

MINUTES FOR AAUW MORGAN HILL BOARD RETREAT
Weston Miles Architects, June 12, 2010

Present: Elizabeth Mandel, Carol O'Hare, Kathy Sullivan, Joan Ensign, Donna Dicker, Judy Savastano, Margo Hinnenkamp, Peggy Thompson, Patricia Kindred, Anne Rosenzweig, Susan Oldham-Fritts, Stacy Forgy, Janet McElroy, Donna Weisblatt, Judy Kinker, Elaine Reimer, Peggy Pinarbasi, Betsy Ding, Joanne Rife, and Patty Crone.

Board Structure Discussion – led by Elizabeth Mandel.

In an effort to make the most effective use of the membership, both existing and new, it was proposed that the Branch look to limiting the size and utility of Board members. Among considerations discussed were:

- Recommendations from Sandy Kilpatrick (State Bylaws Chair) to appoint as board members only those positions that have financial or other pivotal responsibility within a branch.
 - The difficulty of succession planning for functions, as the same members were managing all the events, and new members were not being called upon to participate as part of a committee and to thus familiarize themselves with the programs.
 - Recognition that there had been a loss of committee focus over the past few years.
 - The desirability of grouping jobs within a function whenever possible.
 - The need to define jobs clearly.
 - The possibility of limiting the size of the Board to offset difficulties in achieving a quorum.
- After some review of the options, as well as pertinent bylaws, it was moved (Donna Weisblatt), seconded (Anne Rosenzweig), and approved that the Board should adopt a proposal that included the following changes from last year's board structure: New appointed board positions of "Technology Chair" and "Community Awareness" (subsequently renamed "Community Connections") will be added. Former board positions that do not relate to the financial management or running of AAUW-MH will no longer be board positions. These include GEMS, Calendar, Neighborhood Chair, Leadership Development and Hospitality. The effectiveness of this new board structure will be reassessed in a year. In cases where a vote is needed between meetings (such as approval of distribution of emails), the Executive Committee will be empowered to vote upon any issue, with input solicited from any/all members.

ISPF and Fundraising Allocations – led by Donna Weisblatt, Judy Kinker, and Elizabeth Mandel.

Changes in the National guidelines were discussed. The category AAUW Funds #9110 now includes the Legal Advocacy Fund, Educational Opportunities Fund (formerly Educational Foundation), The Eleanor Roosevelt Fund, the Public Policy Fund, and Leadership Programs Fund. The 80%/20% formula no longer exists in the State Policies & Procedures.

It was noted that the Morgan Hill Branch ranks 8th in the state for its support of National programs (both in total dollars and in dollars per branch member). Morgan Hill also sends more campers to Tech Trek than any other branch in Santa Clara County. There have been requests by branch members to re-assess whether we should be contributing a higher percentage of our Wildflower Run profits to local scholarships. Potential benefits include increased visibility in the community and subsequent membership and sponsorship growth.

Other discussion included how the Branch could be more effective in tracking the recipients of Tech Trek, High School or Gavilan scholarships. Options discussed include ensuring that email/other contact information is included in the application forms, and providing a drawing for additional scholarships or another reward for those who keep in touch.

- Action: A subcommittee, led by Donna Dicker, will consider the options for reapportioning funds among local scholarships, Tech Trek, and AAUW Funds and present a proposal to the Branch in September. Recommendations for better follow-up on local scholarship winners will also be presented.

Policy Proposal – Scholarships (Tech Trek, High School and Gavilan) – presented by Susan Oldham-Fritts.

The Tech Trek Scholarship Committee proposed the following policy, to be added to scholarship information provided by the branch through hard copy and on website information:

“To support the integrity and transparency of the selection process for scholarships, AAUW members are advised to avoid any undue influence with scholarship applicants during the application or judging process. Members are also advised to excuse themselves from the process when they are familiar with one of the candidates or the candidate’s family.”

- Action: The Board voted to charge the Bylaws committee with taking this proposed policy and incorporating it (rewording as necessary) into our current policies and procedures for selection of Tech Trek campers and local scholarship winners.

GEMS Plans – status update by Susan Oldham-Fritts

Susan reported that Tech Trek members are absorbed into GEMS. However some 11th and 12th graders drop out because they are too busy. These girls also may take fewer math/science courses at this time and may need more support specific to the age group. She is pursuing creating a Grade 11-12 GEMS group. Susan will be contacting Branch members to recruit new committee members, who will be working on this project.

Advertising – status update by Joan Ensign

Joan is seeking new leadership for the position, which entails contacting previous newsletter advertisers and collecting money from them.

- Action – Everyone is to send a name to Joan of someone who will be good at this, and Joan will follow up with those individuals.

Programs – status update by Peggy Thompson

- September 12, 11 a.m., Membership Brunch
- October TBA, Candidate Forum
- November 6, Neighborhood Luncheon at Mangia la Pizza. Speakers Series Event—Lauren Jenkins, Ph.D.
- December 5, 4-7 p.m., Holiday Gathering in Oakwood School’s Library
- January 19, 7 p.m., Morgan Hill House, Autumn Gems program
- February TBA, Silicon Valley Reads
- March TBA, AAUW Speakers Series for Women’s History Month
- April 10, Wildflower Run
- April 20, Oakwood School Gymnasium, Speakers Series—Lily Wong Fillmore, Ph.D.
- May 2011, TBA, Morgan Hill House, Installation Brunch

Membership – presented by Peggy Pinarbasi

Peggy distributed the membership list of non-renewals at this time and requested Board members contact them to expedite the process. She also passed around a sign-up sheet for the Taste of Morgan Hill booth on September 25 and 26. Peggy mentioned that some members have suggested local dues should be reduced (since we are saving money by distributing the newsletter electronically). This idea was rejected due to a low cost (\$16) for extensive services. It was suggested that there be a newsletter article highlighting the many benefits of local membership.

- Action – Elizabeth will discuss value received for our \$16 (programs, etc.) in her article in the September newsletter.

Recruiting and retaining membership was discussed by Patricia Kindred and Kathy Sullivan. Proposed projects include the following:

- Creation of a buddy system for new members, to replace the neighborhood system, which has been implemented inconsistently in the recent past.
- In the newsletter, provide a highlight (monthly emphasis) to bring prospective members.
- Emphasize the Membership Brunch as a wonderful way to introduce prospective members. (Stacy Forgy will host the membership brunch, but emphasized that she will need other members to take charge of setup, cleanup, and all other logistics of the brunch.)

- Inviting prospective members to interest group meetings, perhaps focusing on a different interest group each month.
- Donna Dicker is the new Friendship (Sunshine) Chair, and Branch members should contact her with information about anyone who needs attention. Donna will then contact the individual to determine what kind of assistance she would appreciate.

Technology/Communications – presented by Stacy Forgy

Goals for 2010/2011 are as follows:

- Provide a website that attracts new members, is easy to use, and fulfills the needs of Branch membership
 - Provide training/education to help all Branch members fully utilize the website
 - Distribute our newsletter online except for members with no internet access
 - Continue/expand the online distribution and minimize printing and mailing
 - Make database/directory more user friendly, accessible and usable for all members
 - Ensure that the membership sign-up form includes section for areas in which members are willing to assist, so this can be tracked and utilized more effectively.
- Action: Stacy will write an article for the newsletter, including the detail of these plans.

Treasurer's Report – presented by Elizabeth Mandel for Treasurer Peggy Martin

The AAUW Income, Expenses 2009-2010 was reviewed, followed by a discussion re: modifying the Funding Flow Chart for the Morgan Hill Branch. This would involve incorporating the Current Wildflower Run Account (supervised by Wendy Bell) into the ISPF, while maintaining the Branch Operating Account. This is under review and consideration at this time.

Minor adjustments were made in the proposed budget for 2010-2011, none of which impacted the balanced budget proposal.

Branch Email Guidelines – presented by Elizabeth Mandel for Judy Kinker

AAUW sponsorship/support for a variety of local programs or events was discussed resulting in clarification based upon a policy addendum dated January, 2010 (Elizabeth Mandel), which lists areas which are supported or co-sponsored by the Branch. All other requests are considered on a case-by-case basis and require Board approval. It was noted that, earlier in this meeting, the board agreed to expedite approval between meetings, with only executive board approval required for approval of email not clearly covered by the policy addendum.

Newsletter Deadlines – presented by Carol O'Hare, Copy Editor

Deadlines must be adhered to, particularly so Carol can review her proposed edits to articles with submitters. Currently there is no Layout Editor in place.

- Action: If we are unable to find a new Layout Editor this summer, Elizabeth will check with Yvonne Duckett and if Yvonne is willing to continue with the job until early next year, Elizabeth will take over the job at that time.

Summer Barbecue – presented by Carol O'Hare

The barbecue is scheduled for July 31 at the home of Mary Cox. This event is coordinated by past branch presidents. This year Carol O'Hare and Joan Ensign will be coordinating it. They will be contacting other past presidents to assign jobs.

Subsequent discussion about running events efficiently included the Hospitality Chairs suggesting ways to streamline clean-up for the barbeque and other events (such as those at the Morgan Hill House).

- Action: An article by Judy Savastano and/or Margo Hinnenkamp (Hospitality Chairs) will be included in the newsletter, with an emphasis on standardizing procedures for clean-up after events.