



Annual General Meeting

May 18, 2017

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.*

NOTICE
ELLA ANNUAL GENERAL MEETING
Thursday, May 18, 2017 at 12:00 pm
 N2-115, Education North
 Education Centre, University of Alberta

AGENDA

1. **Call to Order**
2. **Welcome to the AGM:** Joyce Madsen, President
3. **Adoption of Agenda**
4. **Approval of Minutes:** Previous AGM, Tuesday, May 19, 2016
5. **Introduction of the Board of Directors:** Joyce Madsen
 - a) Past President – Carol Vaage
 - b) Administration – Joyce Madsen (Acting)
 - c) Advisory – Carol Vaage, Shyamala Nagendran, Walter Archer
 - d) Bylaws and Policy – Shyamala Nagendran
 - e) Finance Committee - Shirley Zylstra
 - f) Information Technology – Jimm Valentinsen
 - g) Marketing – Cindy Hanson
 - h) Membership Survey & Evaluation -
 - i) Program Development – Gay Maddin, Jill Swann-Lussier
 - j) Program Implementation – Clair Woodbury
 - k) Social – David Winfield
 - l) Recruitment – Doug Davey
 - m) Members at Large: Melanie Sinfield (Secretary)
6. **Reports of Officers**
 - a) President: Joyce Madsen
 - b) Treasurer: Shirley Zylstra -Audited Financial Statements Oct 1 2015 - Sept 30, 2016
7. **Auditors for Oct 1 2016 - Sept 30 2017 Fiscal Year:** Shirley Zylstra
8. **Election/Confirmation** of those serving on the Board
9. **Closing Remarks:** Joyce Madsen, President

After April 22, the AGM Reports can be viewed and downloaded from the ELLA website or requested from the ELLA Office (780-492-5055). A limited number of copies will be available at the meeting and at the ELLA Information Table during Spring Session. www.my-ella.com

20160519
Edmonton Lifelong Learners Association (ELLA)
Annual General Meeting
May 19, 2016

Attendees: approx. 150

1. Call to Order: 12.00am
2. Welcome: Carol Vaage, President
3. Approval of Agenda: Joyce Madsen/Joanne Miazga. Carried
4. Approval of Minutes of previous AGM (May 14/2015): Karen Mills/Judith Hibberd. Carried
5. Introduction of and thanks to 2015-2016 Board of Directors: Carol Vaage.
6. Awarding of certificates to founding members of ELLA upon this, the 15th Anniversary: Carol Vaage
7. Formal repayment of \$175.00 cost of original Society Registration, paid by Pat Shields: Carol Vaage.
8. President's Report: as circulated. Summary of a busy year, especially working to operationalize the Strategic Plan for ELLA (rationalization of organizational structure, designing virtual office for records, new website, improved communication with members, Encore events, Anniversary planning, all on top of on-going work toward Spring Session 2016)
9. Treasurer's Report: as circulated. Comments on financial statement ending Sep. 30/2015. Clarification of financial resources enhanced by establishing additional discrete account lines eg. donations and capital expenditures. 2015-2016 budget was first iteration of 5-Year Plan of budget design, based upon parameters set out in Strategic Plan. Estimates of outcome appear accurate.
10. Motion: that financial report be accepted as submitted: Shirley Zylstra/Michael Alpern. Carried Motion: that Debbie Wallace and Ann Campbell be appointed as auditors for 2015-2016: Gay Maddin/Lynette Husum. Carried
11. Committee Reports: as circulated
12. Election of Directors to ELLA Board for 2016-2017: Roger Delbaere
13. **Motion**: to ratify current Board of Directors whose terms are still current (Michael Alpern, Bev Darbyshire, Cindy Hanson, Ron Ilko, Gay Maddin, Joyce Madsen, Shirley Mitchell, Shyamala Nagendran, Campbell Ross, Fred Sawka, Clint Shokoples, Barbara Stenzel, Jill Swann-Lussier, Carol Vaage, Clair Woodbury): Roger Delbaere/Lynette Husum. Carried
14. **Motion**: to elect members to the Board, including Roger Delbaere and Shirley Zylstra, along with David Winfield and Walter Archer as new Directors: Ann Campbell/Ron Ilko. Carried
15. Adjournment: 12.39pm

Presidents Report

Joyce Madsen

As the result of health and life-style changes, it was necessary to change leadership of the Board of Directors in September. That is when I took over this responsibility. We have also had several other changes on the Board during this time.

It has been a year in which the Board decided to focus on ensuring we had a stable foundation so we could do some visioning for the future of ELLA. To this end, the IT Committee under Jimm Valentinsen's leadership and with Carol Vaage's commitment have done a great job of updating our website. We now only have one window into ELLA, which makes it easier for everyone.

The other change we have seen over this year is that Cindy Hanson, Chair of the Marketing Committee, worked with a designer to establish a new visual image for ELLA. You are now seeing this logo on everything we produce – one visual image that is very professional and consistent.

While these may seem like minor achievements, they are important for us as we continue to promote ELLA to the third age learning community in Edmonton.

The Board spent time in January dreaming about possibilities for the future of ELLA and currently the Executive is working to explore and discern which ideas are the most viable. Stay tuned for future opportunities.

As the President of ELLA, I have had the opportunity to see what it takes in terms of hours and resources to make spring session a success. I continue to be overwhelmed by the support of the members of the Board and the 140 or so volunteers that make this all happen. Please do consider sharing your skills and your time to continue this success. It is true that many hands make light work.

The attendance at this Spring Session is proof of the need for this kind of learning in our community and the Board and many volunteers continue to explore ways to ensure that we are living up to our mission *“to offer adults, in partnership with the Faculty of Extension, 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”*.

If you have suggestions or ideas that you think would enrich our program, please pass them on to us.

Administration Committee Report

Joyce Madsen

The Administration Committee saw a change in leadership over the year. Barbara Stenzel resigned for personal reasons in February. Many thanks to Barb for her work coordinating all of the tasks and people in the office. I have been acting in the role of Administration Chair since February.

The Committee members that support the administrative functions of ELLA are an outstanding group. There are more than 20 people who work year round to answer the phones, update membership lists, deposit money, deal with the mail, and handle the manual registrations for Spring Session. Without this group of dedicated people Spring Session just wouldn't happen. These are the people you talk to when you phone the ELLA office.

I personally would like to thank Colleen Harris for her support. Her strong organizational skills help keep all of the balls rolling and everyone aware of what to do and when.

We are offering you the opportunity to renew your own membership at spring session this year. It takes many, many hours to input the manual renewals and if we can save our volunteer's time it benefits all of us. Jean Posyniak is providing the support for this task so please join me in thanking her for this extra effort.

We keep working to try to ensure everyone feels they are receiving value for their ELLA membership.

The chart below shows how we continue to grow our membership and our enrolment in Spring Session.

	2010	2011	2012	2013	2014	2015	2016	2017
Members – New	105	157	204	269	237	292	247	305
Members – Returnee	281	348	398	472	574	613	621	606
Members – Total	386	505	602	741	811	905	868	911
Registrants - New	77	114	143	141	116	155	126	118
Registrants – Returnee	189	234	278	301	385	399	422	487
Registrants – Total	266	348	421	441	501	554	548	605

Advisory Committee Report Carol Vaage

In its role of supporting the ELLA Board, the Advisory Committee achieved three main tasks in the past year.

Research Capacity: First of all, a sub-committee was formed with members Dennis Foth, Walter Archer, and Shyamala Nagendran (from the Advisory Committee) and Kyle Whitfield (the University Of Alberta Faculty Of Extension Academic Advisor to ELLA.) Having received the Research ad-hoc committee's report, the Advisory Committee realized that our purpose should include a more extensive research component. That has been added to our Purposes and Functions statement.

Research Component: Secondly, at the request of the Board, the Advisory committee will do literature reviews of, for example, Canadian population demographics, successful Third Age learning programs in Canada and internationally, and governance and organizational models used by other third-age learning organizations.

We decided that we could help address one of the questions raised at a planning session about seniors' level of comfort with technology. We researched whether assumptions that seniors are not tech-savvy were current with the shifting demographics. The committee accessed current census data via Stats Canada, City of Edmonton demographics, EPL, ESCC, Faculty of Extension data, and Journal articles. A summary of the key findings was submitted to the Board, indicating that indeed 'Boomers' are very active users of technology. As ELLA members may be interested in browsing through the primary and secondary source material, they have been posted on the my-ella.com website under Other Learning Opportunities.

Involvement of our committee members in research and educational conferences reflects the important role ELLA plays in continuing education and Third Age learning. Dennis Foth to present in Brighton, England. Carol participated in face-to-face interview with Bill Kops, from the U of M Extension Faculty as part of his research on lifelong learning associations partnered with Universities.

Research opportunities for ELLA members will be posted on the my-ella website once the ethics statements have been vetted by Dennis Foth on behalf of ELLA.

Website Posting Protocols: With the development of the my-ella website, a need emerged to have protocols and parameters in place before links and postings are uploaded. Protocols were developed by the Advisory Committee and approved by the Board for three different categories: Community Postings, Research 'Opportunities,' and Links and Resources.

Thank you to the Committee Members: Dennis Foth, Shyamala Nagendran, Walter Archer, and Anna Luk.

Bylaw and Policy Committee

Shyamala Nagendran

Committee members: Anna Luk and Dianna Sharratt

The Bylaw and Policy committees' main responsibility is to ensure that ELLA policies and functions meet the requirements of the board and its membership; furthermore, that all policies adhere to the Bylaws of ELLA.

Following are some of the highlights for 2016-2017

- New Policies were formulated to support effective and efficient board governance
- In keeping with the evolution of ELLA, existing policies were reviewed, redundancies were identified and either rectified or eliminated
- The “Purpose and Function” documents for all committees were reviewed and revised by respective committee chairs to guarantee currency and accuracy
- The Bylaw and Policy committee reviewed all revisions made to “Purpose and Function” documents to make sure that the changes reflect ELLA board policies
- Ensured board policies were in accordance with ELLA Bylaws

Thank You

I would like to take this opportunity to thank the Bylaw and Policy committee members Anna Luk and Dianna Sharratt for their strong support, input and wisdom in the operation of the committee.

Document Management Committee Report Carol Vaage

The main focus for this committee's work has been on populating and organizing the ELLA files on our Virtual Office.

Joni Sen completed a significant portion of this work until her resignation last summer. Since that time, the Board has been reinforcing the need to name our documents in a standardized format, then uploading to the V-Office. The challenge has been to determine what files need to be kept and which should be archived.

The needs of each committee differ, so using the same category folders as a standard proved to be detrimental. We are now setting up categories to suit the needs of the committee.

In collaboration with the IT Chair, Jimm Valentinsen, we created a 'Board Game' to help the Board members become familiar with the website, and the V-Office set up.

At present, we do not have an active Chair for this Committee.

Executive Committee Report

Joyce Madsen

The role of the Executive this year has been to look at the future planning the Board developed and discern some realistic possibilities for growth. We are all aware that enrolment for Spring Session is growing at about 5% per year and that many of our members might appreciate other opportunities for learning experiences. We have more than doubled our attendance at Spring Session in the last 7 years.

One of the items that the Board highlighted this year is that of our support for the many volunteers that make our programs possible. The Recruitment Committee are working with the Executive to identify ways we can be more effective at recruiting and that we have a support system in place that honours the gifts and talents of those who want to volunteer.

The Advisory Committee continue to provide us with valuable information that helps us shape our work. They are currently working to gather data regarding the demographics of our third age learning community so we can be as effective as possible at marketing our programs.

We also have plans to grow our use of technology, specifically our website and social media. These are the new ways to communicate so will be the path we continue to follow. Please use our website as a resource for the happenings at ELLA (my-ella.com).

There are many exciting opportunities to explore, so please stay tuned.

Treasurer's Report By Shirley Zylstra

This is my fourth Treasurer's Report for ELLA and I basically started every one of them with words similar to these:

ELLA had a record year. The number of registrants and the number of members increased. Therefore, the number of courses, and revenues and expenses were all at record levels.

So, here we are again. ELLA had another good year financially. If you attended the AGM last year, you would have heard me say that we had budgeted a loss of approximately \$20,000. That was largely made up of the budgeted costs of the anniversary events and the hiring of a person to get all of our working documents online and accessible to all board members. I am pleased to report that both those items came in under budget. Here are some of the other highlights of 2015-2016:

- 1) Net assets increased from \$127,683 in 2015 to \$135,704 in 2016.
- 2) Revenues increased in 2016 for two reasons: 1st, the number of members went up from 895 to 899, our smallest increase in at least 5 years. 2nd, the number of registrations at Spring Session went from 539 to 570.
- 3) All of our Board meetings and many of our committee meetings are held in the Board Room attached to St. Timothy's Anglican Church. In 2016, we worked with the Church to bring the board room into the 21st century, moving from a tiny white board to a big Smart TV on wheels. Now, Board members do not have to print board packages as the information is shown on the smart TV during meetings.
- 4) We ended the year with Net Income of \$8021.

For 2016-2017, the Board decided to keep things simple by just offering Spring Session. We are offering more courses and increased fees slightly. We also decided to hire a design company to develop new branding for ELLA. Although costly, we were able to offset fees by donations and a grant from the Spring Session Endowment Fund. We budgeted for 900 members and 570 registrants. Both these numbers have been reached at the time of my writing this report. I would like to acknowledge the audit team of Debbi Wallace and Ann Campbell and the assistance of Board Member Ron Ilko throughout the year.

We are on the hunt for a new Treasurer. So if you see me during Spring Session and might be interested, please come talk to me. I would be happy to explain what the job entails. The audited financial statements for 2015/2016 will be presented at the AGM during Spring Session and are available on the ELLA website as a companion to the Reports of the Board of Directors.

Information Technology Committee Report

Jimm Valentinsen/Carol Vaage

The IT committee underwent some personnel changes. Thankfully, Fred Sawka was able to continue as a mentor to our new IT Chair, Jimm Valentinsen, and Carol Vaage as new IT committee member.

There are many facets to ELLA's online presence with separate software, apps, and functions, so the transfer was not a simple process. ELLA's website (my-ella.com) is built using the WordPress platform. This houses our public website presence, but also holds our online membership and database, as well as our Virtual Office files.

In addition, ELLA uses several other services: Eventbrite for our Spring Session registrations, MailChimp for our emails to members, Survey Monkey for collecting our course evaluations, PsiGate and WooCommerce for online payments. Each of these requires knowledge of the technical and practical applications.

Lynda.com, an online digital learning source available through Edmonton Public Library, has been a great source for training for all of the above applications.

In addition, we have specialty teams: Membership, Eventbrite, and MailChimp. Having volunteers support the IT work has been extremely helpful.

The main accomplishment for the year has been the move to having one website. The U of A ELLA platform was becoming obsolete, and a web focus group determined that the ELLA technology and online demands were not able to be hosted on the U of A site. The changeover was implemented early 2017, and the new website has been continually updated with the intent of making it user friendly and current. Please bookmark the new ELLA website address: my-ella.com and check it often for updates.

One of our goals on the website is to make it a go-to for ELLA members for 'learning' events. If you have suggestions, please forward them to IT@my-ella.com.

Our thanks to the Marketing Committee for the new logo and design, which makes our website dramatic and visually appealing.

Spring Session Registration 2017 went very smoothly. In fact, within 15 minutes of opening access to Eventbrite, 325 members had completed their online registration. 443 total had registered within the first hour, including all paper registrations that were entered by volunteers. Thank you to everyone who contributed their time and effort to ensuring this success! ELLA has broken all records for membership and registrations, and this is in part due to increasing ease using technology.

Marketing Committee Report 2017

Submitted by Cindy Hanson

The Marketing Committee designed and implemented a Marketing and Communication plan to ensure that more of our target audience (adults 50 years of age and older in the Edmonton area) is aware of the association and the high caliber educational opportunities we provide.

Goals - To increase awareness of ELLA and ELLA Spring Session and to increase attendance at our 2017 Spring Session.

Our 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 is good value

Objectives	Measures
Increase Awareness of ELLA and its programming	Increase the traffic to ELLA's website by 5% (measurement in progress)
Increase Enrollment at Spring Session 2017	To achieve a 3% increase in attendance over 2015 (as of April 6, 2017 registrations are up 4% over last year)
Design and use a new ELLA logo	Design completed (Monitor logo usage on all ELLA materials)
Evaluate the effectiveness of our marketing tools	Ask participants where they heard about ELLA (evaluation in progress)

2017 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, Alberta Views, Edmonton Journal, Edmonton Prime Times, ELLA Newsletters, ELLA Spring Program Guide, Edmonton area Libraries, 66 different 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
- Digital
- Paid Advertising
- Internal – email blasts and newsletters to past and current membership

Thank you to all of the Marketing volunteers who contributed their time, skills and talents. Special appreciation to Barbara Leung and Jan McGregor for editing and formatting the Spring Program Guide and to Angela Higgins for formatting and coordinating the distribution of the ELLA Newsletters!

Program Development Committee By G. Maddin

As planned, the year ending with 2017's Spring Session, focused on opening things up for future growth. The program Development Committee planned for an increase of 5 to 10 percent in the number of ELLA members who we expected to register for classes and our estimate was good as our number of registrants currently exceeds 600 for the first time in ELLA's history.

Program Development volunteers strove to ensure diversity of subjects, some new perspectives, new scholars and researchers, and new challenges for our Lifelong Learners while still retaining some of our members' favourites from past years. The overall number of courses available was increased, but due to unforeseen circumstances, the final number of courses offered ended up only one more than for the 2016 Spring Session.

Planned classes were lost to the effects of what has been coined "the gig economy" this year. Many of our instructors' income now depends on them securing a number of contracts in a given year and in two cases instructors dropped our contracts in order to secure longer, more steady, or more lucrative contracts. This is something that we will need to take into account for future planning, to ensure that ELLA can be as nimble in its Program Planning as our instructors have to be in their career planning.

The biggest growth issue to impact on ELLA's Program this year however, was the growing shortage of appropriate classroom space in our main venue, the Education Building. We have responded by securing further class space in the nearby ECHA building and were able to increase our number of spots in popular fitness classes by holding one of them in the Van Vliet Complex across 114 Street. We expect that further expansion into buildings near to our core in the Education Building will be needed in future years to keep us from bursting at the seams.

As our registration climbs, making Noon Hour Presentations accessible to more than an audience of 240, which is the capacity of the large auditorium in the Education Building, becomes a necessity. This year we are experimenting with streaming a couple of presentations to a second room in the Education Building. This is a pilot this year, but if it is successful we plan to make more use of it in future.

To give our members even more interesting things to do at lunch hour, we are working this year to try to inform our members about the ins and outs of Interest Circles in the hope that by helping to jumpstart these groups, we can help our members take their learning far beyond Spring Session.

As is inevitably the case, not everyone, was able to get into all of the courses they originally wanted got into most of their preferred classes. We hope that those of you who did not will discover something new and interesting to learn and experience by taking a course that you had not originally picked. We will continue trying to provide more of some of our most popular offerings next year as we did this year subject to the issues mentioned above.

Next year we will be ready to meet the challenges of a growing membership and of a growing demand for Spring Session programming. We hope to see all of our current members back next year along with new people, new ideas and new directions to explore.

Program Implementation Committee Clair Woodbury

This has been a year of transition for the Program Implementation Committee. For ELLA 2016, Joyce Madsen and I were co-chairs. It was our first year with a lot of learning about room booking and Facilitator recruitment. With Joyce taking on the role of ELLA President, the answer has been to do much more sharing of tasks.

We are grateful for Glen Walker, our IT expert. He has been there training Instructors in the use of smart room technology and solving technical problems as they have arisen during the ELLA session. Lynette Husum coordinated the Registration Process on the first day of ELLA last year, and has the same role this year. Well done. Cindy Hanson did a great job of coordinating Ambassadors last year, and then accepted the position of Marketing on the ELLA Board.

This year, along with Glen and Lynette, we have two new coordinators on the Program Implementation Committee. Jeanna Baty has taken on the role of recruiting and training our Ambassadors, those helpful people who direct participants to their rooms the first two days of ELLA and then take turns being helpful at the Information Table. Leslie Whitehead is our Facilitator recruitment and coordinator, a very important task. It is the Facilitators that keep people informed about what is happening at ELLA and solve classroom problems as they emerge.

I have carried on with two of the Implementation roles, booking rooms and managing Instructor handout requests. This year we have an active web site dedicated to handouts that participants can access and download. We expect that should save on printing costs. Booking has been more of a challenge this year with the increase in the number of people registered. One solution is to use larger classrooms, but we are running into a limit as to the number that are available to us.

Maintaining a good working relationship with University personnel is a priority for Program Implementation. Our Education Building contact, Elaine Holtz, could not be more obliging and helpful. Moo Chee Mah, our print person at the UofA Extension, and our room booking contact, Maggie Rojas, are a pleasure to work with. We have good relations with the folks at Central Booking and can check on room availability when problems arise during ELLA before putting in a formal request. A final thanks to the cafeteria staff who smile when they see us coming and keep the coffee hot.

Recruitment Committee

Joyce Madsen

The members of the Recruitment Committee are Doug Davey, Wendy MacDonald, Germaine Chau, Ann Babb and Roger Delbaere (until February).

Over the course of the last year the Committee has –

- Attended volunteer recruitment events
- Identified Melanie Sinfield as a candidate for the Board in the position of Secretary
- Created a list of the volunteers for ELLA
- Begun to create a template for volunteer job descriptions
- Established a new volunteer recruitment strategy for Spring Session
- Is creating recommendations regarding how we support our volunteers

Roger Delbaere resigned from the position of Chair of this committee in February and in April, Doug Davey was elected to serve as a member of the Board with responsibility for Recruitment.

Thanks to everyone on this committee who has contributed to the success of our volunteer recruitment and support.

Encore Committee Report Carol Vaage

A committee of four met several times late spring and summer of 2016 to debate, discuss, and begin to build strategies of how ELLA could introduce other learning events for its ELLA members without causing undue hardship on the existing Board Chair/Committee positions.

Every Encore event would actually need the same processes as planning the Spring Session, so the committee decided it would need to do the bulk of the work in planning and setting up each event, and then passing completed sections to the ELLA Committee Chairs.

The complications included: instructor vetting and payment, room arrangements, promotion to the members, registration via Eventbrite, postal mail-outs, emails, IT engagement for website postings, access to the membership database to confirm membership, AV availability, hosting, and so on. The committee developed a two-page check list of everything that would need to be confirmed and approved before an Encore event could be held. It was quite a daunting list.

Because the goal of ELLA is to offer unique learning experiences not available in Greater Edmonton, we recommended that the website be a source for promoting existing learning opportunities for our ELLA members, as a service. We also believed that Interest Circles should be promoted more where ELLA members can self-manage the learning.

Edmonton has a well-developed Community League system in place and accompanying seniors' associations. These have now been listed on the website.

With the change of presidency late summer, the goal of the Board was to streamline functionality and priority. Encore events were tabled for the 2016-2017 year.

Social Committee AGM Report

Spring session is approaching and the Social Committee has a number of events planned to welcome our members and help celebrate the wonderful occasion of the ELLA Spring Session.

We are happy to offer a cup of complimentary coffee the first day of Spring Session.

A volunteer luncheon will take place on May 9th in the fourth floor lounge of the Education Building. This luncheon is a thank you for all the volunteers who help make ELLA Spring Session a reality.

There is also be a Spring Wind up Party planned for the first 246 members that purchase tickets. The event will be held at the U of A Faculty Club on May 18th from 4:30 to 7:00. Tickets are \$25 and will include hors d'oeuvres and a cash bar. Tickets will be available for purchase at the registration desk.

I, David Winfield, as chair of the Social Committee would like to thank my committee members for all their hard work throughout the year.

EVALUATION

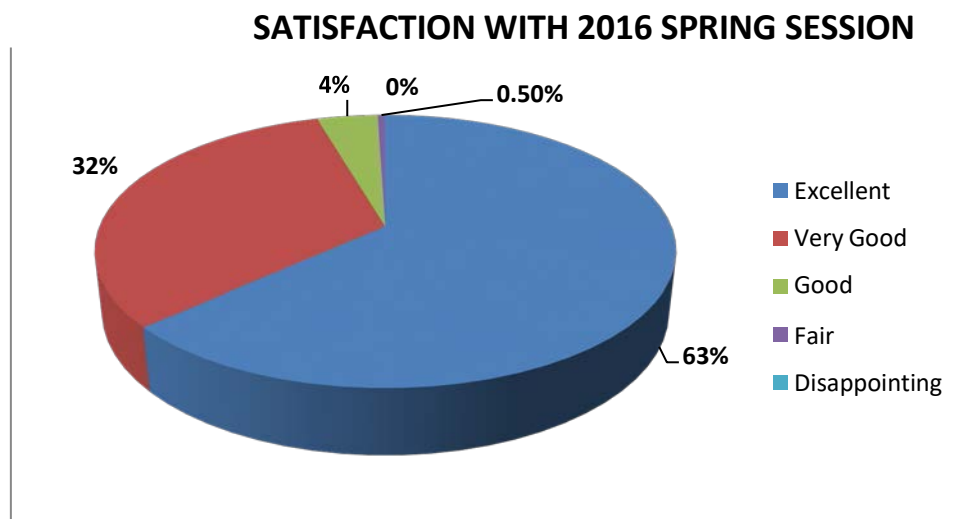
Bev Darbyshire

In the past year Evaluation conducted two evaluations.

The **Course Evaluation** was handed out to students the last week of class of 2016 Spring Session. The information was entered into spreadsheets and forwarded to the Program Development Committee.

The **2016 Spring Session Evaluation** was an evaluation of Spring Session emailed to registrants of Spring Session. Some of the highlights from this evaluation include:

- In 2016, 63% of members registered for courses at Spring Session
- Members had a choice of 42 unique courses
- At final count there were 2,389 class seats available and almost 80% were filled.
- A total of 383 evaluations were completed resulting in a return rate of 67.1%.
- Overall, registrants were asked to rate the 2016 Spring Sessions, 63% rated the 2016 Spring Session as Excellent



Source: 2016 Spring Session Online Evaluation Q1

Thank you to all of you who participated in these evaluations and provided us with feedback and direction that helps us plan for the coming year.



EDMONTON
lifelong
learners
ASSOCIATION

September 30

2016

Comparative Financial Statements

Edmonton Lifelong Learners Association
Treasurer's Certificate Regarding Fiscal Period Ending
September 30, 2016

Date: January 31, 2017

I certify that the Financial Statements fairly set out the financial position of the Society for the period ending September 30, 2016 and its financial activities for that period.



Shirley Zylstra, Treasurer for the Period

Edmonton Lifelong Learners Association
Report of Auditors for Fiscal Period Ending September 30, 2016

We have examined the Edmonton Lifelong Learners Association financial records and accounts for the fiscal year ended September 30, 2016.

We performed appropriate analysis and testing to verify the material accuracy and completeness of the financial statements.

The preparation of the financial statements is the sole responsibility of ELLA.

In our opinion, these financial statements represent fairly and accurately in all material aspects the Net Assets at September 30, 2016 and the results of its operations for the fiscal year ended September 30, 2016.

D. Wallace

Debbi Wallace, Auditor

2017-01-31

Date

A. Campbell

Ann Campbell, Auditor

January 31, 2017

Date

EDMONTON LIFELONG LEARNERS ASSOCIATION – Note 1

Statement of Net Assets at September 30, 2015 and 2016

	Notes	Sept 30, 2016	Sept 30, 2015
ASSETS			
Cash and Near Cash			
Chequing Account		\$35,990	\$16,543
Undeposited Funds		\$80	\$240
Short Term Investments	Note 5	\$87,852	\$102,940
Cash Float			
Total Cash and Near Cash		\$123,921	\$119,723
Accounts Receivable			
Receivable from U of A	Note 8	\$19,771	\$18,406
GST Refund Receivable	Note 7	\$151	\$272
Total Accounts Receivable		\$19,922	\$18,678
Fixed Assets			
Computer Equipment (net of Depreciation)	Note 2	\$215	
Total Fixed Assets		\$215	
TOTAL ASSETS		\$144,059	\$138,402
LIABILITIES			
Accounts Payable		\$815	\$1,072
Prepaid Memberships	Note 2	\$7,540	\$7,700
Accrued Expenses	Note 9	\$0	\$1,947
Total Liabilities		\$8,355	\$10,719
NET ASSETS:			
Unrestricted Net Assets		\$44,322	\$36,301
Restricted Net Assets:	Note 2		
Donations Fund		\$20,382	\$20,382
Contingency Fund		\$66,000	\$66,000
Capital Purchases Fund		\$5,000	\$5,000
Total Restricted Net assets		\$91,382	\$91,382
Total Net assets		\$135,704	\$127,683

EDMONTON LIFELONG LEARNERS ASSOCIATION Statement of Changes to Net Worth for Sept 30, 2015 and 2016

	Sept 30, 2016	Sept 30, 2015
Balance Beginning of Year	\$127,683	\$111,905
Excess of Revenues over Expenses	\$8,021	\$15,778
Net Worth	\$135,704	\$127,683

EDMONTON LIFELONG LEARNERS ASSOCIATION
Profit Statement for the Fiscal Years ending September 30, 2015 and 2016

		Sept 30, 2016	Sept 30, 2015
Income	Note 2		
Registration Revenues	Note 6		
Endowment Scholarships		2,385	2,970
Spring Session Registrations		128,714	121,299
Encore Registrations	Note 11	677	625
Total Registration Revenues		131,776	124,894
Membership Revenues		17,980	17,900
Spring Session Social Event Revenues	Note 12	-	4,170
Donation Revenues		175	565
Investment Income and Other Income		1,237	1,222
Total Income		151,168	148,751
Expenses			
Instructor Costs		79,706	74,352
Registration Processing Charges	Note 10	29,896	28,187
Contracted Services		9,770	1,834
Anniversary Events including Luncheon	Note 12	4,313	
Spring Session Social Events		3,632	8,174
Advertising and Promotion Expenses		3,339	5,139
Boardroom and Storage Costs	Note 4	2,000	1,200
Printing & Copying	Note 4	1,883	2,663
Insurance		1,857	2,190
Noon Hour Speakers		1,815	1,490
Volunteer Costs		1,166	1,012
Office Supplies		918	1,008
Encore Costs		888	650
Bank and Credit Card Charges		798	829
Software and Website Costs		725	521
Spring Session Implementation Costs		647	706
Postage & Delivery	Note 4	460	1,116
Telephone, Telecommunications	Note 4	343	347
Board Appreciation Expense		318	636
Net GST Payable	Note 7	259	400
Depreciation Expense	Note 2	216	
Memberships		50	50
Professional Development & Strategic Planning			470
Total Expenses		145,001	132,974
Net Ordinary Income		6,167	15,778
Extraordinary Items:			
Equipment Loss	Note 9	(1,854)	
Net Income After Extraordinary Items		8,021	15,778

The accompanying notes are an integral part of these financial statements.

EDMONTON LIFELONG LEARNERS ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS

Note 1 – Purpose of the Organization (Mission Statement)

Edmonton Lifelong Learners Association (“ELLA”) was incorporated on August 24, 2001 under the Societies Act of Alberta with the 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.

ELLA and the University of Alberta have an agreement outlining responsibilities and establishing the framework by which both parties work together on the Adults 50+ Program. The term of the current Agreement is April 1, 2015 to March 31, 2018.

ELLA is registered as a charitable organization under the Income Tax Act (Canada). As such it is able to issue (for eligible gifts) charitable donation receipts for income tax purposes and is exempt from corporate income taxes. In order to maintain its status as a registered charity under the Act, it must meet certain requirements under the Act. In the opinion of the ELLA Board, these requirements have been met.

Note 2 – Significant Accounting Policies

General

ELLA reports income and expenses on the accrual basis.

Property and Equipment

Capital assets are carried at historical cost less accumulated depreciation. Depreciation is provided for on a straight-line basis over the estimated useful lives of the assets. Contributed capital assets are to be recorded at fair market value at the date of donation.

Revenue Recognition

Memberships run from October 1 to September 30. Membership proceeds are collected directly by ELLA and proceeds received in advance of a fiscal period are recorded as deferred revenue.

As part of our Agreement with the U of A, registration for the Spring Session is done through a third party, EventBrite, but registrations are still monitored by and remitted to the U of A. Generally, this revenue is not paid directly to ELLA, but offset by costs incurred or charged by the U of A on behalf of ELLA. Revenue is recorded in the year it is earned. Contributions (donations) are recognized as revenue when they are received or receivable.

During the 2012 fiscal year, the ELLA Board decided on three internally-restricted funds. These are:

- 1) Donations Fund – all donations received by ELLA are to be restricted in use for the benefit of members. The donations accumulated to September 30, 2015 have been included in the fund.
- 2) Contingency Fund – when available, funds totalling approximately one-half of budgeted expenses are to be set aside to be used for contingencies, including at the discretion of the Board, the funding of deficits. Currently this amount is \$66,000.
- 3) Capital Purchases Fund – when available, \$5000 is to be set aside to be used to purchase assets necessary for the deliverance of ELLA’s programs. This fund was to be part of the Contingency Fund.

Donations and interest on these funds will be reported as earned.

The University of Alberta administers the "Spring Session for Seniors Endowment Fund" under established terms of reference to provide scholarships for people who require financial assistance to attend the Spring Program and to support operating and professional development activities associated with market research, planning, development, promotion, delivery or evaluation of the Spring Session. Amounts received are recognized in the year the Scholarships are paid or related expenditures are incurred.

Note 3: Non-Monetary Contributions

Volunteers

ELLA is a volunteer led and run association. A substantial number of member volunteers make significant contributions of their time in developing, administering, monitoring, accounting and implementing ELLA's programs. The value of this contributed time is not reflected in the financial statements since objective measurement or valuation is not readily determinable. In 2016, volunteers provided approximately 7300 hours of service to ELLA (6700 hours in 2015).

University of Alberta

As part of the collaboration that enables ELLA to operate its Spring Session, the University provides the following categories of service to ELLA. Facilities, including office, classroom and meeting space; Human Resources, including contract management and payroll processing; Instructional logistical support, including academic input to curriculum, and material duplication; and, General and Logistical support, including marketing assistance, financial tracking and processing, processing of bursary applications.

Note 4 - General Management and Administration Expenses

ELLA's office and official place of business is located at the Faculty of Extension campus of the U of A. In this office, volunteers process memberships and registrations, answer calls, liaise with members of ELLA, liaise with U of A staff, provide printing and other services to committee members and instructors, and train new volunteers. Expenses related to functions performed in this office include office printing & reproduction costs, postage, telephone, and supplies.

ELLA's Board and Committee meetings are held at St. Timothy's Anglican Church in Edmonton. ELLA pays for use of meeting room space and a storage locker in the basement in which documents related to ELLA's operations are stored.

The proportion of effort/expenses to raise funds (by donations) is negligible.

Note 5 - Financial Instruments

Funds not needed for the current cycle of operations and funds for any special projects are invested in GICs (low risk investments) at a banking institution. These are CDIC-insured investments. Terms are staggered to reduce interest-rate risk and to ensure access to funds if needed.

Note 6: Registration Revenues

Registration Revenues include amounts received from the U of A Endowment Fund as financial support for student registration. The amount of the bursary received per student is set at \$165. During 2016, fourteen bursaries were issued. In 2015, eighteen bursaries were issued.

Note 7: Net GST Paid/Payable

ELLA is eligible to request a rebate of 50% of the GST directly paid by ELLA. Requests for rebate are filed twice yearly. GST paid for 2015 has been reduced by the GST Rebate receivable for the period of April 1, 2016 to Sept 30, 2016 which was filed after year end.

Note 8: Receivable from the U of A

The receivable represents the net amount owed by the U of A for Spring Session 2016. The U of A offsets registration revenue received with amounts paid to instructors, printing costs, telephone costs and postage and delivery.

Note 9: Accrued Expenses

During Spring Session 2014, a portable stereo system signed out to ELLA went missing from a room used by ELLA. ELLA is responsible for all assets used by instructors and students involved in Spring Session. ELLA set up an accrued expense for the cost of this stereo system in 2014. The accrual has been reversed in 2016 as ELLA has not received a request to pay this fee.

Note 10: Eventbrite

The U of A and ELLA use a third party online registration system called Eventbrite. ELLA members are able to log on, choose their classes and pay online. ELLA members who chose to deliver, mail or phone in their registrations are also processed in Eventbrite by volunteers. The system is very successful for ELLA as it has lessened the workload of volunteers and provided immediate feedback to organizers and members as to the popularity of classes. Eventbrite fees are included in registration processing charges.

Note 11: Encore Events

During 2015-2016, ELLA offered two events outside of Spring Session – one partnering with the Citadel Theatre and the other a panel discussion.

Note 12: Social Events

During the 2016 Spring Session, ELLA suspended its normal social activities – a luncheon and a windup party – in favor of special event programming. ELLA celebrated its 15th anniversary with a number of projects including an Anniversary luncheon. Tickets were sold to this event and netted with the cost of all Anniversary projects.

Note 13: Approval of Financial Statements

The ELLA Board of Directors approved these financial statements.