MEMBERSHIP COMMITTEE ACTIVITIES

by Richard Mansfield, Chair

A little over two months ago, while walking in some Sudbury woods with my dog, I was surprised to receive a telephone call from Sharon Sokoloff asking if I would consider chairing the Membership Committee. Since first enrolling at BOLLI a little over two years ago, I had become increasingly involved and committed, through serving on the Curriculum Committee, the Nominating Committee, and the Strategic Planning Committee. In a study of other lifelong learning programs that I conducted for the Strategic Planning Committee, I became aware of BOLLI’s position in a marketplace in which our local competitor organizations have been growing rapidly. I realized that the Membership Committee’s role in attracting and retaining members would be critical to the organization’s success, and that this committee would be in a position to help implement some ideas identified by the Strategic Planning Committee and a new Marketing Task Force. Since I was also attracted to a leadership role, I accepted Sharon’s offer. I am grateful to Jane Kamer, the outgoing chairperson, who has given generously of her time to help ensure a smooth transition.

The Membership Committee will continue to support BOLLI’s standard membership activities and events, such as the June Open House, the New Member Coffees, and the June Alumni College. We will continue to review and make recommendations on members’ concerns and suggestions about processes, such as the course lottery.

New initiatives will include analyzing our membership database to better understand who our members are and how their numbers and demographic profile have been changing over time. At the Council’s request, we will gather and analyze information from former members who have left BOLLI in the past year in order to identify concerns that BOLLI can address, and thereby improve our retention. We also plan to gather information from members admitted in the past year, to learn what led them to join BOLLI, what they like about their experience, and what we can do to improve it.

The Membership Committee will be working with the Marketing Task Force [see related article on page 2] to explore and implement a variety of outreach activities. Some outreach activities will be aimed at building bridges to other parts of the Brandeis community, while other outreach activities will be conducted in local cities and towns with the potential to supply new BOLLI members.

Sharon Sokoloff to Leave BOLLI

After nearly twelve years with BOLLI, Director Sharon Sokoloff has announced her resignation. Brandeis will hold a party in her honor on Monday, December 5th. All of us at BOLLI appreciate Sharon’s contributions in building the organization, and we wish her the best.
A critical element for BOLLI’s success in the years to come will be our ability to convey the program’s value to key audiences: current members, potential members, the Brandeis community, and the community-at-large.

With this in mind, the Council recently appointed a Marketing Task Force. The mandate for this group is to explore the potential components of a vigorous and effective marketing strategy and to begin implementation. Our strategy will focus on keeping membership at optimal levels, portraying BOLLI as a University component that helps Brandeis flourish, and keeping BOLLI at the forefront of the lifelong learning movement in our region.

Task force members include Carol Fischman (Chair), Bonnie Alpert, Phyllis Cohen, Richard Mansfield, and Harriet Starrett. We welcome input from BOLLI members.

Some of the Task Force actions to date include:
- Collaborating with the Membership Committee to explore and publicize current and new programs and services in order to foster membership retention and help recruit new members
- Exploring ways that BOLLI members can share their expertise with others at Brandeis
- Increasing our collaboration with the Brandeis Alumni office so as to recruit more alumni as BOLLI members
- Obtaining Brandeis approval for placing articles about BOLLI in area media outlets
- Planning Open Houses in conjunction with publicity campaigns
- Exploring how to showcase BOLLI to wider audiences; for example, by presenting model classes in community settings.

The BOLLI Journal to be Published Next Spring
The new edition of the BOLLI Journal will be coming next term with literary pieces and photographs from your colleagues. Watch the BOLLI Bulletin for further information.

The Banner wishes to announce an addition to our staff. Joining the Banner with this issue will be Renée Fine. Most recently Renée was the publisher of the BOLLI Journal before turning it over to Joan Kleinman. In her pre-BOLLI years Renée was employed by a multi-community newspaper, where she did cut-and-paste with a sharp pair of scissors and a glue stick. Nowadays she works with the Apple software the Banner intends to use next year. – Richard Glantz, publisher
SEVEN NEW SGLs AT BOLLI THIS FALL
by Naomi Schmidt

This semester has brought us a group of new SGLs who have broadened the scope of our course offerings and have demonstrated once again the wealth of ideas that exist within our community. Thank you to Mark Alimansky, Marty Aronson, George Berkowitz, Susan Erdos, Becky Meyers, Al Rossow, and Carol Walters, for offering your knowledge, your enthusiasm, and your time to our learning community.

Marty Aronson (Courtroom Cinema), a trial lawyer by profession, comes to us from the Harvard lifelong learning program. He has enjoyed the opportunity to explain to a group of lively and interested peers some of the workings of the judicial system and the realities of the day-to-day practice of law as they relate to each movie he has selected. He especially appreciates the intelligence and energy of class members, as well as their enthusiastic readiness to participate in the discussions.

George Berkowitz (Lying and Ethics) is a longtime BOLLI member who has always had an interest in this topic and has brought this course to our curriculum after first having taught it at the Regis lifelong learning program. He has found that this is a subject that most people don’t talk about in their everyday lives; but when they get into class, everyone has an idea to express. Class members have been responsible for generating the energy and direction of discussions, and George finds that preparing for and interacting with the class “keeps the gray matter in motion.”

Susan Erdos and her husband Mark Alimansky (The Age of Aging) read a book review on the subject of the demographic shift to older populations, and thought that this would be an interesting topic, especially in the BOLLI environment. This topic crosses boundaries from demographics to politics to sociology and economics, and they note that the ramifications of aging populations will impact us as well as our children and grandchildren. Although preparing the course has taken a substantial amount of work, they feel they’ve learned so much.

Becky Meyers (Scene-iors: Staging a Play) has brought her love of theater with her to BOLLI, after having taken acting classes given by a professional director in her cohousing community. Over the past two years she and Eileen Mitchell have run the “Scene-iors” as a drama club, and this semester they decided to offer a full-fledged course. Becky loves the fact that members of BOLLI can have such a great time with making believe and that everyone is so cooperative because we’re way too old to be prima donnas!

Al Rossow (Economics and the Government) is excited about the opportunity to fill in the gap in his own knowledge between today, 2011, and his last formal course in economics in 1953. He has learned a great deal in preparing for his course, certainly more than he expected. Moreover, he has learned from the questions raised in class, perhaps most importantly, how to say “I don’t know” and be comfortable with that response. He admits that the course contains pretty heavy material for those who do not have a background in finance or business, but says that the group is really rising to the challenge.

Carol Walters (The Poetry of John Donne and Emily Dickinson) thought it would be an interesting challenge to design a course about John Donne and his metaphysical poetry, the subject of her college honors thesis. For the BOLLI program, she expanded her research to the question of whether Emily Dickinson was influenced by Donne and could be considered a metaphysical poet, a most exciting premise. She states that she definitely benefited by taking the “Learn and Lead” class, which is specifically targeted to the BOLLI profile of adult learners. What she enjoys most about teaching at BOLLI is the intellectually stimulating classroom discussions of the subject matter.

[continued on page 4]
This group of courses, led by our newest SGLs, encompasses a wide variety of fields—population demographics, film, poetry, ethics, theater, economics—and thus exemplifies the overall breadth of our curriculum. We eagerly await the next generation of new SGLs who will bring additional ideas and topics to our offerings. Might you be among them, with an idea for your own new study group? Think about it!

**Members Open Forum**  
_by Andy Thurnauer_

Council Chair Joel Kamer introduced next semester’s revised course schedule. In response to the preferences of SGLs and the results of Richard Mansfield’s survey of the membership, classes will begin at 9:00 A.M., a half hour later than currently. The breaks before and after the first afternoon class, as well as lunch, will be shortened by five minutes each, allowing classes to end at 4:45 P.M.

Ed Finerty and Mike Segal, current and past Council Financial Liaisons, presented a financial report for the fiscal year ending June 2011. BOLLI ended FY2011 with a net surplus of $6,960, which was forwarded to the University following standard Brandeis practice. Since the Dannheisser grant and the Osher 2010 bridge grant have been exhausted, going forward we will have to rely solely on the Endowment Fund to bridge any gap between income and expenses.

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<td><strong>Total Expenses</strong></td>
<td><strong>$326,850</strong></td>
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¹ Includes fees from the Hebrew Senior Life courses and Rapaporte Seminars  
² Osher bridge grant  
³ Includes payments to professors, graduate students and undergrads, plus our three staff members  
⁴ Includes cost of the parking lot shuttle  
⁵ BOLLI’s apportioned share of the University’s general overhead

During the Q&A session, we learned that BOLLI’s involvement with Hebrew Senior Life is winding down. BOLLI helped HSL initiate its educational program at NewBridge on the Charles and now, after a few years of operation, HSL is ready to run the program on its own.

We were also reminded of the University’s generosity in providing us with a new home. Brandeis spent a very substantial amount to move us to Turner Street, and none of that expense was charged to BOLLI!

**Gift Funds Committee**

A letter will be sent out to the BOLLI Community following the Educational Workshop followed up by a phone-a-thon. Our year will conclude with an exciting parlor meeting in the Newton area led by our well-known SGL, Ron Levy. Thank you for supporting BOLLI.

- _Myra Snyder, Chair_
ROLE MODEL FOR YOUNG MEN

by Joan Kleinman

It was a match made—well—on the Internet. When Bob Keller retired in 2004, he searched online for a venue through which he could contribute his time and skills to his community. He found the Mazie Foundation, an association which organizes adult volunteers “to mentor and act as role models for high school students at risk of not achieving their potential in school and beyond.” And Mazie found Bob, currently the president of its board and, over the last seven years, mentor to two young men: Danny, now at Framingham State, and Brandon, a freshman at Mass Bay Community College.

The Mazie Foundation was created by Lowell and Barbara Mazie to memorialize their 26-year old son killed by a drunken driver. The program started at Framingham High School and expanded to Waltham High School. Currently there are 113 active adult/student pairs. Mentors foster increased self-esteem and they motivate students to overcome adversity. Specifically, mentors commit eight hours per month to face-to-face activities such as museum visits, theater, sports events, job shadowing, or community service. Students promise to remain in the program from their sophomore through senior years. They set written goals for their academic and personal progress and receive awards including a laptop computer after one year and a $2000 scholarship upon high school graduation.

While mentors are trained to work within a structured framework, Bob observed that much of the trust and caring between mentor and mentee develops by doing what is intuitive in a particular situation. For example, the first time he picked Danny up in the car, Danny turned the radio to rap music, cranking the volume very loud. Bob, hating rap, decided spontaneously to compromise. “You choose the type of music,” he told Danny; “I’ll choose the volume.”

Bob acknowledged that mentoring does have its discouraging moments, as when a student misses an arranged activity. But he feels that in a world full of complex problems, the satisfaction of making a tangible difference in an individual life is overwhelmingly gratifying. “It’s an opportunity to turn a kid’s life around—and the lives of their kids. It’s a multiplier effect,” he reflected.

In addition to his engagement with the Mazie Foundation, Bob has combined his experience as former CFO of several companies with his love of music so as to benefit two other organizations.

He joined the board of the All Newton Music School, served as treasurer, and then, as president from 2004 to 2008, he began a five-year capital campaign to totally renovate the school’s building. “It was like a full time job,” Bob said in an understated way.

Bob sings with the Newton Choral Society. In this member-driven organization of about 85 people, he is a section leader and on the Society’s board, assuming responsibilities for grant-writing and general fundraising. And, Bob added with a smile, as a member for 35 years, he estimates he has already sung about 100 concerts.
“Welcome to the second fifty years of the Rose Art Museum.” With these words, President Fred Lawrence greeted the large and enthusiastic crowd that braved heavy rain and soggy lawns to attend the open house at the Rose in the evening of October 27. Hundreds of students, administrators, and members of the public, plus a scattering of BOLLI members, crowded the hors d’oeuvres tables and makeshift bars in the large, heated tent in front of the Rose before making their way along the canopied walkway to the newly renovated museum itself.

According to Roy Dawes, acting museum director, the open house was a three-fold celebration to mark the 50th anniversary of the museum, the completion of renovations, and the resolution of the law suit filed to block previously announced plans to sell the Rose’s art and close the museum. President Lawrence’s statements of support for the Rose provided welcome confirmation that the long, often bitter, battle over the Rose’s future was now resolved, and that the university and the art community could indeed look forward to the museum’s next fifty years.

Although acting director Dawes has made several significant appointments to the museum staff in the past year, the key position of Museum Director, reporting to the University Provost, has yet to be named. However, a selection committee has been appointed to consider prospective candidates, and it is expected that a new director will be named next year. The appointment of a Museum Curator will be deferred until after the Museum Director is in place.

The open house was highlighted by the opening of three new exhibits, all curated by Dabney Hailey, the museum’s first director of academic programs, whose Rapaporte Seminar last summer was enthusiastically received by BOLLI members. All of the works in each of the exhibits were drawn from the museum’s own collection.

The Fineberg Gallery features Art at the Origin, a grouping of works acquired by Sam Hunter, the museum’s first director, in the years immediately following the museum’s opening in 1961. This exhibit displays works by several prominent artists, including James Rosenquist, Roy Lichtenstein, and Robert Motherwell. Rosenquist, who had withdrawn from a scheduled 2010 show at the Rose in support of the protest against the announced closing, attended the open house and was cheered by the crowd after being introduced by President Lawrence.

The Foster Gallery presents Collecting Stories, a selection of pieces donated before the museum’s opening or acquired over the fifty years since the opening. This exhibit includes paintings by Marsden Hartley, Stuart Davis, and Robert Bechtle, and sculpture by Nam June Paik and Roxy Paine, among many others.

The third exhibit, in the Lee Gallery, features the recently acquired three-channel video titled EVE-RAY-FOREVER by Bruce Conner, the artist’s 2006 revision of a work that he first presented at the Rose in 1965.

As the Rose enters its second fifty years, museum goers can look forward to seeing all three exhibits, which will remain in place through the current academic year.
Bagels and Baklava

by Lyn Weiner

The International Friend Program has been pairing BOLLI members with International students at the Heller School for eight years. This year the program was extended to include Brandeis alumni and members of the Brandeis National Committee.

Since its inception, the program has enrolled almost 500 Heller graduate students. For the 2011-2012 year, we are proud to report banner participation: 69 Friends and 93 Heller students. We have developed a bond with the Brandeis community which has earned recognition and respect. The students come from the far corners of the world, from home countries including India, Pakistan, China, Tibet, Indonesia, Austria, Russia, Zimbabwe, Kenya, Morocco, Egypt, Sudan, Ethiopia, and The Gambia. They introduce us to their cultures, and they appreciate the opportunity to learn about ours from personal interaction.

Recently, a total of 75 people enjoyed Sunday brunch at six homes. It was a morning to remember with good food, laughter, and learning—a glowing example of what the International Friend Program represents.

Help a Brandeis Student Ace a Job Interview

BOLLI is continuing to have a very successful relationship with the Brandeis International Business School. Early next year, IBS will be holding a job fair at which prospective employers will be coming from as far away as China.

A number of IBS students need help in preparing for this job fair. We need BOLLI members who during their work life hired employees or interviewed prospects to help IBS students practice their elevator speeches. An elevator speech is a short presentation used to quickly and simply introduce oneself in the time it takes an elevator to reach the next floor. If the elevator pitch is effective, the prospective employer will want to know more about the skills and accomplishments of the student—the equivalent of speed dating in today’s fast-moving world. [See page 4 of the October BOLLI Banner for a related article.]

This practice session will take place from 5 to 6:30 P.M. on January 19, 2012, in the lobby at IBS. A private room is also available for mock interviews.

Refreshments and beverages will be served. Please let Mentor Committee Chair Judy Cohen know if you plan to attend.

Winter Rapaporte Seminars

January 9-13, 2012

9:30 A.M.-12:30 P.M.
Prof. Billy Flesch
The Life and Death of Richard III

1:15-4:15 P.M.
Prof. Eileen McNamara
The Press in the Campaign of 2012

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SLOSBERG MUSIC CENTER

Sat., Dec. 3  (8 P.M.)
Brandeis University Jazz Ensemble
Bob Nieske, director
Music of Charles Mingus

Sun., Dec. 11  (3 P.M.)
Brandeis Early Music Ensemble
Sarah Mead, director
Music from the homes and chapels where the Reformation flourished in Germany, Switzerland, the Netherlands, and England

Tue., Dec. 13  (4 P.M.)
Annual Messiah Sing
Members of the Brandeis-Wellesley Orchestra, the Brandeis University Chorus, and the Brandeis Chamber Choir lead the Brandeis community in the annual Messiah-sing.

Sun., Dec. 11  (3 P.M.)
Brandeis Early Music Ensemble
Sarah Mead, director
Music from the homes and chapels where the Reformation flourished in Germany, Switzerland, the Netherlands, and England

Mon., Dec. 5  (7 P.M.)
Brandeis University Improv Collective
Tim Hall, director
Jazz, based on music of Ornette Coleman.

LAURIE THEATER

Feb. 16–19  (8 P.M.) and Feb. 18-19  (2 P.M.)

Ordinary Mind, Ordinary Day
Adapted by Adrienne Krstansky and Abigail Killeen from short stories of Virginia Woolf
Directed by Adrienne Krstansky and Eve Kagan

SHAPIRO THEATER

Dec. 8–11  (times to be announced)

Urinetown
Music and lyrics by Mark Hollman and Greg Kotis
A hilarious futuristic musical of greed, corruption, love, and revolution in a time when water is worth its weight in gold.

WOMEN’S STUDIES RESEARCH CENTER

Epstein Lecture Hall

Thur., Dec. 15  (12:30–2:00 P.M.)

Demon or Darling? Older Mothers and Their Adult Children in the Movies
Drawing on selected feature films from the 1930s through the 1990s with actresses age 60 and older, Elizabeth Markson examines the portrayal of older mothers’ relationships with their adult children