

Kirk Borland: Getting the Job Done (continued)

by John Hammond

Kirk successfully helmed a rebranding effort, with Judy LaMée, when the then-named North Carolina Center for Creative Retirement joined the Osher Lifelong Learning Institutes family, becoming OLLI at UNC Asheville. As we rebranded, Kirk championed the notion that, although the organization was changing its name, it was vital to do so “without changing the character and culture of the institution in ways that have been in place since its beginnings,” and which its members value so highly.

This year Kirk serves as Chair of the OLLI Steering Council, a volunteer leadership group constituting 11 separate committees that provide advice and expertise in as many different areas. A focus of his during his tenure has been to increase volunteering among our 2300 members. Kirk says, “Nobody comes to OLLI to work on a committee, but they will come if they have a job to do.”

Kirk has found ways to connect with broader campus efforts as well. UNC Asheville Athletic Director Janet Cone solicited Kirk’s counsel on marketing the athletic department’s programs. He also lent support to a mentoring program that paired OLLI members with student athletes.

Of his efforts, OLLI Executive Director Catherine Frank said: “I have valued the many ways that Kirk has added his professional expertise to OLLI, in everything from branding to a clearer understanding of volunteer engagement. He has crafted meetings that engage us in important conversations and has been a thoughtful representative of OLLI in working in other university departments, particularly athletics.”

According to Jim Lenburg, well-known OLLI instructor and volunteer, “Working with Kirk Borland is a great pleasure as he is always great at listening and always with a smile on his face.” Look for that man – and that smile – to continue to contribute in significant ways to our ongoing success.