

Minutes of the AAUW Board Meeting September 4, 2014

Present:

Bylaws: Judy Kinker

CFO: Peggy Martin

Co-President: Jenny Redfern

Co-President/GEMS coordinator: Susan Oldham-Fritts

Leadership Development: Joan Ensign

Membership Co-VP: Joan Sullivan

Membership Co-VP: Maggie Leininger

Newsletter: Carol O'Hare

Program Co-VP: Janet McElroy

Program Co-VP/Scholarships: Margaret McCann

Public Policy: Sandy Stoob

Wildflower Run: Elizabeth Mandel

Also present:

Email leader: Karen Anderson

Social media lead/Interest Groups: Tasha Standridge

Speech Trek: Charlene Wiltsee

AGENDA

Judy Kinker, bylaws chair, confirmed a quorum.

07:00 Call to Order - Jenny & Susan

Approve/amend agenda – Jenny

Carol O'Hare will speak for Mary Ludwick, if there are any questions about AAUW funds.

Accept Retreat minutes - Sandy for Marti

The retreat minutes were accepted as presented.

Carol noted some topics mentioned in the minutes for discussion at a future meeting: using the branch "brand," email overload, expansion of GEMS.

Financial Report: 2014-15, budget, newsletter costs, memorial donations – Peggy

Peggy presented a draft budget (see attached) of \$7400.00 and led the discussion on the proposed income, expenses, and operating account (reserve). Peggy is concerned about spending down our surplus (reserve), which we have been doing the last few years. This year's budget of \$7400 includes \$1025 from reserves. Although the Program VPs asked for \$1200, the budget at this time will include \$1000 for programs. She proposed moving most of our operating account, now in checking, into a savings account to protect our reserve funds, which are going down. The approved budget will be in the October Wildflower newsletter.

Peggy led the discussion about the cost of printing a few copies of the newsletter every month for members who still prefer the printed format, even though they may have email and online access. It costs several dollars each year per member for this added service.

Motion by Janet: I move to charge \$15 any new branch who wishes to have the newsletter mailed to

them. The 13 members who currently receive printed newsletters will be allowed to continue receiving printed editions at no extra charge.

Margaret seconded the motion.

Motion carried (not unanimous)

Peggy reminded the Program Committee Chairs that anything \$50 or more over their budget has to go to the board for approval.

Motion by Peggy: I move that we adopt the operating budget proposal.

Susan: Seconded

Motion passed unanimously.

Peggy led the discussion about memorial donations: When a member dies, we give \$100 to AAUW funds in the member's name. The proposal is to take it from ISPF instead of from the operating account. The bylaws say it has to come from the operating fund. It would require a bylaws change.

Motion by Carol O'Hare: I move that we request the bylaws committee to create language & begin the process of changing the bylaws so that memorial donations are made from ISFP (Interbranch Special Projects Foundation) rather than the branch operating account.

Joan/Susan: seconded

Motion passed unanimously

Allocations Report: see attachment – Elizabeth

Allocations committee met in August to determine how to allocate \$43,000 from Wildflower Run proceeds and donations (see attached filename 2014 allocations presentation.docx). The committee consists of Board Officers and the chairs of committees funded by Wildflower Run proceeds. The committee first discussed the possibility of starting a new endowment. There are two kinds of endowments. An American Fellowship endowment requires funding of \$200,000 within 15 years, with grants going to student fellowships. A Research and Projects endowment requires funding of \$75,000 within 10 years, with grants going to projects and organizations. An American Fellowship endowment was more of a commitment than the committee was willing to support. However, they did recommend beginning a Research and Projects endowment. We won't have local control over an endowment, but some money may return to California and Morgan Hill as grants. The proposal is to call it the Morgan Hill Wildflower Run endowment. Other branches can make donations to our endowment. We would have the name "Morgan Hill Wildflower Run" at the national level, which is valuable to us. The recommendation from the committee is to start a "Morgan Hill Wildflower Run" Research & Projects endowment for \$10,000.

Additional funds would be distributed to AAUW Funds for Legal Advocacy Funds, Public Policy and Eleanor Roosevelt research.

Local scholarships would be increased with 1) two additional STEM High School scholarships and 2) an increase from \$1000 to \$1500 for community college scholarships

Funds are also allocated to sponsor a branch member to attend Leadership Morgan Hill.

Motion by Elizabeth: I move that we fund the "Morgan Hill Wildflower Run" Research and Projects Grant endowment for an initial amount of \$10,000.

Motion passed.

Motion by Elizabeth: I move that we approve the recommendation of the Allocations Committee.
Motion passed.

Leadership Morgan Hill – Peggy Martin (not on the agenda)

Peggy, our 2014 LMH participant, reported that leadership Morgan Hill was a great experience, but it does require a lot of time. The class of 2014 started with 21, now has 18. They graduate September 22. The class included a 2 day retreat, an MH historical day, a day on the mountaintop, public safety systems, an overnight trip to Sacramento to visit the legislature, educational opportunities in the community, and a 4-hour ride along in a police car. Peggy kept reminding the leadership MH people about AAUW. The class project is a video of “Meet Morgan Hill, A Place to Work and Play”. Peggy does have a slot in the video. LMH has potential to give AAUW-MH a good return on investment. Peggy suggests we try it another year. Peggy now has more connections to MH leaders, which will help AAUW.

Membership Report: membership status, types of membership, printed directory - Joan S & Maggie L

Out of 167 members from last year, 111 renewed with 55 membership renewals outstanding. Peggy has 4 or 5 more people to renew, and will give Maggie an updated list of active members so that our online member database can be refreshed soon. It is not clear who has control of the local member online database. Joan S. will put in the newsletter the different ways of becoming an AAUW member. Only 20 members signed up for the membership brunch so far. Elizabeth will provide 500 copies of the membership brochures to the membership committee.

Maggie will work with Stacy Forgy to get an up-to-date printed membership directory ready by the November neighborhood lunch.

Jenny & Susan led the new member tea at Margaret's on August 23, with 10-12 new members in a wide range of ages. They suggested several new interest groups. It was very successful.

Programs Report: New Member Tea, Sept. Brunch, Candidate Forum, ... - Janet & Margaret M

September 13 membership brunch. Not many people have signed up for the brunch yet, around 20.

October 2, 6:30, Candidate Forum: forum starting at 7 PM at the Morgan Hill city council chambers. The moderator is Nancy Lowe. It is going to be broadcast. We would like some questions from the board for the candidates. Elizabeth has all the questions from a previous forum. She will send them to the committee. Steve Tate will give a welcome, but not participate, since he is running unopposed.

October 5, 9-5 at the soccer fields: The Morgan Hill Kids fest-Margaret needs volunteers.

November 8: The neighborhood luncheon is at the 88 Keys restaurant. The cost will be \$25.

December 6: The holiday party will be at Eagle Ridge Golf Course. A string quartet from South Valley Symphony will perform.

The next board meeting will be October 9 instead of October 2.

Committee Reports

AAUW Funds

This committee has spent a lot of time meeting and emailing about the AAUW funds.

The AAUW Funds Luncheon that honors fellowship recipients studying in California will be held November 2 in Danville. The deadline for RSVP is Oct 22. Mary Ludwick will coordinate car pools. Carol will put the information in the newsletter.

Public Policy – Sandy

Sandy has been helping Margaret McCann & Janet McElroy with the Candidate forum.

Tech Trek - Jenny for Elaine

We expect to have 8 girls, as before. The local camp is going to be run by committee. Carol Holzgrafe retired after many years as director of the Stanford camp. Linda Stinebaugh is the new Tech Trek state coordinator, but there is no director yet for Camp Curie at Stanford.

GEMS – Susan

Read the survey results in the newsletter.

Speech Trek - Charlene Wiltsee

The Speech Trek topic for 2015 is “College, is it worth the price?”

The Speech Trek contest is Wednesday, January 14, 2015 at the Villa Mira Monte, at 6:30 PM.

Charlene is making all kinds of plans and thinking of bumping up the prizes.

Leadership Development, C. of C. Joan E

Leadership development team has been working hard, working on the new survey. The survey will be on Survey Monkey. They will sent it out to the branch in the middle of September.

The leadership development team is looking for a candidate for leadership Morgan Hill. We want someone active in branch, interested in the community. Leadership MH now has a detailed description of the time and activities involved, so people really know what they are getting into. Sept 30 is the deadline to apply to be the AAUW representative for leadership Morgan Hill. The team will select a candidate on Oct 6.

We need a president-elect. It could be one or two people.

The MH Community Foundation Philanthropy Dinner is scheduled for November 14. We received 7 nominations and most are Board members, so Jenny has asked five members (Betsy Ding, Barbara Palmer, Margaret McCann, Gretchen Merrick, Joan Ensign) to come together to make the selection for AAUW.

Social Networking – Tasha

Facebook is doing really well. It looks fresh and current. Tasha takes a few minutes a day to update content. She includes news, events, biographies of women in STEM careers. The two top posts are Joanne's summits, and Sue Brazelton's yard makeover. Anyone can post to the page, but it must be approved by Tasha as administrator.

Smart E-gals - Joan E, Tasha

The Smart E-gals will meet September 22, 5:30 at Tasha's and learn more about how to use Facebook.

AGENDA ITEMS POSTPONED TO THE OCTOBER 9 MEETING

College Scholarships and SIT - Donna D

High School Scholarships - Margaret M

Website – Elizabeth

Wildflower Run – Elizabeth

Other Business

Taste of Morgan Hill booth – Jenny

MHCF Philanthropy nomination- Jenny

New Business

Concern about scholarships: academic v. non-academic programs – Karen

Proposed changes to Bd. Structure - Jenny & Susan

Sign-up to bring Board meeting treats!

09:00 Adjourn

Sandy Stoob, substituting for Marti Jurick, Secretary

AAUW Morgan Hill Operating Budget

Fiscal Year 2014 - 2015

Income

Advertising: Newsletter/Directory	\$ 875
BBQ Fundraiser	1550
Branch Membership Dues	3925
Surplus (from reserve account)	1020
Other Income (interest)	30

Total Income **\$ 7400**

Expenses

BBQ	\$ 1000
Dues Assistance	90
AAUW Convention Expense	2000
Administrative/Board Expenses	235
Branch Insurance	600
Brochure	200
Directory	210
Friendship	50
Gifts, Awards & Donations	225
Historian	100
Hospitality	200
Interbranch Council Dues	20
Community Awareness*	500
Membership	395
Miscellaneous	50
Newsletter	225
Presidents' Fund	200
Programs	1000
Technology	100

Total Expenses **\$ 7400**

* Includes Taste of MH, Chamber of Commerce
 Dues, July 4th Entry Fee, publicity

2014 Proposed Allocations

Meeting & Attendees: The Allocations Committee met 8-21-14. Attendees included: Elizabeth Mandel (chair), Mary Ludwick (AAUW Funds), Joanne Rife (LAF), Elaine Reimer (Tech Trek), Donna Dicker (Community College Scholarships), Margaret McCann (High School Scholarships & Speech Trek), Jenny Davis (GEMS, Joan Ensign (WFR Sponsors), Judy Kinker (Bylaws), Jenny Redfern (Co-President), Janet McElroy, and Carol O'Hare. Absent were Sandy Stooob (Public Policy) and Peggy Martin (Finance).

ISPF \$\$\$ Available: Holding back remaining 2013 scholarship commitments and, 2015 WFR startup (\$3K), the committee had **\$43,000 to allocate.**

Goals:

1. Reach consensus on a recommendation re starting a new endowment.
2. Create a balance of allocations across three groups--national, state and local--such that all constituents feel comfortable with effectively representing the final distribution to others.

Endowment Discussion / Consensus / Recommendation

Options for endowments are:

- 1) American Fellowship endowment - \$200,000 to complete (15 year max) - grants go to a student fellowship recipient
- 2) Research and Projects Grant endowment - \$75,000 to complete (10 year max) - grants go to projects and organizations (e.g. the Learning and Living Education Center and AAUW SJ's "Gifts for Teens" program were past recipients)

Discussion / Consensus

- Nervous about the size of the American Fellowship endowment commitment - particular concern that in some (leaner) years it would not enable the branch to also maintain its current level of support for local and state programs.
- Extremely positive about the name "Morgan Hill Wildflower Run Endowment" as providing a national presence, local visibility, reinforcement locally of us as a local branch of a national organization, and increased local credibility (as in "wow, we have an endowment").
- Reasonably confident that our financial well-being would enable us to redirect our EOF contributions to a "Research and Projects Grant" endowment, until the endowment is complete, without sacrificing our commitment to other programs.
- Positive about the ability to represent such a Research and Projects Grant endowment as something that provides local benefit (per Learning and Loving Center example), and perhaps the ability to reach out to other local organizations to encourage them to apply for such grants. A good fit with our branch's "community action" focus.

Recommendation:

Establish a "Morgan Hill Wildflower Run Research and Projects Grant" endowment with an initial donation of \$10,000.

Proposed Allocations

	Local	State	National
GEMS - annual budget	\$ 700		
Tech Trek - 8 campers (\$900 each)		\$ 7,200	
Tech Trek - lump sum grant to Stanford camp		\$ 2,000	
Comm. College - 3 scholarships (\$1500 each)	\$ 4,500		
High School - 3 scholarships: LO, Sobrato, Central (\$1000 each)	\$ 3,000		
High School - 2 new scholarships for students interested in STEM	\$ 2,000		
SIT (10x\$500 follow-up grants to previous HS or CC winners)	\$ 5,000		
"Give a Grad a Gift" Supplement - state + local piece of AAUW membership to supplement national gift - for new CC or university grads (funds approximately 5)	\$ 300		
National Conference for College Women Student Leaders (NCCWSL) - sponsor 1 attendee	\$ 1,000		\$ 500
Sponsor a branch member to attend Leadership Morgan Hill	\$ 1,200		
Speech Trek - local contest		\$ 700	
Money Trek - local program		\$ 200	
AAUW Funds - EOF (new Morgan Hill Wildflower Run Endowment) -LAF - Public Policy - Eleanor Roosevelt			\$10,000 \$ 2,000 \$ 1,800 \$ 900
TOTALS	\$17,700	\$10,100	\$15,200

NOTE: Like last year, with the number of programs proposed and some unknowns re costs, we suggest the above be considered an allocations "budget" with the flexibility for the committee to shift allocations if circumstances change.

Additional Details on Proposed Items

AAUW Funds

2013 allocation was \$12,400 (including \$2,000 LAF and \$2,000 Public Policy) ; 2012 allocation was \$9000 (including \$1350 LAF, \$900 Public Policy) ; 2011 allocation was \$10,000. The bulk always goes to EOF. If the board chooses NOT to support creating an endowment, we would probably still direct the \$10,000 currently targeted at the new endowment to EOF... so other allocation recommendations would not be affected.

Community College Scholarships

In 2012 we expanded the number of participating colleges in an effort to get more applicants. However, there were still only 5 applications for 3 scholarships. While we could increase the number of scholarships available, it doesn't make sense to do so if we are not able to increase the number of qualified applications. Because these are students who have large financial needs, we instead decided to keep the number of scholarships at 3, but to increase the \$\$\$ amount from \$1,000 to \$1,500. However, the scholarship committee should still be examining ways to increase the pool of applicants.

GEMS

Susan asked that the annual GEMS budget be increased from \$500 to \$700. This will provide for more flexibility in subsidizing the more expensive field trips.

"Give a Grad a Gift" supplements

We first implemented this in 2013-14: The "Give a Grad a Gift" program already lets branch members award national memberships to new (2 year or 4 year) college grads. However, it does not cover branch or state membership, so the individual receiving the membership does not necessarily establish a connection with a local branch. We propose again offering this supplement (as a grant) to new grads, including children or grandchildren of members. Our branch membership is \$25 and state membership is \$16, so \$300 would provide approximately 5 grants. (The recipient may be moving and wish to join a different branch, so branch dues will vary.)

High School Scholarships

We have gone back and forth between three and four scholarships (for the three high schools, including Central) over the past few years, Rather than increase the \$\$ amount per scholarship (like we are for Community College scholarship recipients), Margaret proposes adding two more scholarships to , one for Live Oak and one for Sobrato, for students particularly interested in pursuing STEM careers. Other selection criteria (such as financial need) would continue to apply. So we would offer a total of five scholarships to graduating high school seniors.

Leadership Morgan Hill

We first participated in 2013-14. We propose sponsoring a branch member to participate in the 2015 class of Leadership Morgan Hill. The fee is \$1200 (+\$25 processing). The program runs January - June, with 6 all day Friday sessions, 8 evening sessions and 3 retreats. The Leadership Development Committee will again take the lead on promoting this opportunity and selecting a candidate. We believe member participation both enhances leadership skills within our branch and increases visibility of AAUW in Morgan Hill.

Money Trek

This is a program that teaches students money management. It is primarily targeted at high school students. We did not allocate funds for this in 2013 since it requires a volunteer commitment which we do not have at this time. However, we feel expenses would be minimal and perhaps we should pursue finding a member to start this program. In the hope of finding someone to run this program, this year we have allocated \$200 to cover admin/copying expenses associated with the program.

National Conference for College Women Student Leaders (NCCWSL)

This is an annual national conference for college women, and we first sponsored a participant in the June 2014 conference.. This year's conference will be held May 28-30,2015, and we propose again sponsoring one attendee. Registration is \$500 (includes accommodation during the conference) and we estimate an additional \$1000 in travel and accommodation expense. Carol O'Hare will again publicize the opportunity and will specifically review past AAUW-MH Scholarship winners to perhaps find a good candidate. (This is how we found last year's participant.)

Speech Trek

This is a state program for high school students. Branches hold local contests (which are required to be open to boys and girls in both public and private schools). Recordings of winners of local contests

are forwarded to AAUW-CA, where the top 5 are selected. The top 3 state-wide are invited to the state convention (with travel expenses paid by AAUW-CA). Charlene Wiltsee will be taking over coordination of our program from Margaret McCann. We are proposing the same \$700 budget as last year, which includes materials and prizes (1st, 2nd, 3rd).

Staying In Touch (SIT)

This program, providing follow-up grant money to previous scholarship winners, has been in place for three years. It started as funding just for Community College Scholarship winners and last year we expanded it to also provide follow-up grants to former high school scholarship recipients. Margaret and Donna are working together to define common criteria and processes and to identify an additional (third) local scholarship chair who will manage this program for all former scholarship recipients.

Tech Trek camperships

For the past 2 years, we have had 8 camper spots allocated. Elaine feels we should ask for the same again and that we will not get 9.

Note that, when students are selected for Tech Trek, we ask for \$50 from each family to cover processing costs. This is asked for as a donation and is not required--so, while we may end up with up to an additional \$400 (8 campers x \$50) in ISPF, we have not budgeted it as available funds.

Tech Trek grants

In 2012, Laura Durica obtained a \$3,000 grant from IBM for the Stanford camp. In 2013, we did not receive a grant from IBM (and now we no longer have an IBM retiree requesting the grant); instead we allocated a \$3,000 lump sum grant from Run proceeds. In 2014 we are proposing another lump sum grant of \$2,000 to the Stanford camp. Previous grants have gone toward field trips, robotics class supplies, and new computers. Since we are not able to increase our number of camperships (per above), this is one way of maintaining the proportion of our allocation to Tech Trek.