

**AAUW Morgan Hill Branch Check-up**  
**April 2, 2015**  
**Morgan Hill Community and Cultural Center, Madrone Room**

Present: Donna Dicker, Joan Ensign, Gretchen Merrick, Marti Jurick, Maggie Leininger, Elizabeth Mandel, Peggy Martin, Margaret McCann, Janet McElroy, Carol O'Hare, Susan Oldham-Fritts, Jenny Redfern, Elaine Reimer, Tasha Standridge, Sandy Stooob, Joan Sullivan, Pat Toombs, and guests Mary Cox and Barbara Palmer. A quorum of voting members was present.

**Call to Order/Announcements** - Co-president Jenny Redfern called the meeting to order at 6:12 pm and thanked Peggy Martin for providing a light supper.

**Membership** - Maggie Leininger and Joan Sullivan

- 26 new members joined in the past year, for a total of 160, the same as last year.
- New members may be overwhelmed by the web site, size of group, acronyms, activities, etc.
- 86 percent of 2013-2014 members renewed
- A new invoicing system will allow tracking from year to year
- New members are recruited at community activities such as Silicon Valley Reads, Leadership Morgan Hill, the showing of the film "Girl Rising," Taste of Morgan Hill, etc.
- We do encourage Give a Grad a Gift and other membership promotions.
  - *Members are encouraged to invite prospective members to the Spring Brunch.*
  - *It may be helpful to have mentors provide information and explanation to new members.*

**Leadership** – Joan Ensign

- The Leadership Development team was formed three years ago and assists the Nominating Committee in finding future leaders.
- For the second year a member is participating in Leadership Morgan Hill. A leadership workshop was held. Members are encouraged to attend state leadership training.
- Branch retreats are held yearly. Tonight is the first mini retreat.
- Members have served on state committees. Members will attend the National Convention.
  - *Committee chairs are encouraged to use the results of the interest survey as a resource for finding committee members.*

**Programs** - Margaret McCann, Janet McElroy

- Tech Trek girls and scholarship recipients are invited to brunches to remind members and potential members why we exist.
- The Neighborhood Lunch, Barbecue, Spring Brunch, Membership Brunch, and Holiday Party provide opportunities for social interaction.
- Community interaction: Living and Learning Center, Kidfest, ESL.
  - *It may be helpful to provide opportunities for projects which require one-day, rather than ongoing, effort.*
  - *Bring in speakers from the community.*
  - *Topics should be interesting to members and provide suggestions for further action.*

## **Communications –**

- Branch uses online, emails, Facebook, Twitter
- Barbara Palmer sends new members information on how to access the website. The newsletter also has instructions.
- Smart E-gals interest group provides training.
  - *To consider using MailChimp for mass emails.*

## **Outreach**

- Participation or co-sponsorship with like-minded community groups includes Chamber of Commerce mixers, Leadership MH, Silicon Valley Reads, Candidates' Forum, Taste of Morgan Hill, Fourth of July parade, Community Foundation activities.
- Public officials attend Wildflower Run.

## **Philanthropy**

- We provide local scholarships.
- We support AAUW Funds.
- We usually have about eight members attend annual Funds Luncheons.
- Our only fundraiser is our very successful WFR which raises funds for scholarships, TechTrek, GEMS, etc.
- Margaret McCann has obtained several grants.

## **Youth**

- We support Speech Trek, NCWSL, Tech Trek.
- We sponsor growth opportunities for local young women: Speech Trek, GEMS, Tech Trek. We are planning a writing contest.
- We participate in Equal Pay Day. GEMS group visits Stanford Financial Aid Office.
  - *Branch will attempt to form an alliance with Gavillan College.*

## **Public Policy – Sandy Stoob**

- We participate in Candidates' Forum and include it in our newsletter.
- Our mayor and his wife are invited to the Barbeque.
- State AAUW would like to have a Branch STEM Chair for youth outreach. This could perhaps be combined with GEMS Chair position.
- We support Elect Her and encourage college women to run for college office.
  - *Ask National what percentage of members participates in Two Minute Activist.*

## **Strategic Planning**

Jenny requested this item be considered at the retreat in June.

The meeting was recessed at 7:15 pm to the regular monthly meeting.

Marti Jurick, Secretary

**AAUW Morgan Hill Board Meeting**  
**April 2, 2015**  
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Present: Donna Dicker, Joan Ensign, Gretchen Merrick, Marti Jurick, Maggie Leininger, Elizabeth Mandel, Peggy Martin, Margaret McCann, Janet McElroy, Carol O'Hare, Susan Oldham-Fritts, Jenny Redfern, Elaine Reimer, , Sandy Stoob, Joan Sullivan, , and guests Tasha Standridge, Pat Toombs, Mary Cox and Barbara Palmer. A quorum of voting members was present.

**Call to Order/Announcements** - Co-president Jenny Redfern called the meeting to order at 7:23 pm.

**Minutes** - The minutes of March 5, 2015 were approved as submitted.

**Financial Report**

- CFO Peggy Martin reviewed the financial report dated April 5, 2015. The report was accepted.
- Peggy noted most deposits were for WFR. The only payment was to Hillview for the newsletter.
- A new invoicing system will send notice via email with a link to renew membership.
  - *Peggy will find out whether the old system can still be used and will also request that an invoice be sent to one member as a test.*

**Membership Report**

- Maggie Leininger reported 157 members plus three new members to be added to the database.

**Programs**

- Janet McElroy said the Women in Politics program on April 23<sup>rd</sup> at 6:00 pm in the El Toro Room, CCC, will feature a panel of three with a moderator. Laptops will be available for membership renewals and voting for state candidates and issues. Carol O'Hare explained that CA Perspective will have information about state election; Outlook will discuss national election, the biggest issue being whether to stop requiring college degrees for AAUW membership. Jenny encouraged members to use the links on the agenda to learn more about both state and national elections.
- Margaret McCann reported a decision is being made about use of extra funds from the showing of "Girl Rising".
- Carol O'Hare reported good attendance by AAUW members at Silicon Valley Reads.

**Committee Reports**

**Wildflower Run**

- Elizabeth Mandel highlighted key points in her report (attached): 1166 runners participated, with registration fees totaling approximately \$33,000. With sponsor and other donations, the total was approximately \$64,000, or an estimated \$45-50,000 after expenses.
- Elizabeth expressed appreciation to Tasha Standridge for providing great visibility on Facebook. She passed around the latest issue of Out and About which shows the WFR was voted Readers' Choice favorite run.
- Susan Oldham-Fritts reported 31 youth volunteers assisted with WFR.
- Elizabeth mentioned the possibility of adding a 2K run for participants 75 and older. Carol noted a 90-year-old woman won second place in the 5K run.

- Elizabeth said new runners submitted most of the feedback forms. She requested member feedback prior to the wrap-up meeting on April 13. She noted Easter will be early in 2016, and she suggested the WFR be held later. She will check dates of school vacations.

### **Wildflower Run Sponsors –**

- Barbara stated she has received all checks from sponsors, for a total of \$23,700. She thanked dedicated committee members and suggested it would be helpful to have three more members on the committee.
- Orchids have been ordered for sponsors who gave \$500 and up; wine will also be given for sponsors who gave \$1,000 or more. A photograph of his or her booth and a thank you note will be sent to every sponsor.

### **AAUW Funds/Member Donations**

- Carol reported a record number of member donations to WFR: \$7,005, plus \$570 from friends and relatives; 51.6% member participation; 100% Board participation; and 96% WFR committee participation.

### **GEMS**

- Susan said State AAUW would like to have a Branch STEM Chair for youth outreach. This could perhaps be combined with the GEMS coordinator position.
  - *Tabled to the May meeting.*
- Five GEMS girls interviewed and shadowed women STEM professionals as part of a documentary film about women engineers.
- Jenny suggested showing the film and having the girls speak at one of our programs.

### **Leadership**

- Joan Ensign indicated that Carol will distribute handouts from Leadership Day in Hayward at the next LDT meeting.

### **Social Media**

- Tasha Standridge reported the branch Facebook page, which is set up as an individual account, is going well. There was discussion about who could take over the Facebook page when Tasha moves out of the area.
- Carol noted Tasha is hosting Wine and Whine in April.
  - Elizabeth will send a list of members who might be able to manage Facebook.

### **New Business**

#### **Proposal: writing contest**

- Janet reported that Marty Cheek, Morgan Hill Life, would like to have a monthly youth feature in the paper.
- Margaret said the contest, for grades 7 through 10, will be publicized in local schools by April 16. Students who apply would attend a journalism workshop on May 23 and submit an essay by June 12. Branch members would assist with editing. The winner of the contest will receive \$100 from Booksmart. Carol noted there was in the past a Women's History Month essay contest for elementary students.
- Susan will add the contest to GEMS opportunities.
- Carol suggested the youth feature should mention AAUW.

It was moved and seconded (McElroy/Dicker) that AAUW MH sponsor a monthly youth column in Morgan Hill Life, written by local girls in grades 7 through 10, including all schools in Morgan Hill and/or MHUSD. Passed unanimously.

## **Other Business**

### **Leadership Day**

Jenny reported seven members attended Leadership Day in Hayward and found the workshops helpful. Susan mentioned one point made was that, given a choice between retaining a member and getting a job done, it is more important to retain the member.

### **National Convention**

Jenny stated that she, Elizabeth, Peggy, Joan, Barbara, Carol, Mary Cox, Carol Holzgrafe, and Joanne Rife have registered.

Joan asked whether anyone is interested in purchasing a CA AAUW pin.

Mary indicated she and her husband will host the barbecue again this year. She requested that the first Saturday in August be established as the regular date. Jean Pinard has agreed to organize this year's barbecue.

The meeting was adjourned at 8:56 p.m.

Marti Jurick, Secretary

### **Upcoming Events**

AAUW CA Annual Meeting, Manhattan Beach – April 18

Women in Politics – April 23, 6:30 p.m., El Toro Room, CCC

AAUW CA Election – April 18 through May 8

<http://www.aauw-ca.org/index.cfm?go=pages.view&parent=428&pagesid=428>

AAUW National Election – April 15 through May 26

<http://www.aauw.org/files/2015/01/2015-AAUW-National-Election-Voter-Guide.nsa.pdf>

Spring Brunch/Annual Meeting – May 17