

AAUW-Morgan Hill Board Retreat
Home of Peggy Martin
June 22, 2014, 1 p.m. to 6 p.m.

In Attendance: Donna Dicker, Yvonne Duckett, Joan Ensign, Marti Jurick, Patricia Kindred, Judy Kinker, Maggie Leininger, Elizabeth Mandel, Peggy Martin, Margaret McCann, Janet McElroy, Carol O'Hare, Susan Oldham-Fritts, Jenny Redfern, Elaine Reimer, Joanne Rife, Tasha Standridge, Joan Sullivan. A quorum of voting members was present.

Welcome and Introductions – Co-President Jenny Redfern called the meeting to order at 1:49 p.m. Members introduced themselves.

- Jenny encouraged everyone to use the agenda attachment prohibiting “Because we’ve always done it that way.”
- She requested that board members and committee chairs send e-mails to both her and Co-President Susan Oldham-Fritts, in case one of them is out of town.

Being a Board Member: Rights and Responsibilities – Jenny directed attention to the list provided by Carol O'Hare, originally from AAUW CA Leadership Development.

- Carol emphasized the importance of understanding the AAUW Mission and Diversity statements, which can be found here: <http://www.aauw.org/membership>
- Elizabeth Mandel suggested adding that each Board member should keep job responsibilities for her position up-to-date on the web site.
- There was some discussion about recently purchased business cards, which include Mission and Diversity statements.
-

What do we want our Branch to be? – Jenny led an exercise provided by AAUW CA to identify our “brand” and how we may want it to change.

- We brainstormed that the Branch “brand” now as perceived by the community is social, friendly, well-respected, scholarships, Wildflower Run, philanthropic, professional, lively, active, involved, having a focus on children, dedicated, educational, advocates, networking, supportive, and smart, but also under-the-radar and elitist.
- We then discussed what we want our “brand” to be, including (with three most important listed in **boldface** type): not-my-grandmother’s AAUW, fascinating, stimulating, engaging, community resource, vibrant, **diverse, issue-based**, inclusive, opportunity, locally involved, openness, go-getters, strong, welcoming, nice, **advocacy**, public awareness, and networking.
- We discussed how to respond when people ask who we are and what we do. Our preferred description for the Branch: a group promoting education for women, interested in women’s issues, issue-based, and diverse in age, ethnicity, and economic levels.
- Joanne Rife recommended networking with more diverse groups.
 - Margaret McCann suggested English Learner Advisory Council.
 - Donna Dicker mentioned the Mayor’s coffee hour at BookSmart.
 - Peggy Martin said that the Leadership class on marketing suggested to Learning and Loving Center to make a donation to WFR in order to have their name on the t-shirt.
 - Carol emphasized the need to reach younger women.
 - Joan Ensign suggested the Branch supply AAUW information in the Gavilan graduation packets.

- **Action Item:** Jenny requested that Joan prepare a list of less visible but important community groups for the September 4 meeting so that we can educate them about AAUW and advocate more effectively and locally for our mission.

Break 3:00-3:15 p.m.

- **Action Item:** Peggy will prepare a \$100 donation to AAUW Funds in memory of former member Gerda Young. Donna will send a card to Gerda's family.

Needing our attention soon

July 4 Parade – Discussed rehearsals, and other details.

IBC Leadership Day in MH, July 26 – Information to be sent to all members.

- Susan will contact Gilroy members to request assistance with set-up.

Annual BBQ, August 2 – In progress. Janet McElroy and Jean Pinard are organizing.

Taste of Morgan Hill, September 27-28

- Jenny will complete registration.
- Yvonne will arrange for setting up the tent.
-

Infrastructure items

By-Laws – It was moved (Kinker/no second needed) that the following statement be added to Policies and Procedures as Item 5 in Addendum 5: “As much as possible, all reports should be sent to the president and distributed to board members with the agenda to be read before the meeting. During the meeting, the author of the report will only need to bring up items that require discussion and answer questions related to the report.” Carried unanimously.

- **Action Item:** To be clarified: Is it one vote per elected office, or one per elected officer, as in the case of Co-Presidents, for example? [Answer from Sandy Kirkpatrick, AAUW CA governance committee: One vote per elected officer is required only for incorporated branches. MH is not incorporated, so current “one vote per office” is correct.]

Membership

- Brochure updates
- **Action Item:** Margaret, Susan, Maggie, and Joan Sullivan will review the membership brochure and provide recommendations to Elizabeth for update. Peggy advised that \$200 allocated last year for brochures was not used.

Display Board Updates

Action Item: Elizabeth will redo the display board to include the new AAUW logo, colors and other updates. She noted this may cost up to \$50 for the new foam core backgrounds, new photos, etc. Elizabeth will update the logo on the display board.

All updated materials will be available in time for Taste of Morgan Hill.

- **Action Item:** Peggy, Faith, and Maggie will co-ordinate regarding membership renewal reminders.

Leadership Development Team – Reviewed written report provided by Joan, who noted the need to reach out to members within their first two years.

- Interest information from new members will be sent to all of the board.

- Joan distributed two versions of last year's interest questionnaire. Board members were encouraged to send suggestions for updates to the questionnaire on what help they could use in their jobs.

Communication with members; email – Discussion re keeping members informed vs. too many emails. Jenny suggested one or two e-mails per month, each listing three to five activities. Discussion was tabled to a date to be determined.

AAUW Funds. ISPF allocations – Our new AAUW Funds Chair is Mary Ludwick. AAUW Funds is the umbrella for Educational Opportunities, Legal Advocacy, Eleanor Roosevelt research, Public Policy, and Leadership programs. MH Branch donated \$12,400 to AAUW Funds in 2013-14.

- Carol brought up pros and cons of starting a new endowment. The Blaine-Cate MH endowment was completed in 2002 and is now \$128,000, including interest. Currently a new endowment must reach \$200,000 and be completed in 15 years. Research and Projects Grants must reach \$75,000 within 10 years.
- **Action Item:** Carol will find out what happens when goal is not reached within the allotted time. Does National prefer completion of other endowments over adding to a completed one?
- **Action Item:** Any input regarding a new endowment should be sent to Elizabeth by August 15 for consideration by the allocation committee.

Planning for the WFR 2015 – Date set for March 29, 2015.

- **Action Item:** Elizabeth indicated she will not continue as Director without a commitment from a co-chair/trainee.
- Margaret will handle t-shirts. Jim Holzgrafe will no longer be able to do graphics and bulk e-mails.

Newsletter – Articles for September newsletter are due to Carol, copy editor, by August 10.

- Yvonne Duckett is our new layout editor.
- Photos may be sent directly to Yvonne.
- Travel photos and articles go to Donna.

Website updates and maintenance – Elizabeth will be our new Web manager.

- **Action Item:** Everyone should check information distributed by Elizabeth to ensure it is current and accurate; send changes to Elizabeth by August 10.

Publicity; Social Media – Tasha Standridge has been appointed to the Board as our Social Media lead. She indicated the Branch is on Facebook. She will set up Twitter and Instagram accounts.

- Jenny noted IBC uses Meet Up.
- Susan suggested members be given instructions on how to Tweet, etc. Jenny emphasized our AAUW MH web page should link to our social media sites.

Program Activity items

2014-15 program plan – Janet directed attention to a chart of standard annual activities and a list of possible additional activities. Some suggestions for 2014-15 programs included:

- a public speaking workshop;
- co-sponsor with the San Jose Branch a showing of the movies "Girl Rising" and/or "The Invisible War;"
- presentations about equal pay, legal advocacy, etc.
- Margaret recommended issue-based programs provide possible ways to follow up or help.

Wine and Whine – Tasha said the July location will be Guglielmo winery. It was moved and seconded (O’Hare/Reimer) to reimburse members who paid extra at June 17 W & W. (Requests to be sent to Peggy for reimbursement.)

Tech Trek – Elaine said the visit to Camp Marie Curie at Stanford is scheduled for July 10th.

GEMS; expand the program – Discussion postponed.

Speech Trek – Margaret said the program will resume in September.

HS Scholarships – Margaret reported the Branch gave \$833 each to three current college students and \$1,000 each to three high school students beginning college.

- Karen Anderson had submitted a question about scholarships going to students entering non-academic majors such as cosmetology. Susan pointed out scholarships are not given for non-academic majors unless the student will receive at least an A.A. degree.
- Margaret reported no applications were received from for-profit universities.

College Scholarships, Staying in Touch – Donna circulated an article that appeared in the Morgan Hill Times about our scholarship students.

- It was moved and seconded (Dicker/McCann) to, due to unusual circumstances, give the full scholarship to a specified student who may only be able to register for four units in the fall of 2014 and is wait-listed for a second class. [N.B.: This is a one-time exception that in no way sets a precedent for future scholarship winners.] Carried unanimously.

October Candidates/Issues Form –

- **Action Item:** Jenny will contact Sandy Stoob.

Public Policy - Per the Bylaws, the Public Policy Chair coordinates the October Candidates’ Forum.

Legal Advocacy Fund – Joanne suggested a definition of LAF be placed on the web site and in social media.

Treasurer’s Report – Peggy Martin reported membership income increased due to increase in our Branch dues; more than 50 percent of members have renewed.

- She reviewed the draft budget for 2014-2015.
- She said she would like to set up a reserve account; however, there must be enough funds in the operating account to fund the holiday party until payment has been collected from members.

The meeting was adjourned at 6:09 p.m. Thank you to Peggy and her husband Craig for hosting.

Respectfully submitted,
Marti Jurick, Secretary

Upcoming Events:

IBC Leadership Day Training, July 26, Morgan Hill House
Summer BBQ, August 2, at the home of Mike and Mary Cox
Board meeting, September 4