

2017-2018 UNOPA Annual Report
"Soaring to New Heights!"

ELECTED OFFICERS:

President, Barbara Homer

I am humbled and appreciative of the opportunity given me to lead this organization. It has been one of the most rewarding and fulfilling experiences to serve as your 2017-18 president. Not to say there weren't some challenges the board had to face such as one elected officer and three co-directors who had resigned due to professional and personal reasons, but the board overcame and everyone offered to help where needed.

My theme was "Soaring to New Heights!" and my hope was that members would want to soar to their potential and become more actively involved in our organization by attending meetings, professional growth workshops, and serving on a committee. My board accomplished a lot during this term and to highlight a few of these: 1) we formed an Ad-Hoc Committee with UAAD to explore the potential of having a unified voice organization for the staff at UNL; 2) approved to pay \$300 for any active member planning to attend the 2018 National Conference from the Bradley Munn Professional Growth Fund; 3) revised the Bylaws and Standing Rules to clean up the wording and sentence structure; 4) did a community service project to Feed the Kids at the F Street Recreation Facility; and 5) approved to offer our members and guests a discounted meal at the Rose Frolik Award, Past Presidents & Retirees luncheon in April.

My charity, Lynette's Angels, contributed \$540 of gift cards as part of the Giving Tree in November and December. We also collected \$256.50 from donations made by UNOPA members purchasing a 50/50 ticket at the monthly general membership meetings where one-half of the amount went to my charity.

We also participated in the Box Tops for Education again this year and I selected the Hartley Elementary School as the recipient.

The Professional Growth Committee scheduled some excellent speakers for our fall and spring workshops.

Lola Young, CEOE, was my Presidential Advisor who was always available if and when I needed her expertise.

I had the pleasure of attending the Academic Planning Committee meetings on behalf of UNOPA. It was very interesting to see what goes on behind the scenes. I also attended the Chancellor's Town Hall meetings.

President-Elect and Program Committee Director, Donna Bode

Barbara Homer and Donna Bode organized the program. I also worked with the Outreach Committee Director with setting up meetings.

2017-2018 Meeting and Program Schedule

Program Date	Speaker/Program	Meeting Location
12-Sep-17	Introduction of 2017-18 Executive Board and Committee Directors	East Campus Union, Arbor Suite
10-Oct-17	President's Charity - "Lynette's Angels", Speaker, Kara Burwell	Nebraska Union, Heritage Rm.
14-Nov-17	Floyd S. Oldt Boss of Year, Outstanding Staff & Silver Pen Awards	Willa Cather Dining, Red Cloud A
12-Dec-17	Christmas Luncheon, Chris Eskridge, Entertainment	Nebraska Union, Heritage Rm.
17-Jan-18	UNOPA/UAAD Joint Meeting (hosted by UAAD)	Nebraska Union, Colonial A Rm.
13-Feb-18	Diversity & Inclusion, speaker, Karen Kassebaum	NET - East Campus, 180 N. 33rd S
13-Mar-18	Social Media, speaker, Gary Kebbel	Nebraska Union, Heritage Rm.
10-Apr-18	Rose Frolik Award, Past Presidents & Retirees Luncheon	East Campus Union, Great Plains
8-May-18	Installation of 2018-19 Executive Board	Nebraska Union, Colonial Rm.

Recording Secretary, Marsha Yelden

During the 2017-2018 year, I prepared and presented the minutes and kept the record of attendance for the Executive Board Meetings. I also prepared and presented minutes for the General Membership Meetings. I then submitted them to the Technology Committee director to put on UNOPA's website.

At the end of the year, minutes from both the Executive Board Meetings and the General Membership Meetings were compiled and sent to the Digital Commons' representative to be upload to Digital Commons.

Corresponding Secretary, Kathrine Schwartman (resigned January 1, 2018)

Kathrine's responsibilities were to take pictures at the monthly general membership meetings, and send cards to members who had life changing happenings. She also coordinated the giving tree where she made ornaments for the tree.

Treasurer, Susan Wesely

Attached is the 2017-18 Proposed Budget

UNOPA 2017-18 Running Budget

Committee	Amount of		Amount of	
Description of Expense	Expense	Totals	Month/Year of Income	Income
President	Expense	Totals	Month/Year of Income	Income
NAEOP Affiliation Fee	\$ 44.00			
NAEOP membership	\$ 50.00			
NEOPA membership	\$ 20.00			
Milk Freedom breakfast (two tickets for Pres/Pres Elect)	\$ 50.00	\$ 164.00		
President - MISCELLANEOUS				
50/50 drawing proceeds				
Donation UNOPA (General)	\$ 25.00		September-17 - May-18	\$ 260.50
Donation to President's Charity	\$ 260.50		June-18	\$ 40.00
Central Area Professional Dev Workshop basket			April-18	
NEOPA State Basket for National conference	\$ 30.00		May-18	
NEOPA Basket for State Conference	\$ 25.00		April-18	
Donation to NEOPA for NAEOP Conference	\$ 500.00			
NAEOP 2017 annual conference registration (for 2017-18 President)	\$ 306.00		July-17-August-17	
Professional Development funding for members attending National Conference	\$ 749.95		July-17 - August-17	
Donation to NEOPA for NAEOP Conf. Hosp. Rm.	\$ 50.00	\$ 2,104.45		\$ 300.50
President-elect				
NAEOP membership	\$ 50.00		July-17	
NEOPA membership	\$ 20.00		July-17	
Gift for outgoing President (clock and plaque)	\$ 64.89		May-18	
NAEOP 2017 annual conference registration (for 2017-2018 President-Elect)	\$ 300.00		July-17 - August-17	
Recording Secretary	\$ -	\$ 434.89		\$ -
		\$ -		\$ -

Committee	Description of Expense	Month/Year of Expense	Amount of Expense	Totals	Month/Year of Income	Amount of Income	Totals
Corresponding Secretary	Holiday / Giving Tree	October-17 - December-17					
	Past President's luncheon - lunch for retirees and past presidents	April-18	\$ 351.40				
	Flowers - April luncheon - to be given to retirees/past presidents	April-18	\$ 220.00				
	Programs	April-18	\$ 14.07				
	Invitations	April-18	\$ 7.15				
	Greeting cards	Various					
	Postage	Various					
	Scrapbook	Various					
	Miscellaneous-Frolik Parking	Various					
	Permits	Various	\$ 42.00	\$ 634.62			
Treasurer	Postage	Various					
	Fiscal year end audit - thank you	July-August-17	\$ 50.00				
	Checks	Various	\$ 32.70				
	Balance Budget				June - 18		
			\$ 82.70				
Immediate Past President	Gifts for PSP recipients - 2017						
	NAEOP Conference	July-17	\$ 106.30				
	NAEOP Educational Fund donation	December-17					
	NAEOP Marion T Wood Student Scholarship Fund donation	December-18	\$ 25.00				
	NAEOP Website Contest Entrance Fee		\$ 20.00	\$ 151.30			

Committee	Description of Expense	Month/Year of Expense	Amount of Expense	Totals	Month/Year of Income	Amount of Income	Totals	
Awards	Floyd S. Oldt Boss of the Year - Award Stipend	December-17	\$ 500.00					
	Floyd S. Oldt Outstanding Staff - Award Stipend	November-17 - December 17						
	Floyd S. Oldt Silver Pen - Award Stipend (\$600 x 2)	November-17 - December 17						
	Floyd S. Oldt Withholdings - FICA, Health, Life & Retirement	December-17	\$ 233.65					
	Oldt Awards - Nominees & Judges meals	November-17	\$ 66.25					
	Oldt Awards - Plaques & programs	November-17	\$ 58.56					
	Income from Floyd S Oldt fund - through Human Resources / UNL Foundation					3-20-18	\$ 866.71	
	Rose Frolik Award Stipend	April 18 - May 18	\$ 600.00					
	Frolik Award - Nominees & Judges meals	April-18	\$ 16.92					
	Frolik Award - Plaque	April-18						
	NAEOP Olive T Ritchie Outstanding Staff Award submission	March-17						
	NAEOP Administrator of the Year Award submission	March-17						
	Bylaws & Nominating							
				\$ 1,455.38			\$ 866.71	
				\$ -			\$ -	
Career Development								
PSP Plaques	Various							
Workshop (speaker, speaker expenses, lunch refreshments, speaker gift	October-17 - April-18	\$ 444.08						
Workshop registrations	October-17 - April-18					\$ 60.00		
			\$ 444.08			\$ 60.00		
Communication Technology								
			\$ -			\$ -		

Committee	Description of Expense	Month/Year of Expense	Amount of Expense	Totals	Month/Year of Income	Amount of Income	Totals
Employee Concerns			\$			\$	
Membership	Miscellaneous	various	\$ 19.80				
	Membership Brochures		\$ 212.63				
	New Member Luncheons (2)	September-17-May-18				\$ 1,061.00	\$ 1,061.00
	Membership new/renewals	various					
			\$ 232.43				
Outreach	Summer Social - registrations, entertainment, favors, etc.	June-18	\$ 81.61		June-18	\$ 33.00	
	Summer Social Registration Income						
	Decorations/Door Prizes	September-17-May-18	\$ 264.58				
	General Meeting Catering	September-17-May-18	\$ 1,485.90		September-17-May-18	\$ 1,228.50	
	Name Tags	September-17-May-18					
	Table Linens	September-17-May-18	\$ 42.10	\$ 1,874.19		\$ 1,261.50	
Program	Guest Speakers & Dec.						
	Entertainment		\$ 50.00				
	Speaker Lunches		\$ 24.25	\$ 74.25			
UNOPA Notes	NAEOP newsletter competition fee (Rachel Maynard Award)	March-18	\$ 25.00	\$ 25.00			
Ways and Means	General Donation						
	Sign Maintenance	4/2018	\$ 5.00				
	Parking Lot Fundraiser Income						
	Gift Cards for Two Drawings for Volunteers	1/24/2018	\$ 3,158.00				
		December-17-May-18	\$ 50.00	\$ 75.74		\$ 3,163.00	
Ad-hoc Digital Commons			\$			\$	
Ad-hoc Marketing	Name Badges for Board Members		\$ 225.00				
	(approved 9/2017) Give-aways for Supplier Showcase	October-17	\$ 765.15	\$ 990.15			
Total Expenses			\$ 8,579.18	\$ 8,579.18			
Total Revenue				\$ 6,712.71			
BALANCE							17/18 Net Revenue(Expense) \$ (1,866.47)

Reconciliation of Budget to Bank Transactions

Beginning Bank Account Bal: \$ 2,829.25

Committee	Description of Expense	Month/Year of Expense	Amount of Expense	Totals	Month/Year of Income	Amount of Income	Totals
		Total Running Budget Expenses:	8,579.18		Total Running Budget Revenues:	6,712.71	
							\$ (1,866.47) 17/18 Net Revenue(Expense)
	Bank Statement Debits - Thru 6-30-18		4,932.52		Bank Statement Credits - Thru 6-30-18	5,516.98	
	Out. Ck 1103		\$260.50		Cost Center Rev -Dues	\$390.00	
	Out. Ck 1106		\$25.00		Cost Center Rev -Reimb	\$866.71	
	Out. Ck 1107		\$40.37		Flower Refund	-\$21.10	
	Out. Ck 1108		\$41.34		Flower Refund	-\$23.85	
	Out. Ck 1109		\$25.00		June Dep		
	Out. Ck 1110		\$2,558.82		June Dep		
	Cost Center Exps -Thru June		\$3,815.53		Out standing Dues Refund		
	Flower Refund		-\$21.10		Bank Adj - May	-\$16.03	
	Flower Refund		-\$23.85		Total Revenues	\$5,712.71	
	Bank Adj- April		-\$16.03		Difference	\$0.00	
	Trans to Savings		-\$500.00		Out. Ck 1107	-\$40.27	
	Trans to Cost Center		-\$2,558.82		Out. Ck 1108	-\$41.34	
	Adj Total Exp		\$8,579.48		Out. Ck 1109	-\$25.00	
	Difference		\$0.00		Out. Ck 1110	-\$2,558.82	
					Out. dep		
					\$3,413.71 6-30-18 Bank Statement Balance:		
					-\$260.50		
					-\$25.00		
					-\$40.27		
					-\$41.34		
					-\$25.00		
					-\$2,558.82		
					Refund - Cost Center		
					\$462.78 6-30-18 Bank Balance		
					Difference:	\$0.00	
	Savings Account Balance -						
	as of 5/31/2018						\$12,014.02

Immediate Past President & Bradley Munn Foundation Fund Director, Patricia Liedle

Per UNOPA Bylaws: The Immediate Past President shall serve as a member of the Executive Board from the time the new President assumes office on July 1 until the following June 30; shall serve as the Director of the Bradley Munn Professional Growth Fund (see University of Nebraska Foundation Guidelines for UNOPA Fund CD 2484); shall coordinate a UNOPA contingency spreadsheet (dates of travel/arrival/lodging/lodging with/UNOPA group dinner/emergency contact name and phone number) going to NAEOP to the state and national conference; shall purchase a gift or corsage for UNOPA PSP recipients and all UNOPA members being installed on the NAEOP board at the conference; shall compile and submit the Louise Henderson Nelson Award packet for NAEOP competition (on hold pending NAEOP changes since 2017); and shall request two \$25 payments for the NAEOP Foundation Educational Fund, and the NAEOP Marion T. Wood Student Scholarship Fund in May or June. If a Past President of UNOPA passes away, the Past President requests a \$25 memorial in memory of that president.

Report of the Bradley Munn Professional Growth Fund Committee

The Bradley Munn Professional Growth Fund Committee monitors the Foundation account, which is dedicated to professional growth. Members may request reimbursement for out-of-pocket expenses for professional growth activities. Reimbursements must be approved by the committee according to printed guidelines. The reimbursement form, available from the director or on the UNOPA's website, was updated to reflect the new director. The deadlines for reimbursement are October 15, January 15 and April 15.

We received one request for reimbursement: Kelsey Sims (\$100) for tuition reimbursement for classes she is taking at University of Nebraska-Kearney. Balance remaining in the UNOPA 2484 Fund as of May 11, 2018 is: \$8,275.85 after authorizing payment to Kelsey Sims.

The board also voted to allow UNOPA members attending the 2018 NAEOP Conference in Minnesota to submit up to \$300 in travel expenses (excluding registration fee) upon completion of the conference. This was determined because the UNL Chancellor indicated there would no funds awarded to UNOPA for conference assistance and thus UNOPA opted not to award the match money as in previous years. Under Bradley Munn Fund guidelines, an individual submitting for the 2018 NAEOP conference must wait the two years before they can request new funding from Bradley Munn Foundation.

NEOPA/NAEOP Liaison

If members of UNOPA have received their PSP during 2017-18, a special gift will be purchased on behalf of UNOPA to present to all UNOPA PSP recipients. A special gift will also be presented

to all UNOPA members being installed onto the NAEOP Board at the 2018 annual conference in Bloomington, Minneapolis.

NAEOP Newsletter and Website Competition

Applications and documentation were submitted in by the deadlines regarding newsletter and website competitions for the 2018 NAEOP conference. Judy Anderson is the editor of UNOPA Notes and Jennifer Greenlee is the editor of the UNOPA website.

Louise Henderson Nelson Award

This is not being submitted for the 2018 National Conference. There have been several discussions regarding the value and benefits of this submission. NAEOP is currently working on updating the submission for the award.

NAEOP Fund Contributions: A \$100 payment to the NAEOP Foundation Educational Fund was given in November in lieu of paying a stipend to Jill Averyhart who presented a half day workshop to membership, and \$25 was given to the NAEOP Marion T. Wood Student Scholarship Fund in June 2018.

Past President Memorial: Janice Wacker passed away in December 2017. A memorial gift was given to Zion Luther Church on behalf of UNOPA.

COMMITTEE DIRECTORS/CO-DIRECTORS:

Awards, LaRita Lang

Boss of the Year Award - There were four people nominated for the Boss of the Year Award – Dr. Mark Balschweid, Dept. of Ag. Leadership, Education and Communication; Sherri Jones, Special Ed & Communication Disorders, Mindy Anderson-Knott, Social & Behavioral Sciences Research Consortium, and Catia Guerrero, Dept. of Child, Youth and Family Studies. **Catia Guerrero** was presented the Boss of the Year Award at the Annual Boss's Luncheon on November 14, 2018, held at the Willa Cather Dining Hall by the 2016 winner, Dr. Wendy Smith.

Judges for this award were: Pastor Andrew Kitzing, Pastor at Zion Evangelical Lutheran Church, Emerald, NE; James Plucknett, Owner, Four Star Drug; and Lauren Folkerts, Sales Manager at The Graduate Hotel, Lincoln, NE.

Floyd S. Oldt Silver Pen Award - There were no nominees for the Silver Pen award for 2017-18.

Floyd S. Oldt Outstanding Staff Award - There were no nominees for the Outstanding Staff award for 2017-18.

Rose Frolik Award - There was one nomination for the Rose Frolik award, **Alysha Hardin**, Arts & Sciences Business Center. Alysha Hardin was the recipient of the 2017-18 Rose Frolik Award. Since there was only one nomination, judges were not needed.

Bylaws/Nominating, Mary Guest

Bylaws – revisions were made and were distributed to the members on April 4, 2018 for a vote. The revisions were for sentence structure and clean-up. The revisions were all approved and Bylaws were updated. There were 59 members who voted.

Nominating – Marcy Tintera led the nominating portion of this committee and secured a slate of officers that were presented to the board on 3/6/18. Electronic Survey Monkey ballot was distributed to all members.

The following members were elected:

President-Elect: Kelsey Sims
Recording Secretary: Lori Sorto
Corresponding Secretary: Alycia Harden
Treasurer: Jaime Long

Career Development / PSP, Debbie Hendricks, Lorraine Moon, Co-Directors

On November 3, 2017, Jill Averyhart, NAEOP Vice President, presented two workshops at the Nebraska Union. The two workshops were “Infographics for Everyone” (This topic dealt with using infographics that are a great tool for everything you see and do.) and “Who Put the Lizard in my Lasagna” (This workshop illustrated how you can put your uniqueness into action with a positive attitude. Be Creative, Remember What’s Important, Go Above and Beyond, and Have Fun.) The PSP Endowment Committee held a silent auction. Members of UNOPA and the Lincoln Public Schools were invited.

On February 20, Jan Deeds, Associate Director of Gender Programs and the Women’s Center in Student Involvement, presented a program on “Bystander Intervention”. Bystander intervention training empowers us to respond safely when we find ourselves in uncomfortable or dangerous situations and we want to speak out, but aren’t sure how to do so.

Scott Stemper and Teri Effle from Region V Systems in Nebraska gave a presentation (QPR Gatekeeper Training) to an audience of 39 attendees in the Nebraska East Union on March 19. QPR stands for Question, Persuade, and Refer. Attendees learned the best way to Question those they felt were in need of assistance, how they could best help or Persuade that person,

and how to get Referral help. One of the overarching themes was "Do Not be Afraid to Act! (This was a suicide prevention training.) The University community was invited.

A brown bag PSP learning session was held on March 27 in the Prem S. Paul Research Center at Whittier School. Debbie Hendriks presented a slide show (prepared by Mary Guest) that detailed the various avenues of obtaining a Professional Standards Certificate. Those attending the session included Kelsey Sims, Katie Balue, and Lainey Bomberger.

PSP Certificates were given to all those attending the above presentations.

Employee Concerns, Kathy Schindler

LeAnn Frobom and I met in June to discuss the UNOPA representatives to various university and system-wide committees. We sought to ask people to stay on their committees and to find replacements but were unable to find a representative to the Parking Advisory Committee. So Kathy Schindler attended several Parking Advisory Committee meetings.

In late September, the NU system discussed budget cuts via the Budget Response Team (BRT) members. Barbara Homer, LeAnn and I wrote and sent a letter saying that UNOPA was against a couple of the cuts under the HR team's responsibility. The first was the discontinuing of a percentage payout of unused sick leave upon retirement (1/4) and the second was the adjustment to maximum vacation balances. The HR Budget Response Team delayed a decision on these items for another year. There was discussion at the September 2017 meeting about these cuts. As of August 2018, it appears that current O/S employees will continue receiving the sick leave payout but new O/S employees hired starting Jan. 1, 2019, will no longer receive that payout.

In November, LeAnn Frobom resigned as Employee Concerns co-director. Marcy Tintera helped advise Kathy for the remainder of the year.

In the spring, it was noted that two UNOPA representatives had moved to managerial professional positions and were no longer eligible to represent UNOPA on their specific committees. Diane Wasser was on the Employee Benefits/U-Wide Employee Fringe Benefits committee and Kay McClure-Kelly was on the Campus Recreation Advisory Council. The committees' requirements (not UNOPA's) say that the UNOPA representative should be an Office/Service employee so we will look for new representatives to those committees.

Jana Pillsworth-Wood agreed to be the co-director of the Employee Concerns Committee for the 2018-19 year and the 2019-20 year. We met in June to discuss finding representatives for committees. Attached is a spreadsheet showing the UNOPA representatives to various committees. We still need a representative to the Campus Recreation Advisory Council and the

Parking Appeals Committee.

Outreach, Mikki Sandin, Director; Gretchen Mills, Co-Director

Mikki Sandin, Director

Committee Members: Gretchen Mills (left UNL in February); Jana Pillsworth-Wood, Susan Thomas, Rosann Kevil, Pat Wemhoff

The Outreach Committee created invitations on Event Brite for monthly meetings, provided table decorations and giveaways, and conducted the 50/50 drawing for the President's Charity. This occurred monthly from September 2017 – May 2018 for general membership meetings as well as two awards banquets.

The Summer Social was held in June at Jorgenson Hall with 10 members present. We played a Nebraska Football trivia game, enjoyed refreshments and watched "The Bugeaters" documentary on the beginning of Nebraska Football. Thanks to the new Outreach Director, Allison Casey, for providing the game and prizes.

Secret Friends – Patricia Liedle (took over from Gretchen Mills 2.2018)

Secret Friends is an ad hoc committee under Outreach. It is geared towards having fun for 9 months by surprising a 'secret friend' with inexpensive gifts, notes, etc. Most individuals spend less than \$7/month and no more than \$20 for the reveal party.

This year Gretchen Mills began as the coordinator of Secret Friends until she departed UNL. Patricia Liedle volunteered to take over the program.

Initially there were 18 participants and we ended with 16 still active.

The reveal party took place on May 30, 2018 at Cracker Barrel and fun was had by all along with enjoying delicious food and good comradery.

Unfortunately, we forgot to take a group photo.

Membership, Kelsey Sims, Director; Jennifer Haley, Co-Director

UNOPA had 94 memberships this year. The breakdown is as follows:

- Active Members – 64
- Associate Members – 4
- Honorary Members – 1
- Lifetime Members – 1
- New Members – 7

- Retired Members – 13
TOTAL = 90

Our approved budget was \$325.00. Per vote, we were allowed to reorder membership brochures.

Here is a breakdown of our expenses:

- \$ 212.63 – Membership Brochures (500) ordered 7/27/17 by Jennifer Haley
- \$ 30.00– Award Winners Memberships (*should be charged to the Awards committee as award winners receive free UNOPA membership*)
- \$ 10.00 – Starbucks Gift Card for the Supplier Showcase drawing
- \$ 9.80 – Stamps for mailings
- \$ 262.43 – Total Expenses

Our projected revenue was \$1,200.00.

Here is a breakdown of revenue received:

- \$ 684.00 - Cash & Checks
- \$ 435.00 - Cost Center Charges
- \$ 10.00 – Donation
- \$ 2.00 – Prior Year payments
- \$1,131.00 – Total Revenue

**Actual monies received is \$1,129.00

**Louise Berner paid for 5 years of her membership in 2015-2016 and therefore has 2 years (2018-2019 and 2019-2020) of membership remaining (Retired).

**Sandy Lineberry paid for 2 years, therefore has one year (2018-2019) of membership remaining

**Gretchen Mills paid her membership dues for 17-18, but received an award with free membership for 2016-2017. Her department will be reimbursed the \$15.00 which is reflected above with the amount for Award Winners Memberships.

Committee Directors: Kelsey Sims and Jennifer Haley

Technology, Jennifer Greenlee

The Technology Committee will update and maintain UNOPA's web page. It is recommended that the Committee Director have working knowledge of html, pdf, and UNLcms. Commitment is for two years.

The UNOPA front-page web design was updated to reflect a more up-to-date look. There were several pages added for explanation of the UNOPA parking lot and volunteer efforts.

Information regarding workshops, board meetings, general meetings, and special events was updated throughout the 2017-18 academic year.

The UNOPA website tied with Lincoln Public Schools for 1st place recognition at the National Association of Educational Office Professionals Annual Conference in July 2018.

UNOPA Notes, Judy Anderson

During the 2017-18 year, we produced eight monthly newsletters for the organization. We hopefully reported on and covered most of the meetings and activities of the group and advertised any upcoming events—including UNOPA, NEOPA, and NAEOP events. We tried to include as many pictures of these events as we could fit in and also included some interesting articles from outside sources that could help and encourage members through their daily lives, both at work and at home.

We decided to go back to producing the newsletter on PDFs that could be printed, instead of using the more modern online version. It was accepted wholeheartedly by most members and we were awarded First Place in the newsletter competition at the NAEOP Conference!

My committee member was President Barbara Homer. She assisted in excellent proofreading and submitting some self-help articles and graphics. It was a fun year! I think I'll do it again!

Ways and Means, Marla Nissen

This was my second year as the director and sole member of the Ways and Means Committee for the UNOPA Organization.

This year Parking Services decided to raise the fee to park in the lot on game days to \$25.00. This affected our income for the year and total sales were down \$800.00 from each of the previous two years. We sold parking spaces at the Spring game for \$5.00 and sold out both the front and back lots. This prompted me to send a letter to Dan Carpenter at Parking Services asking for them to lower the fee. He agreed to lower the fee to \$20.00 in 2018-2019.

A total of **395** parking spaces for **8** football games were sold. We had a total of **37** workers both current or retired UNOPA members and a few guests who volunteered. Of those numbers, below will show a better breakdown.

4 - Members worked **4** times

7 - Members, **1** guest, and **1** retiree worked **3** times

5 - Members, **1** guest and **1** retiree worked **2** times

13 - Members, **3** guests and **1** retiree worked **1** time

The game which sold the most parking spaces was the **Spring Game** with **100** spaces sold. When the front lot filled, we filled the back lot. We made **\$198.00** for parking lot sales at the Spring game and a total of **\$3158.00** was made for the year. Thank you to all who participated with this fundraiser!

Following the Spring game, we had two drawings of \$25.00 each in a gift certificate of their choice. Those who volunteered with parking lot sales were eligible and their name was entered for each time they volunteered. The lucky winners were Jana Pillsworth-Wood and Sue Wesely. Congratulations ladies!

Thank you once again to all who volunteered their time in helping sell parking spaces this year!
Respectfully submitted,
Marla J Nissen

Presidential Advisor, Lola Young

Lola was the President's Advisor for 2017-18.

AD-HOC COMMITTEES:

Digital Commons, Jane Schneider

During 2017-2018, I continued the process of posting UNOPA historical records to Digital Commons. The following items were submitted and posted accordingly: UNOPA Notes, Website and Newsletter Awards (judge's sheets), General Meeting Minutes, and Executive Board Meeting Minutes. Members wanting to view the UNOPA documents on Digital Commons may do so by visiting <http://digitalcommons.unl.edu/unopa>.

Marketing, Kelsey Sims

Facebook: 117 Likes → 119 Likes

Created a Facebook group, which is different from the original page. Individuals can request to join, or be added manually to this group. The idea is to allow for more interaction, and allows for the page administrators to be able to approve who gets to see and interact on this page. Both pages still need work.

The Marketing Director went in and saved all photos that were previously posted to Facebook to ensure we had copies in another place besides online.

Discussion in regards to the relation between marketing, social media, and our webpage was tabled.

Marketing Director sent out a survey to former members regarding the reason(s) they did not renew their membership. The survey consisted of four questions, and a brief overview of results are as follows:

1. Reasons for not renewing: *Events take place on days they can leave the office, negative morale amongst members, programs and meetings are not valuable to me as a UNL employee, length of meetings, joined another group, travel too much for job.*
2. Did your experience match your expectations? *No—not enough work related topics, things had taken a different direction, did not have an enjoyable experience and barely met new people. Yes—great group of people with interesting topics*
3. Improvement suggestions: *suggestions for secret friends, mentors, encourage meeting others and no cliques, different programs and types of meetings, more effective meetings*
4. Have you joined another group/organization? *No, looked into UAAD*

The board discussed our options for social media, the purpose of our Facebook page, who our target audience is, and how we want to use Facebook as a marketing tool.

A marketing survey was sent out to the membership, and 61 responses were received. The Director shared one of the survey question and results with the board (below). After sharing this information, the Director asked the board to keep this in mind for Marketing in future years.

- What is the best way to connect with you about the latest UNOPA news, workshops, meeting information, etc.?
 - 93.43% Email
 - 33.93% UNOPA Notes
 - 17.86% Webpage
 - 16.07% Facebook page

The Marketing Director met with Tyler Thomas via zoom in March to discuss social media and how it may/may not benefit UNOPA, as well as other strategies that may benefit the group.

Here are the bullet points to consider for next year, and thereafter:

- A social media page needs a purpose in order to be successful. It is not right for everyone, or every group, business, and/or organization
- An average post really only reaches 2-3% of followers unless the content is consistently shared and commented
- If we are looking to attract members, a page may not be necessary. You can do that through ads if a group is willing to pay for that
- **The questions to ask:** How much time do you put into your Facebook page, and what is the return? If one spends 4-5 hours/month on Facebook, but it doesn't reach many people, or benefit the organization by attracting people or growing membership, then you may want to ask yourself, is there something else that you could put your efforts into 4-5 hours a month, that will create a better return of investment?

Respectfully submitted on November 6, 2018

Barbara Homer
2017-2018 UNOPA President

