

# **MASTERMINDS 2024**

**Final Report  
and  
Review**

**For Consideration by the Board of the  
University of Victoria Retirees Association**

As promised in the earlier Interim Report on Masterminds (MM) '24 (see April 8th Board Minutes), there was much for our committee to consider after the lecture series was completed.

UVRA board members June Whitmore, Juliana Saxton, Peter Liddell, met with Leah Potter (UVRA board ex-officio) and Ashleigh Enright (our IALH partners) on May 31, 2024 to review what had taken place in the immediate past, to reflect on the past history of MasterMinds and examine future implications for its retention. It is our intention to present this detailed review for the Board's consideration in September but, in the meantime, our discussions may be of interest to UVRA members. (Note: There may be further information that was not available in May 2024). All UVRA members are invited to expand on these ideas by offering their responses to the email address on the Title page .

In order to better understand the history, the committee read four Masterminds reports from 2012-2015. The areas for discussion (below) were partially based on these reports and guided our discussions:

**1. SPEAKERS:**

Unlike other years, and because of the shortness of time, the four lectures were offered under a thematic title: *This is NOW: Universi*

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with microphone. Two theatre students were available to act as ushers—both equipped with First Aid qualifications (a requirement to use the theatres). The assistant Front of House manager was present and the Concession (operated by a student) was open for drinks and light food.

Parking was easily available and IALH made two of their students available to assist with the payment procedures. (Parking continues as a “grumble”—see earlier reports—but it was agreed that, due to the present financial situation) this was not the time to discuss the matter with the university.

*Discussion:* It was agreed that a small venue, available at no cost should be found.

*Suggestions:* It was suggested :

- *that* the new conference building (Sngequ House) auditoriums have a good atmosphere, great acoustics and access, and easy, available parking;
- *that*, although the theatre concession was not really used, with a larger audience perhaps coffee or tea (wine?) might be available before the lecture, providing an opportunity for guests to meet and chat socially. An offer of this sort can be an added attraction.
- *\*that* that May would be a better month to consider as April has many competing events and spaces are limited due to final exam schedules.
- *\*that* we need to find out when the UVic booking office opens for dates in May and make the booking early.

#### 4. **PUBLICITY:**

We have noted above the problems with publicity for Masterminds. It is significant that the Report of 2013 suggest that “it is apparent that a wide variety of communication tools be used to inform the public “ about MMs.

*Suggestions:* We agreed:

- *that* an early start was essential; that we needed to consider the radio—CBC1, CFX and CFUW should all be contacted for possible interviews and/or PSAs;
- *that* we should ask speakers if they would agree to being interviewed on radio;
- *that* we should try and reconnect with UVic Communications and Marketing to see what they might offer us.

#### 5. **RECEPTION DESK:**

We saw this as an important site that, due to the small numbers this year, we had only Ashleigh Enright from IALH greeting people and handing out programs.

*Suggestions:* It was agreed:

- *that* the desk should be staffed by two UVRA volunteers;
- *that*, for statistics purposes, there should be a copy of the list of those who had indicated that they would attend so that we know how many attended
- *that* a paper program should be available, including the speakers’ bio and proposal, and any books or material of interest in terms of the lecture be cited; a brief welcome from the President, list of future speakers and any UVRA events of interest;
- *that* the speaker’s latest books or publication/s should be on display.

**6.**

