

AAUW Morgan Hill Board Retreat Meeting
June 26, 2016
The Grange, Business Meeting Room

Present: Barbara Palmer, Carol O'Hare, Donna Dicker, Gretchen Merrick, Janet McElroy, Jenny Redfern, Joanne Rife, Joan Ensign, Kathy Hansell, Kathy Sullivan (RN), Maggie Leininger, Margaret McCann, Mary Cox, Pat Toombs, Patricia Kindred, Peggy Martin, Sandy Stoob, Sue Koeppe-Baker, Susan Oldham-Fritts

Call to Order/Announcements – President Mary Cox called the meeting to order at 10:00 am.

- Peggy Martin presented the 2nd Year AAUW Branch President's Pin to Jenny Redfern
- Mary Cox announced that Peggy Martin would assist in the President Elect position
- Barbara Palmer provided an update on the July 4 Parade practices and participation
- Joan Ensign was congratulated for her USTA 2016 Tennis Championship Award

Updated lists for the AAUW-MH Board and Committees can be found in Dropbox.

Mary described the focus for this year as “Leadership: Personal, Branch, Community” and described the recent state/national AAUW leadership workshops and support information. She shared the following leadership tools to help board members better perform their duties this year. These documents are available in DropBox.

First tool: Donna Mertens, AAUW California President Elect's “The Leadership Ladder”, whose steps from bottom to top include: community member, follower, member, task volunteer, project/committee member, board member, mentor. Our goal is to move our members up this ladder.

Second tool: VIVA VOLUNTEERS chart. The chart includes columns entitled “Member / Interest group”, “Interest”, “Assigned Activity”, and “Activity Leader”. The purpose of the chart is to track our members, what their interests are, what activities they have participated in, to try to figure out what they can be assigned to.

Third tool: “Leadership Ledger” chart. This chart includes columns entitled, “Phrases for my leadership style”, and “Phrases to incorporate into my leadership style”. This chart can be used to jot down phrases related to your personal leadership style, then phrases you hear from others that you would like to incorporate into your own leadership style. Sheryl Sandberg is a proponent of such lists.

Mary also discussed a document entitled, “AAUW's 9 LEADER ESSENTIALS”. This document describes 9 leader categories including: vision & strategy, goals & results, motivation & inspiration, engagement & inclusion, leadership development, team building, communication, strategic relationships, and self-development. The back of the document lists “TOOLS & REFERENCES” that can be downloaded from the AAUW website. She asked that everyone on the board log on to the national web site and find the tools related to their position. <http://www.aauw.org/leader-essentials/>

Leadership – Branch branding

Maggie Leininger shared her idea regarding branch branding. Maggie requested that we consider branding as a way to communicate our message and improve membership. Ask ourselves the questions, “Who are we?”, and “How do we get this message across to the public?” Our website is

good, but we could improve it. Some people who go to our website are confused, thinking we are a older club, or mixing us up with AARP. We should take advantage of activities we already do to improve our brand, such as the Wildflower Run, the 4th of July parade, and the Taste of Morgan Hill. For example, to take better advantage of our visibility during the 4th of July parade, perhaps we should do a float with the Tech Trek girls. We can advertise the diversity we have, what we are trying to do, but still have fun.

CFO Report:

Peggy recommended that we support the Leadership Morgan Hill class of 2016 by purchasing a \$250 brick for their project, the Loretta Bonfante Johnson garden at Central High School. This will promote AAUW and show that we are active with Leadership Morgan Hill. The brick should include our AAUW Morgan Hill logo, with AAUW spelled out. Peggy Martin moved that we purchase a \$250 brick for the Leadership Morgan Hill 2016 project, using money from the operating account under the category of "Community Awareness". Susan Oldham-Fritts seconded.

THE MOTION PASSED.

Peggy Martin distributed a budget for our fiscal year end, and a "Branch Liability Insurance Q & A" document. This is a very important aspect that all board members must be aware of.

We have \$13,375.69 in the operating account. Peggy reviewed the income sources in our budget. Branch membership dues are our largest source of income. Peggy hopes to have the membership dues income number confirmed the 1st week in July. Peggy will be reaching out to the programs chairs to get input on the budget for programs.

Peggy will be working very closely with Marissa Campi about budgeting. Marissa is shadowing Peggy this year, and will become Treasurer next year. Peggy suggested that the Treasurer manage the operating account, and a separate treasurer handle the Wildflower Run, because the Wildflower Run treasurer job has gotten so big. Peggy volunteered to continue as the Wildflower Run treasurer for the next year or two.

We no longer need a budget category of "Directory", since it is now online.

We do still need a category of "Historian", even though not very active. We will keep the budget at \$50.

Peggy requested any outstanding receipts from Hospitality, if there are any. Otherwise, the Hospitality budget is up to date.

The operating account paid for the new PA system.

Peggy strongly recommends that we always get certificates of insurance for programs, even though they are not required. Peggy recommends that whoever "owns" the program fill out the certificate of insurance form. The form is online in the AAUW California website and it is easy to fill out. It is not required for the Taste of Morgan Hill, but Peggy is still going to get one.

Peggy will be arranging a financial webinar with elected officers and one non-elected officer in the near future, so board members understand our responsibilities. Peggy will send out 3 potential dates

for the webinar, so that the date can be selected.

Peggy discussed making the CFO position separate from a treasurer, since we are practically a small business now. It is enough money that we want to be sure that we are handling things correctly and filing the correct forms to the right entities.

At the beginning of each board meeting, Peggy will offer a board member best practice tip. For example, look at our website to read your job description and the bylaws. For liability reasons, elected officers need to understand what the bylaws say.

2016-2017 Programs, Events, Projects

Janet McElroy and Margaret McCann discussed the new programs format they are implementing this year. There will be an AAUW program on the fourth Tuesday of each month at the Morgan Hill Library. The September program on Human Trafficking will be held on Thursday, September 29, is not an AAUW program, but will be supported/attended by AAUW members. No program meetings are scheduled for December or June. The monthly program meeting will be in addition to our social meetings, such as the membership brunch, holiday party and the summer BBQ. The first part of the meeting is a business meeting, where a board member talks about their area. AAUW members and the public are invited. We might attract new members by exposing the public to our business meeting. Several people suggested that the business part of the meeting be no longer than 15 minutes.

6:15 – 6:40 pm – social (refreshments to be organized by Hospitality)

6:45 – 7:00 - Business meeting

7:00 – 8:30 pm – Program

Proposed Business Meeting Schedule:

JULY	CONVENTION NOTES	MARY
AUGUST	BUDGET ALLOCATIONS ISPF	PEGGY ELIZABETH CAROL
OCTOBER	SCHOLARSHIP	DONNA, MARGARET, MARISSA, KATHY H., KATHY S.
NOVEMBER	IBC STATE NATIONAL	JENNY TBD TBD
JANUARY	SPEECH TREK	TBD
FEBRUARY	WILDFLOWER RUN	PAT
MARCH	GEMS TECH TREK	JOY SUSAN
APRIL	LEGAL ADVOCACY	JANET WRIGHT TBD
MAY	OPEN	

Janet and Margaret requested our input on how to keep the spotlight on the branch’s focus on leadership. We discussed the following:

- What kinds of programs will create a focus on leadership?

- What areas do you think we should cover? For example, politics, education, etc.
- What do you expect our membership to gain from a program?

Program ideas:

- communication workshops
- accomplished women
- authors/books
- movie about rape on campus entitled, "The Hunting Ground".
- Panels, like the "Women of the Cloth" are good.
- Panel - the arts in our community

Program goals for our audience:

- Support for scholarships
- motivation
- information
- inspirational
- focus on important political issues, to help people make informed decisions

Membership:

Maggie Leininger and Jenny Redfern discussed their annual report, the AAUW convention, the branch survey (membership), orientation for new members, updating existing members, the membership brunch, and the Neighborhood lunch.

Maggie reported that out of 150 members, 88 have renewed so far, for an astounding 60% renewal rate. The best membership tool we have is the membership itself. Members encourage their friends to join. Peggy has been emailing people who have not renewed.

The following suggestions were made to engage new members:

- orientation
- mentor
- 2 new member events or 2 months of mentoring
- new member packet
- one sheet of paper with the most important information like programs and dates, plus a link to our website
- member who recommended new member could mentor them and invite them to meetings
- interest group chairperson invites new member to interest group meeting
- activate our neighborhood groups a bit more by getting people together by neighborhood

The following suggestions were made to get existing members more involved:

- ask people if they need a ride to an event on the evite sign-up
- vary the days and times for events (working people are protective of their weekends)
- more intimate social event, such as a neighborhood lunch, tea, or dinner, with no speaker.

AAUW convention attendees shared some thoughts on how to attract younger women to AAUW. Younger women have the same mission we do, just a different way of executing. Young women do

everything by the cell phones and laptops. They don't want to meet physically. Younger women are cause oriented. Susan Oldham-Fritts suggested a call-in device, so people could call in to meetings.

Bylaws

Carol O'Hare presented the Bylaws Committee Policies & Procedures for the weekly news guidelines, and the AAUW Fund VP responsibilities. Drafts were reviewed, motions were made to accept the policies and the newsletter, advertising, and program advertising drafts.

We discussed the AAUW Fund Vice President draft. Carol moved that we accept the AAUW Fund responsibility document.

THE MOTION PASSED.

We discussed the weekly email guideline draft. Carol moved that we accept the weekly email guideline.

THE MOTION PASSED.

Carol discussed newsletter advertising, layout and copy editing. Carol is trying to get other people to help with copy editing. Carol will email us these job roles and owners when it is finalized. Advertising rates were based on ads included in the newsletter & directory. Since we no longer print a directory but do have a monthly newsletter and a weekly email, Carol asked if we should increase our rates. Jenny Redfern proposed that the advertising rate increase from \$125 to \$150, beginning in September. Joanne Rife seconded.

THE MOTION PASSED.

Gretchen Merrick created a template for our programs fliers. We will send the program information to Gretchen and she will update her flier template for each program.

Branch Survey Action Forum

From morning session, we selected important issues for small group brainstorming and action recommendations. We selected "Younger Membership", "Branch Branding", and "Membership and Volunteers". The reports from each group follow below.

Forum – Report by each group

Younger membership

How do younger women work? Younger women use 'virtual' meetings, email, tweets, some phone calls, poly conference, ad hoc assignments, more short term activities.

How do we work? We use real time physical meetings, some email, some phone calls, bylaws, officers, group actions (approved by board, assigned individual actions), long term actions.

What can we do differently to attract younger members? Some suggestions included breakfast meetings and meetings at businesses where we can have speakers come. Topics including equal pay, sexual harassment, leadership, glass ceiling.

Branch Branding

update website – slideshow, parallax, mobile friendly, less static

update brochure

women of all ages

coming up with our own template (so people know right away, that is AAUW Morgan Hill)

silhouette (use silhouettes instead of photos, because they are more timeless)
emphasize the social (fun) and fitness aspects (social aspects might be more appealing to middle class moms)

MEMBERSHIP AND VOLUNTEERS (new and existing members)

GETTING—KEEPING—INVOLVING

1. Offer programs members are interested in—review member survey/application.
2. Follow through with expressed interests from member survey/application.
 - 1 person in charge (volunteer coordinator) works with team of 4-5 to contact members to make 1-1 contact. Must be organized/reliable/able to speak well on phone.
 - Work with program and hospitality.
 - This will help members make a connection with the group/feel valued/make friends/get involved and renew.
3. Weekly email blast—welcome new members with 2 sentences of info. Include this information for 2 consecutive weeks.
4. Volunteer coordinator works with a team member who tracks attendees. Would give an idea of who attends what meetings and if they couldn't come to meeting or didn't want to. Need to know if members aren't coming or can't come due to conflict
5. Video meetings for you tube or inclusion on website for those unable to attend or those who would like to hear information again.

Future Events

- Inter-branch council (Jan 29), San Jose City College, women coming tech, law, sports, the goal is to raise AAUW visibility in the valley, 1-3 pm

Adjourn

The meeting was adjourned at 2:58 pm

Sandy Stoob, Secretary