

## AAUW Morgan Hill Branch Board Retreat July 26, 2015

Present:

CFO: Peggy Martin

Co-President: Jenny Redfern

Co-President: Mary Cox

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: Karen Anderson

Publicity: Gretchen Merrick

Public Policy: Janet McElroy

Scholarships: Donna Dicker, Margaret McCann, Marissa Campi (Keeping in Touch chair)

Secretary: Sandy Stoob

Tech Trek: Joy Safakish

Wildflower Run: Pat Toombs and Elizabeth Mandel

Elaine Reimer, past Tech Trek committee chair

Patricia Kindred, Leadership Development Team Member

The AAUW Morgan Hill branch retreat was held on July 26, 2015 at the home of Peggy Martin.

### **Call to Order/Announcements**

Jenny and Mary called the meeting to order at 1 PM. Jenny requested that we all respect each other's voices and express our ideas. Jenny distributed a paper on setting SMART goals (Specific, Measurable, Achievable, Relevant, and Time-bound), to help us set goals.

### **Board Introductions**

Members introduced themselves and talked briefly about their job roles and what they have done in the past for AAUW. Donna Dicker, as Friendship chair, requested that we send member news to her to put into the newsletter. She reported that member news is especially popular with our members. We agreed this information should also be sent to our Facebook chair, Robin Bean, for posting.

### **Weekly email blast**

We are now using MailChimp to manage our weekly email blasts. Please send announcements you want included to [email@aauwmorganhill.org](mailto:email@aauwmorganhill.org) no later than Saturday, to make it into the Sunday email blast. Janet Conrey takes over this job from Jenny Redfern in mid August.

### **Highlights from National Convention**

Jenny Redfern, Mary Cox, Carol O'Hare, Elizabeth Mandel, Joan Ensign, Joanne Rife, Barbara Palmer, Carol Holzgrafe and Peggy Martin attended the AAUW National Convention in San Diego in June and shared their thoughts. They were impressed by the strength of AAUW National, their amazing strength at lobbying, and the young women on the staff. They were also concerned about the age and diversity of convention attendees and AAUW members in general. AAUW is striving to attract younger members.

**Group Exercise: Your elevator speech**

Jenny distributed a worksheet to help us all form a 30-second to 2-minute elevator speech about why we are AAUW members and invite others to join. We spent some time working on our speeches, then went around the room reading them. Pat Toombs volunteered to take all worksheets and type them up. We can use the key phrases and ideas at our Taste of Morgan Hill booth in September, to give our members an idea of what to say to booth visitors.

**2015-2016 Program – Karen Anderson**

An insurance voucher must be obtained from AAUW CA to cover each program event. Peggy is helping with this.

Membership luncheon: August 29 at Sandra Lim's

Membership VPs are in charge. Hospitality orders tables and chairs. The Tech Trek girls will talk about their experiences. Marji McMillan is in charge of the Tech Trek girls. Janet McElroy, temporary Interest Group Chairperson, will introduce interest groups at the luncheon and ask interest group chairpeople to bring sign-up sheets. Margaret McCann reported that one of our 5 canopies broke, so we need to buy a new one.

October (no date yet)

Faith Protsman will speak on “The Politics of Women's Health”. Possible topics include the “right to die” bill.

November (date and venue to be determined)

Joanne Rife is investigating a speaker on the topic of homelessness.

December – Holiday party

We discussed whether or not to invite spouses. Single members like the atmosphere without spouses. We discussed potential venues and costs. Joanne Rife is pursuing having the Ukuladies perform.

**Proposal: Allocate mini grants – Elizabeth Mandel**

Since our income fluctuates from year to year, Elizabeth proposes mini grants as a way to locally allocate some of the monies that we raise with the Wildflower Run. For example, we could give mini grants to Community Solutions, the El Toro Youth Center, the Learning and Loving Center, etc. We agreed this is a good idea. With this approval, Elizabeth will investigate it further, but she would like someone else to own this task and come to the Allocation meeting. The board will help Elizabeth identify an owner.

**Proposal: branch history team – Carol O'Hare**

Carol proposed a task force to organize our branch archives, gathering them all, deciding what to keep, identifying people in photos. At Convention, National recommended keeping some key documents in print, to avoid the problem of keeping up with changing technology. Carol will form a committee to tackle the work.

Carol plans to interview Barbara Cate and the 7 other original Morgan Hill AAUW members for our 35<sup>th</sup> anniversary (December 7, 2016).

### **Taste of Morgan Hill booth – Mary Cox**

The Taste of Morgan Hill is on September 26 & 27. Our branch will have our usual booth. Jenny Redfern and Mary Cox will be out of the country, so Janet McElroy and Margaret McCann volunteered to be in charge. They will set up and tear down. Mary will use SignUpGenius to enlist volunteers. Mary requests 3 members each 2 hour shift, with at least one board member each shift.

### **CFO Report – Peggy Martin**

Peggy distributed the financial report with June 30 numbers. We will need to increase the budget for branch Directors and Officers insurance. Peggy will do a webinar with the budget committee, to discuss the budget and propose the 2015-2016 budget for the board. The budget must be approved at the September board meeting, so that it may be published in the October newsletter.

Since many of our meetings are in people's private homes, we need to resolve the branch insurance issue and have a certificate of insurance for each meeting. Otherwise, any incident would default to the person's homeowner's insurance.

### **LMH collaboration and report – Pat Toombs**

Part of Leadership Morgan Hill (LMH) is a project where the class is broken up into groups, and each group is given a business or non-profit in Morgan Hill that could benefit from free, outside marketing expertise that each LMH team provides to them to solve a specific issue they are having. A group from Leadership Morgan Hill gave AAUW some suggestions for growing our membership. They were working from the idea that the women we want to attract are in the 30-39 age group. Some of the candid LMH comments include: we need to define our message (elevator speech), our website has dated pictures, and our website needs pictures of younger members, so it doesn't look like AAUW is geared just for older members. We decided we should focus on interests, not only age, to attract new members.

We discussed creating a banner for the Taste of Morgan Hill, with a slogan such as “JOIN AAUW TODAY”.

### **Membership - Joan Sullivan & Maggie Leininger**

The membership team is not planning to print a directory or update the branch brochure this year.

A lot of new members drop out after a year or two, because they never felt engaged. We discussed several ideas on how to retain members:

- Mentors  
We discussed having branch mentors willing to interact with new people, to engage them in our branch and keep them interested.
- Neighborhood lunch  
We discussed having a more intimate neighborhood lunch, coffee or dessert in people's homes, to better engage newer members and retain them.
- Expanded membership team  
The membership team would like to add one or more people to focus solely on retaining members. The membership team needs a few more people, to focus on neighborhoods

(neighborhood chair), mentoring and membership retention. We could ask newer members to take on some of these positions. The board could be a retention committee by calling people.

- Data collection

We should collect interest and volunteer data from everyone every year (survey or questionnaire), since interests change. We should ask on survey questions such as: What are your interests? What do you like about the branch? We need to be able to search the data we collect from members, to effectively use the data and retain more members.

Send your thoughts on the topic of membership retention to Joan and Jenny.

### **Upcoming Events**

BBQ, August 1, at the Cox home

Membership brunch – August 29 at the home of Sandra Lim

The meeting as adjourned at 5:35 PM.

Sandy Stoob, Secretary