

AAUW-MORGAN HILL BOARD RETREAT

June 23, 2012, 9 a.m. to 3:30 p.m.

Home of Peggy Martin

In Attendance: Carol O'Hare, Barbara Palmer, Elaine Reimer, Kathy Hansell, Janet McElroy, Betsy Ding, Donna Dicker, Kathy Stanton, Peggy Martin, Joan Ensign, Kim Molyneux, Elizabeth Mandel, Susan Oldham-Fritts, Wendy Bell, Jenny Redfern, Kathy Sullivan, and Patty Crone. A quorum of voting members was present.

Co-Presidents Margaret McCann and Janet McElroy called the meeting to order at 9:35 a.m. with introductions provided by each person in attendance.

AAUW National – Barbara Palmer gave a brief presentation on the National organization, in order to increase awareness of the goals, and how Branch contributions have an impact. Her handout covered the history, purpose, organizational structure, and reference to the PEARL elevator speech. (All information was taken from the AAUW website.)

A discussion followed regarding the Get Out to Vote effort. It was recommended that a few paragraphs be included in the Branch Newsletter. The State organization is already aware and involved. Inclusion in the newsletter would focus on greater awareness of National's priorities and programs.

Kathy Stanton (Programs) recommended that there could be a speaker on the National organization as part of an upcoming program. The Programs in a Box effort includes such issues as Crossing the Line (sexual harassment in middle and high schools), forming a relationship with a college (Gavilan), Give a Grad a Gift memberships, and Know the Score (Title IX). The new local effort called Rachel's Challenge was mentioned as a possible connection to the Crossing the Line and Bullying programs in existence.

Elizabeth Mandel recommended targeting Get Out the Vote and a College Affiliation with Gavilan.

Janet McElroy suggested that the Branch make an effort to share personal stories of the impact of AAUW involvement. Joan Ensign recommended that we develop a committee on public policy to meet every few months and examine the available Programs in a Box. She added that she had the name of the state College/Liaison contact (Donna Lilly) and that we should contact the Gilroy Branch so that we could work on a Gavilan connection in conjunction with them. Once we have a relationship with Gavilan, it would be possible to offer Personal Finance/Money Management programs, as well as educating students about AAUW and recruiting them as members. Jenny Redfern observed that many Gavilan students also need mentors to help them position themselves for next steps following graduation (applying to four-year programs, job searches, etc.)

- Patty Crone and Janet McElroy offered to facilitate a meeting with Gloria Leonard (San Jose Branch Public Policy) and Carol Holzgrafe to discuss what direction the Branch might take.

Donna Dicker has offered her home for this meeting. Margaret McCann will provide contact information for Gloria so that this can be arranged.

- Margaret McCann will contact Geri Allen (Gilroy Branch) re: making contact with Donna Lilly.

Convention – Margaret McCann distributed a report from Joanne Rife re: some of the State Convention programs, including UNFPA (Funding for the United Nations Population Fund), presentations on Bullying and Cyberbullying in schools, issues surrounding full implementation of Title IX in schools, and Equal Pay for women.

It's My Vote – Jenny Redfern would like to run personal stories in the Newsletter re: Title IX and other issues. She noted that the local Morgan Hill Times office has been closed, and that the paper has been consolidated with Gilroy. Much of the staff is no longer with the paper, and there are concerns re: the level of coverage for Morgan Hill.

Margaret Mc Cann, Joanne Rife, Swanee Edwards, and Jenny Redfern met to organize a voter registration program at local public schools during Senior Check-Outs in June. Discussion followed as to the best way to register the next wave of voters at local high schools and Gavilan.

For the Taste of Morgan Hill in September, Kathy Sullivan will arrange for an AAUW booth. During this event, members will distribute flyers for the Candidate Forum. It was also suggested that we set up a voter registration table in front of Costco (in conjunction with Gilroy) and/or at the Friday night music concerts in Morgan Hill.

Programs – Carol O'Hare, Wendy Bell, and Kathy Stanton are planning a Programs meeting in July. Carol O'Hare was recommended to replace Laurie Dineen as a Co-VP, and the appointment was approved by the Board.

Plans currently include the following:

September – Candidates' Forum (Earlier because of Vote by Mail)

October – Membership Brunch

November – Neighborhood Luncheon (possible program on National AAUW, with Carol Holzgafe as speaker)

December – Holiday Party

January – Open

February – Silicon Valley Reads (with Friends of the Morgan Hill Library)

March – Women's History Month

April – Wildflower Run

May – Installation Brunch

Margaret McCann requested clarification re: responsibilities for and purpose of

Neighborhood Luncheon

Programs – Speaker/Venue

Membership – Set up tables by neighborhood

Membership – Distribute Directory

Hospitality – Table Decorations

The purpose of this event is to reach out to new members and expose everyone to a broader range of individuals.

- **Candidates' Forum**

Elizabeth Mandel will do the program

Margaret McCann and Janet McElroy will assist and possibly emcee (Margaret has the notebook with all the details.)

- **Installation Brunch**

Hospitality will take RSVPs and set up

Programs will arrange the venue

Barbara Palmer will run the installation ceremony

Outgoing Presidents will create the agenda and write an article for the Newsletter. They will also serve as the point persons for the event.

Scholarship Committee will make sure that the recipients are notified.

Membership – Kim Molyneux, Kathy Hansell, Kathy Sullivan

Margaret McCann suggested a meeting to discuss member retention.

She also proposed a new member tea on a Sunday afternoon in August (19th or 26th?) that would include just new members and elected Board members.

The following suggestions were made:

- target younger women to both attract them to AAUW and retain them.
- Board members should sit with new members at all events.
- Put together volunteers to contact new members and follow through with them in person (not just email)
- Create a list of all new members and send to Board members.
- Emphasize putting up photographs on the website directory.
- Include profiles of new and existing members in articles for the newsletter.
- Expand the Friendship Corner.
- Barbara Palmer offered to head up a new member mentor committee.

Update on IBM Grant for Tech Trek – Laura Durica needs to know specifics as to how the money (\$3000) will be spent. Susan Oldham-Fritts is working on this.

Treasurer's Report – Peggy Martin distributed financial statements that were current as of the day of the Retreat. Peggy moved that the Board consider providing her with a debit card tied to the operating account so that she can use it to provide National with membership renewal fees and expedite the Branch receiving credit for these—much faster than sending checks and waiting. Wendy Bell seconded this and the motion carried.

Janet McElroy needs to be added to the account as a signatory. Peggy has what she needs to make this change. She and Janet will need to go to the branch bank to handle this.

Peggy also announced that Branch accounts will be transferred to QuickBooks beginning in the new fiscal year (July 1, 2012). Membership dues will begin at zero in the new fiscal year for accounting purposes. She added that we pay National the full membership amount, and they reimburse us for Branch dues.

The Allocations Committee will meet in August in order to make their recommendations at the September Board meeting.

Nominating Committee – Joan Ensign addressed suggestions for the Committee going forward. She acknowledged that it is a challenge to find members, and there is always a time crunch. Also, committee members don't always know people, their interests, their abilities to handle a given position.

Joan will chair the committee to revamp the protocol:

- Start much earlier to recruit potential Board members by announcing at the membership brunch and new member tea.
- Change the name of the committee to Leadership Development (By-Laws Committee will consider this change.)
- Use pictures in the online directory, and include interests, hobbies, etc.
- Encourage officers to find their own replacements and then bring them to meetings. (This should be added to Board member responsibilities.)
- Present the jobs in a positive light.
- Have a standing committee to facilitate all this.

Website Review -Elizabeth Mandel displayed the website and discussed the various components.

Jenny Redfern suggested that we move the section on "Why are you interested in AAUW?" above the section on Interest Groups.

Also, for those who renew online, rather than via the Branch website, it was suggested that there be an area where they can update their interest list.

Volunteer Opportunity Road Race – Elizabeth Mandel

The Community Foundation requests that they be permitted to solicit volunteers through AAUW.

Elizabeth moved to approve this request, and Kathy Sullivan seconded. The motion was approved.

GEMS – Susan Oldham-Fritts stated that she has \$160.93 remaining in her budget for this year. She moved that we use this, plus additional funds (to total \$244.35), to purchase 30 t-shirts that GEMS girls could wear on field trips so that they can be readily identified in crowd. Elaine Reimer seconded this, and the motion was approved.

Susan also requested that we link GEMS to other appropriate areas of the website to make it easier to find.

She also asked for suggestions as to a waiver/field trip permission form that she could use for GEMS trips. Elizabeth Mandel said that she would share the one she uses for MathCounts.

She then introduced the concept of a private Facebook page for GEMS communication. The consensus was that this was probably acceptable, providing that is used for GEMS topics only.

It was asked whether Susan had explored membership (for the girls) in AWIS (American Women in Science). Susan's responded that there are many organizations such as AWIS, and that she chose not to pursue that at this time.

Website. Emily Shem-Tov has decided not to continue as website manager. Laura Durica has been approached to take over and is thinking about it. The presidents will form a committee to determine how to keep the website current and who will do what part. Anyone who has "ownership" of pages, such as Membership, should be responsible for submitting changes to the web manager. Is it possible for persons beside the manager to update pages?

Stacy Forgy will no longer be in charge of maintaining the online directory. Kim Molyneux volunteered to take on this job. She will coordinate responsibilities with Faith Protsman who keeps the membership database.

Interbranch Special Projects Foundation. Carol explained the purpose of ISPF and how it works as an account for Wildflower Run funds. In response to why the branch has not established its own 501c3, Peggy explained issues of liability, responsibility for filing of tax forms and cost. Final accounting of funds in WFR account will be available in early July. Elizabeth will call a meeting of the Allocation Committee in August to determine distribution of monies to AAUW Funds, Tech Trek and local scholarships.

Board Meeting Guidelines. Carol distributed the Bylaws Committee's suggestions for board meetings, including how motions are made, use of written motions and what does not need a vote or second. (See attached.) There was general acceptance of the guidelines as presented. After using them for a few months to see how they work, they can be added to Policies and Procedures.

Treasurer as non-elected officer? Bylaws currently state that an elected office can be held for no more than 3 years. Carol raised the issue of how to have Peggy continue as treasurer past her 3rd year. Peggy is willing to serve on the board in a non-elected position if this does not go against AAUW policy. She will research various possibilities and report back to the board. To make any change would require amending the bylaws.

Wildflower Run. Elizabeth gave an update on the 2013 Wildflower Run to be held on April 14. She does not yet know what South Valley Endurance will charge for chip timing. She needs volunteers for hospitality, snacks for runners and water stops. The 2013 tee shirt design will be selected in July.

Branch Vacancies include Publicity, Historian and Women's History Month display.

Board, Advisory and Committee positions were reviewed and updated. Janet will make all the changes and send to board for review. Technology will no longer be a board position. Staying in Touch will be added under Scholarships. Friendship will be added to advisory positions. New Member Mentors will replace New Member Buddies. Educational Opportunities Fund position will be re-titled AAUW Funds. Leadership Development/Nominating Committee will be added to list of committees.

Announcements. Summer barbecue is July 28. August 10 is deadline for September newsletter. The first board meeting is September 6.

The meeting was adjourned at 3:30pm. Thanks to Peggy for hosting.