



---

**CCACE Advisory Committee Zoom Meeting Minutes**  
**February 19, 2021**

**Present:** Demi Ayres, John Ballantine, Ron Bernard, Paula Casey, Claudia Feeney, Eva Mostoufi, Carol Murphree, Jill Weintraub

1. JANUARY MINUTES APPROVED BY Claudia Feeney SECONDED BY Demi Ayres
2. BUDGET:  
Numbers are looking good. Revenue is posted at \$285,308.25. Note that \$200,000 has yet to be recorded in credit card receipts.  
We are still not where we were this time last year, but happy with the numbers.
3. REGISTRATION UPDATES:  
Winter registrations continue to come in. There are a lot of classes running, many are due to the collaborative.  
Outdoor programs are quite popular this winter... people are taking advantage of the many options that have been added due to the pandemic. Other communities are finding similar results.  
The spring catalog (March-June) is heading to the printers today, Jill will advertise that things may change according to COVID status.  
Winter catalog is delivered to homes between Christmas and New Year's.
  - a. Lecture series:  
We had 18 attendees sign up for the first class and 19 for the second, both quite encouraging. Jill feels that some of this is due to the instructors marketing their programs separately. We are advertising this program under a new heading "Speaker Series" and anticipating this will increase registration #'s.  
All programs starting March 17th through the spring will be listed in the new catalog. People are paying \$10 for registrations.  
Jill is not sure if participants are returning attendees, she'll take a look the past registrations. CCACE will be sending out a community survey the beginning of March to help with Fall planning.... do we keep programs on zoom, should it depend on subject matter, the season, or the age of the participants? Both Newton and Needham have sent surveys to their communities and Jill will fashion her's around their surveys. Needham residents responded favorably to keeping their programming online next fall.  
Jill and Stephanie are trying to meet the needs of customers. What works best for all? They recognize that all in the community are customers, and the charm of the program is being in person, but offering a hybrid option is beneficial at this point due to the uncertainty of vaccines. A lot more work goes into online classes for the presenters, which is something to keep in mind.  
Going into the fall we have to be aware of class sizes. For example Keith Daniel's Village University class is quite large online, whereas his in-class numbers are around 15, which may not be a possibility in the fall. Armchair Travel may work in a classroom setting for September and October, but many of the participants are older and wintertime programming might make more sense on zoom. Carol mentioned that she has a teenage student who is exhausted with hybrid learning - is this an issue with all our customers?  
When we return to a supposed "normal", what would people like to see? With the exception of Italian, our language classes are not doing well, whereas other communities are filling theirs.... a benefit to online collaborative programming options.  
John read that 50% of the U.S. population will be vaccinated by the end of the year, so herd immunity won't be around until at least that point in time.

## CCACE Advisory Committee Minutes

b. Drivers Ed:

The numbers are good. 35 students will finish the program this weekend.

c. ISMCC:

There are 250 students registered for the winter/spring semester; all lessons are conducted online.

This summer we will follow the Department of Education guidelines for space requirements; we are offering 4 summer classroom sessions. We will possibly hold lessons outside, and hopefully use the auditorium and band room which are large enough to spread out the teachers and students. There are wonderful new practice rooms in the new building that we have not been able to use for lessons due to their small size.

We unanimously agreed that Jill and her staff are doing a wonderful job and are running a valuable program for our community.

4. CAN WE TALK FY22 PLANNING:

We previously narrowed down next year's topic to:

*Finding Common Ground on Divisive Issues*

Jill set up a link

([https://docs.google.com/document/d/1aRf4EWXpoKeEsYqXzK6h2HF\\_wWgdJ2ji9wUQw7CviMc/edit?usp=sharing](https://docs.google.com/document/d/1aRf4EWXpoKeEsYqXzK6h2HF_wWgdJ2ji9wUQw7CviMc/edit?usp=sharing)) following our November meeting for us to share ideas.

Let's continue to use it as our conversation continues.

Claudia mentioned Tim Phillip's Boston Globe Article on Conflict Resolution and skill sets to address these issues (see our google docs page noted above).

John noted the Edsal/NY Times article on Tuesday relating to the Internet and Social Media... are we more divided with social media and the sensationalism that is prevalent? (see our google docs page noted above).

Paula recommended the app "Ground News" which presents readers with news from different sources and allows users to filter news coverage based on political bias, time, location, and interest.

John will reach out to Dan Kennedy.

Claudia mentioned that Tim Reilly, local resident, might be a good choice for our first panel.

Demi said she will reach out to Tim Reilly who was an old neighbor.

John and Demi will pick-their-brains to see if they agree that we are on the right path. Are we missing something, how do we frame the conversation? See if they can help us give shape to the program.

Heather Cox Richardson wrote of the Fairness Doctrine (see google docs page noted above) in her February 17th article.

Carol suggested that we split our sessions into 4 topics:

1 History/ Fairness Doctrine

2 Different News Sites

3 Current Social Media News

4 Finding Common Ground/How Do We Talk?

This past year has been pretty depressing and many have turned off the news. People are becoming more discretionary. Most local people are getting their news from local TV, the younger generation are receiving their's from social media. We need to look at a cross-section of news outlets.

## **CCACE Advisory Committee Minutes**

We talked about follow-up discussions after each session. Does it make sense to have a psychologist lead these sessions? It's important to engage the younger generation. Someone mentioned a young professional from Fitchburg. Perhaps a young teacher from CCHS could moderate?

**Next meeting 3/19/21**