The committee's work and documentation have been valuable resources for future reference.

Marketing/Communications Committee: The Marketing and Communications Committee, chaired by Shirley Pierce, focused on three primary goals: securing sponsorships, increasing awareness, and maintaining open communication. They successfully acquired sponsors like Lawton's Drugs, Rotary Club of Charlottetown, St. Dunstan's University Board of Governors, Provincial Credit Union, and Cox & Palmer. To raise awareness, they gave presentations, distributed materials, and utilized media outlets like The Guardian, CBC radio, and Facebook. They also collaborated with various organizations to reach a wider audience.

Organizational Development: The Organizational Development Committee, led by Maureen Sinnott, focused on strategic planning and policy development. They collaborated with GMD Consulting to create a comprehensive five-year plan (2024-2029) and are now working on its implementation. Additionally, they are developing policies for privacy, information collection, and document retention to ensure best practices.

Finance Committee: The Finance Committee was chaired by Treasurer, Sandy Anderson. The financial statements for the year ending June 30, 2024 were prepared by Arsenault Best Cameron Ellis (ABCE) in a "Notice to Reader" engagement. One adjustment was recommended.

A letter was sent to the Canada Revenue Agency to inquire about HST remittance rules, but a response is still pending.

Concluding Comments: The report highlights the dedication of the Seniors College Board and Coordinator, Tory Kennedy, in providing diverse courses across the island. Despite challenges like decreased membership post-COVID, the commitment to a successful and rewarding experience remains strong. Shirley expressed gratitude to facilitators and members for their contributions and bid farewell to departing Board members Kate Gordon, Diane Griffin, and David Cairns. She also welcomed new Board members Karen Rose, Alkarim Sachedina, Carol Horne and Lisa Kessler.

It was moved by Ruth Thorne and seconded by Maureen Sinnott to approve the President's Report. **Motion carried.**

Treasurer's Report: The financial report, presented by Treasurer Sandy Anderson, for the year ending June 30, 2024, highlights a continued decline in membership, a key operational concern. Despite having \$80,590 in assets, the decreasing revenue could impact the organization's ability to maintain program offerings at the current level. To address operational challenges, the organization has implemented cost-saving measures like e-transfer payments for honoraria and switched to QuickBooks accounting software.

It was moved by Allyson MacDonald and seconded by Alkarim Sachedina to approve the Treasurer's report. **Motion Carried.**

6. **Governance Report/Elections:** Maureen Sinnott presented the report for the Governance Committee. The Board of Directors of Seniors College is comprised of a minimum of nine Directors and a maximum of 15 Directors who are elected for a term of two years on a staggered basis.

Board Members must be fully paid up members of Seniors College and any member in good standing is eligible to stand for election to a position on the Board of Directors. In addition to the elected Directors, the Board also has ex-officio Directors including the Provincial Coordinator and a UPEI representative.

The current Board has 15 members and the term of the following Board members expires this year: Shirley Pierce, Kate Gordon, Betty-Lynn Burdett, Valerie Robinson, Diane Griffin and Judy Rose.

The following members elected last year for a two-year term will continue on the Board of Directors this year: Peter Benson, Sandy Anderson, Steve Connolly, Mary MacPherson, Maureen Sinnott, Ruth Thorne, and Helen Bernstein.

The following members put their name forward for election to the Board of Directors for a two-year term beginning immediately after the Annual General Meeting: Shirley Pierce, Betty-Lynn Burdett, Judy Rose, Valerie Robinson, Carol Horne, Karen Rose, Alkarim Sachedina and Lisa Kessler.

Maureen read short bios for the four new nominees (Carol, Karen, Alkarim and Lisa) and then called for further nominations from the floor. As there were no new nominations, the individuals were declared elected by acclamation following three calls to the floor for further nominations.

The following is the list of the Board of Directors and Officers of Seniors College of PEI for the 2024 – 2025 year.

Peter Benson – President	Term expires November 2025
Shirley Pierce – Past President	Term expires November 2026
Sandy Anderson – Treasurer	Term expires November 2025
Betty Lynn Burdett – Secretary	Term expires November 2026
Steve Connolly	Term expires November 2025
Mary MacPherson	Term expires November 2025
Maureen Sinnott	Term expires November 2025
Judy Rose	Term expires November 2026
Valerie Robinson	Term expires November 2026
Helen Bernstein	Term expires November 2025
Ruth Thorne	Term expires November 2025
Karen Rose	Term expires November 2026
Lisa Kessler	Term expires November 2026
Carol Horne	Term expires November 2026
Alkarim Sachedina	Term expires November 2026
Tory Kennedy Ex- Officio	Provincial Coordinator
Donald Moses Ex-Officio	UPEI Librarian

It was moved by Sandy Anderson and seconded by Pat MacAulay to accept the Governance Report. **Motion carried.**

7. **New Business:** The Christmas Social will be held on December 7th at the Belvedere Golf Club.

8. **Awards and Presentations:** Shirley recognized the work of the retiring Board members. Kate Gordon, has been Treasurer for five years. Dianne Griffin and David Cairns were also recognized for their years of service. Steve Connolly was congratulated for winning the Mentorship award.
9. **Adjournment:** The meeting was adjourned at 11:09am.