

**AAUW Morgan Hill Board Meeting  
September 1, 2016  
Morgan Hill Community and Cultural Center, Madrone Room**

Present:

**Board members** Barbara Palmer, Carol O'Hare, Donna Dicker, Gretchen Merrick, Janet McElroy, Janet Wright, Joan Ensign, Joy Safakish, Judy Kinker, Maggie Leininger, Margaret McCann, Mary Cox, Peggy Martin, Sandy Stoob, Suman Ganapathy, Susan Oldham-Fritts,  
**AAUW members** Elizabeth Mandel, Kathy Sullivan, Marissa Campi, Susan Persing

**September board meeting summary:**

The new 2016-2017 AAUW Morgan Hill board met for the first time on September 1, 2016. Peggy Martin, our CFO, presented her proposal for the budget this year, which was approved by the board. Peggy also reported that she and Marissa Campi successfully reviewed our financial books. Elizabeth Mandel of the allocations committee presented their proposal for distributing the \$48,875 raised this year, which includes money for scholarships, Tech Trek, Speech Trek, GEMS, Community Action grants, Leadership Morgan Hill, AAUW fund, NCCWSL, etc. The proposal was discussed and approved. Carol O'Hare presented the newsletter committee's proposal for changing the newsletter frequency from monthly to quarterly, and adding more timely, personal information to the weekly email. The proposal was accepted.

**Call to Order/Announcements/Acknowledgments** – President Mary Cox called the meeting to order at 7:01 pm. Judy Kinker confirmed a quorum.

Mary presented the board meeting format for this year. Some committees will only report in certain months, for efficiency.

This is the 35<sup>th</sup> anniversary for our Morgan Hill branch. We will celebrate this anniversary in a small way at the December 10 holiday party at the Grange. Carol O'Hare suggested this and will be in charge of the 35<sup>th</sup> anniversary program. **Addendum: Date has been changed to December 11.**

The Taste of Morgan Hill is coming up. We need volunteers for the AAUW booth in 2 hour shifts. Marian Tankersley will be contacting members to ask for volunteers. Mary distributed a sign-up sheet for volunteers. Signup genius is also available online for volunteers.

AAUW National sent OfficeMax 80% discount cards (1 large, 2 small) to our branch. Mary will keep the big card, but the others are available to anyone who needs to make copies. Barbara Palmer is interested in the discount card for making copies for Wildflower Run sponsor packets.

Mary would like to make a regular practice at board meetings of acknowledging a few branch members for their contributions to the branch. Mary acknowledged Suman Ganapathy for taking on the newsletter job as a new member. Mary acknowledged Gretchen Merrick for all the great publicity she does for us.

**Minutes** – The board retreat minutes of June 26, 2016 were accepted.

**Financial Report**

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CFO Peggy Martin reported that we have \$14,102.88 in the operating account, but she has not added any expenses paid since June 30. Peggy will update this with recent expenses. We have lost one newsletter sponsor, but with the sponsor price increase, we have more revenue (\$900) in the sponsors category. Peggy is making an in-kind donation to update QuickBooks, in order for Marissa to learn the latest software. We have a total of \$6,955 income.

The books have to be reviewed every year. Peggy and Marissa reviewed the books through June 30. What they must (and did) review: Bank statements and retention, check register (QuickBooks) maintenance, mail or email confirmations of transactions, filed 1099N form for end 2015, filed 1099N form to tax board, filed RRF1 form to the California Attorney General. Peggy and Marissa will meet quarterly to train Marissa in AAUW Morgan Hill finances.

Peggy moved to approve the budget as presented tonight.

**The motion passed.**

### **Membership Report:**

Maggie Leininger reported that we currently have 129 renewed members, which is unusually high for this time of year. Maggie and Jenny Redfern are pursuing 30 possible renewals. The board will help by asking members to renew. Maggie distributed a list of 30 possible renewals, so members could mark those people they are willing to contact.

Elizabeth suggested that our member directory PDF be updated quarterly in our website. We could link to this member directory in our weekly email. Maggie agreed.

The September membership lunch will be combined with the Neighborhood lunch. This removes the Neighborhood lunch event from the calendar during a busy season (November).

### **Programs Report:**

Margaret McCann and Janet McElroy reported that 70 people attended the "Hunting Ground" movie. Several people commented they were happy to hear about the AAUW MH allocations during the business part of the meeting.

The next event is the Candidates Forum in September at city council chambers. We have invited the candidates for the offices of mayor, city council, and school board. We are not inviting the water district candidates or the Gavilan college candidates due to time constraints. Jenny Redfern is collecting questions, so please send your questions to Jenny. The Candidates Forum poster was distributed for members to help post around town.

### **Committee Reports**

#### **Allocations report**

The Allocations Committee met 8-9-16.

Attendees:

Elizabeth Mandel (Chair & Community Action Grants),  
Barbara Palmer (WFR Sponsors),  
Donna Dicker (Local Scholarships Director),  
Marissa Campi (KIT),

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Mary Ludwick (AAUW Fund),  
 Joan Ensign (Leadership),  
 Susan Oldham-Fritts (GEMS),  
 Joy Safakish (Tech Trek),  
 Kathy Hansell (Re-entry Scholarships),  
 Pat Toombs (WFR Director),  
 Carol O'Hare (ISPF),  
 Peggy Martin (CFO),  
 Mary Cox (President()), and  
 Patricia Kindred.

Absent: Margaret McCann (HS Scholarships), Kathy Sullivan (Health Care Scholarships)

ISPF \$\$\$ Available: Holding back remaining 2016 scholarship commitments (\$20K), remaining Lauren Jenkins memorial donations (\$875), and 2017 WFR startup (\$2.5K), the committee had \$48,875 to allocate.

	2015 Budget	2015 Actual	2016 Budget
GEMS - annual budget	\$ 700	\$ 500	\$ 500
Tech Trek - increase from 8 to 10 campers (\$900 each)	\$ 9,000	\$ 7,200	\$ 7,200
Tech Trek - lump sum grant to Stanford Marie Curie camp	\$ 2,000	\$ 2,000	\$ 2,000
Community Action Grants (\$ amounts up to \$1000 each)	\$ 2,500	\$ 2,500	\$ 3,000
Lauren Jenkins Health Care Scholarship (2K each)	\$ 2,000	\$ 2,000	\$ 2,000
Re-Entry - number of scholarships (and \$ split) TBD by committee	\$ 4,000	\$ 4,000	\$ 3,000
High School - 3 scholarships: LO, Sobrato, Central (\$1000 each)	\$ 3,000	\$ 5,000	\$ 3,000
2 scholarships for students interested in STEM (Sobrato + LO)	\$ 2,000	\$ 2,000	\$ 2,000
KIT (\$500+ follow-up grants to previous local scholarship recipients)	\$ 6,500	\$ 7,000	\$ 7,000
National Conference for College Women Student Leaders (NCCWSL)	\$ 1,500	\$ 300	\$ 1,500
Leadership Morgan Hill - Sponsorship of branch member/s (\$1,200 each)	\$ 1,200	\$ 2,400	\$ 1,200
Speech Trek - local contest	\$ 700	\$ 600	\$ 650
Money Trek - local program	\$ 200	-	-
AUW Fund - MH Wildflower Run Research & Projects Grants Endowment	\$12,000	\$12,000	\$12,000
AAUW Fund - Unrestricted	\$ 4,100	\$ 5,900	\$ 3,825
<b>TOTAL</b>	<b>\$51,400</b>		<b>\$48,875</b>

### Additional Actions Required to Support the Above Allocations

- There is no NCCWSL Chair. The committee agreed to allocate funds for a NCCWSL scholarship only with the understanding that the Leadership committee will either find a chair or (working with the Scholarship Coordinator) handle the outreach required to identify and select a suitable candidate.
- Community Action Grants. The committee should ensure each year that there is follow-up to assess the value of the previous year's grants.
- Health Care Professional Scholarship - Selection criteria need to be added to Policies & Procedures Addendum 6, Scholarships & Grants. Also, before growing future funding for this, there should be a specific proposal for reaching out to other schools and Health Care programs (in addition to Gavilan Nursing).
- Sponsor committee should revisit content/structure of the sponsor packet to ensure that it adequately reflects the breadth of our branch philanthropy. This bucket of money also needs a name that adequately reflects a local as well as national emphasis.

### Process for Changes to the Above Allocations Budget

- If the Leadership Team does not identify a Leadership MH candidate, \$1,000 will be redirected to KIT.
- If we are unable to identify a NCCWSL candidate, we will redirect \$1000 to Unrestricted AAUW Fund and \$500 to AAUW Fund (for a NCCWSL registration scholarship).
- If any other local scholarship \$\$ are not distributed, the scholarship committee may, within the same fiscal year, redirect those \$\$\$ to another local scholarship area without requiring additional approvals
- Any other proposed allocation budget changes should be directed back to the Allocation Committee which will confer and present a recommended redistribution of funds to the board for approval.

**All allocated but unused funds, if not redistributed to another area during the fiscal year, will roll back into the general fund for redistribution the following year.**

### AAUW Fund - Mary Ludwick

#### 1. MH Wildflower Run Research & Projects Grants Endowment

The 2014 allocation included initial \$10,000 to establish MH Wildflower Run Research & Projects Grants Endowment and in 2015 we added \$12,000. We allocated an additional \$12,000 this year.

The fund is completed when it reaches \$75,000 and we have 10 years to complete it. As we get closer to completion, we anticipate that other IBC branches will help us (Carol O'Hare and/or Mary Ludwick will reach out to them with that request).

#### 2. AAUW Fund – Unrestricted

Nationally AAUW encourages branches to designate funds as unallocated (so at a national level, AAUW can choose how to distribute among Public Policy, LAF, Eleanor Roosevelt Fund, etc.).

In 2015, we followed that recommendation, designating our \$4,100 allocation as unrestricted. (Actual unrestricted ended up being \$5,900 because we had allocated for 10 TT scholarships and, when we didn't get the extra 2 TT slots, that \$1,800 was redirected to the AAUW Fund. This year's unrestricted

AAUW Fund allocation is similar, \$3,825, with agreement that, if we do not identify a local NCCWSL candidate, it will be increased to \$4,825.

#### Local Scholarships - Donna Dicker (Coordinator)

##### 1. College Scholarships For High School Seniors - Margaret McCann

Our 2016-17 allocation remains the same as last year's: one \$1000 scholarship for each of three high schools, including Central (although the committee may redirect those \$\$ depending on availability of suitable candidates) and two additional \$1000 scholarships, one for Live Oak and one for Sobrato, for students particularly interested in pursuing STEM careers. Other selection criteria continue to apply.

NOTE: in 2015-16 two additional \$1000 scholarships were awarded by the scholarship committee. ((\$1000 was from an unused scholarship the previous year and \$1000 was awarded to a specific student by a member of the committee. ) Processes are now being clarified and documented (via an "Allocations Process" addendum to the branch Policies and Procedures) to ensure that we both meet IRS non-profit guidelines and handle directed donations in a consistent, appropriate manner.

##### 2. Lauren Jenkins Health Care Scholarship - Kathy Sullivan

In 2015 we established this new \$2,000 annual scholarship. For its first year, we agreed it would be awarded to a woman enrolled in the Registered Nursing Program (either year) at Gavilan College (this would be for a third or fourth year of college) to an applicant who lives or has lived within the boundaries of the Morgan Hill Unified School District or the cities of Gilroy or Hollister. The committee brought forward a request to expand to 2 x \$2,000 scholarships for 2016-17 (with an objective of expanding to other health care programs at other schools). Before that (future) expansion happens, we will need to have 1) Scholarship criteria identified and documented (Policies and Procedures Addendum 6 Scholarships & Grants) and 2) a specific proposal for reaching out to other schools and Health Care programs. Kathy is working on both of these items.

##### 3. College Scholarships for Re-Entry Women - Kathy Hansell

This year we received two exceptionally qualified applicants, so each received \$2,000 of our \$4,000 allocation (rather than distributing the \$\$ to 3 or more individuals). We need to continue enhancing our outreach plans for this (as well as for the Health Care Scholarship) to ensure we maximize both scholarship visibility and the number of qualified candidates. (Example: flyers, posters, and social media.) Perhaps, as outreach criteria are created for the Health Care Scholarship, outreach criteria can be refined for this scholarship as well.

##### 4. Keeping In Touch (KIT) Grants - Marissa Campi

This program, providing follow-up grant money to previous local scholarship winners, has been in place for five years. The more first year scholarships we give, the more potential we have for requests for KIT grants (as they can be provided to past recipients entering their second, third, or fourth year of college). This fall we will give out 7 x \$1000 grants. For this coming year, we have a potential 33 applicants. Over the past two years, the scholarship committee has added significant rigor and consistency to the KIT application and selection process through proposed updates to our policies and procedures. This is appropriate given the significant amount of grant money now being set aside for this program. (Allocations were increased from \$5000 to \$6,500 last year--the actual \$7,000 distribution was made in error--and we are increasing the 2016-17 allocation to \$7,000 this year.)

NOTE: KIT asked for \$8,000 this year. While we were unable to allocate more than \$7,000, we agreed that this area is a high priority because of the support it gives to our past scholarship recipients and, if we are unable to find a suitable Leadership MH candidate, we will reallocate \$1,000 to KIT, for a

total of \$8,000.

#### 5. National Conference for College Women Student Leaders (NCCWSL) – TBD

This is an annual national conference for college women, and we first sponsored a participant in the 2014 conference. In 2015 and again this year we allocated \$1500 for a participant (\$1000 travel + \$500 registration) but were unable to identify a suitable candidate (and thus redirected the funds). We agree it is an important program and have again allocated \$1,500 for 2016-17. However, this is with the condition that the Leadership Development team assist the Scholarship Coordinator in finding a branch member who will take charge of outreach to a broad set of past MH high school graduates, not just our past scholarship recipients. NOTE: if we again do not find a suitable candidate with a MH connection, we will reallocate \$1000 to AAUW Fund (unrestricted) and \$500 to AAUW national to provide a NCCWSL registration scholarship.

#### Community Action Grants - Elizabeth Mandel

New last year, we received 9 applications and allocated \$2,500 to four local non-profit organizations. This grant is along similar lines as the Mushroom Mardi Gras "Mini-Grants" (which are awarded only through elementary and middle schools via Home and School Clubs) and the Community Foundation "Discretionary Grants" (which are awarded in several categories, including "Education & Life-Long Learning"), with a distinction being that our grants are awarded for specific programs whose goals are aligned with AAUW's mission. We will follow the same timeline and process as last year, with criteria as documented on the branch website. Feedback from the WFR Sponsor committee was that this support last year of local non-profits was perceived by potential sponsors very positively. We are increasing our 2016-17 allocation from \$2,500 to \$3,000.

#### GEMS - Susan Oldham-Fritts

Susan spent \$500 last year and is asking for \$500 this year.

#### Leadership Morgan Hill - Joan Ensign

Last year we initially allocated \$1,200 for one participant, and we subsequently redirected an additional \$1,200 to sponsor a total of two participants. This was our third year of participation, and current and past participants met to assess the value of the program. They have provided their recommendations to the Leadership team to take into consideration as they select a candidate to sponsor in 2016-2017. In particular, the value appears to be not so much in an individual's leadership development as in their opportunity to make additional connections with the MH community. There is also value to AAUW as our participation increases awareness of AAUW within the community. Our allocation this year includes one branch scholarship, for \$1,200.

#### Money Trek - Peggy Martin

This is a program that teaches students money management. It is primarily targeted at high school students. We have not yet participated in this program because we lack a volunteer coordinator. While we are not allocating funds this year, Peggy will meet with Marissa Campi and Marisa Otto and see if we can move forward.

#### Speech Trek - Joanne Rooney

This AAUW state program is 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), where speeches are presented and state winners selected. This year's \$650 allocation includes materials and prizes (1st, 2nd, 3rd).

#### Tech Trek - Joy Safakish

##### 1. Camperships

While we allocated funds for ten campers last year, we were only allotted our usual eight slots. (The extra \$1,800 was reallocated to the AAUW Fund.) This year we are budgeting for eight camperships, again at \$900 each, for a total of \$7,200.

##### 2. Additional Funding Considerations

Note that, when students are selected for Tech Trek, we ask for \$50 from each family to cover processing costs and events such as Meet and Greet. 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 (although a portion of this additional income is expected to cover expenses by our Tech Trek coordinator.)

##### 3. Grant

In addition to camperships, AAUW MH traditionally makes a lump grant to the Stanford camp. Although our funds are tighter this year, the committee members still rated this grant a very high priority. We propose allocating \$2,000 this year (the same amount as we have given the past two years).

NOTE: There was discussion about whether, now that Tech Trek is a national program, this \$2,000 will become funds that are part of the camp's initial operating budget or whether it is treated as extra money enabling to camp to have "extras" such as an additional field trip. Joy thought it is treated as an extra. The committee felt that this was an important distinction that is essential in keeping us interested in providing this level of additional financial support.

#### Lauren Jenkins Stem Workshops

In addition to the money available for allocations (itemized above) were the donations made in memory of Lauren Jenkins: \$1,240 was donated, with \$365 used for a STEM Workshop and \$875 remaining. This should be enough to run STEM workshops (or similar) for another two years. In future, after this money runs out, we may wish to consider adding this item to our regular allocations (just as we often add other items), but this isn't something that needs to be addressed at this time.

We ask members to donate to the Wildflower Run every year, which is not correct. We need to change this to instead ask our members to contribute philanthropic money to our MH AAUW missions at Wildflower Run time, not to the Wildflower Run directly.

Proposed Name: The Wildflower Run Fund.

The allocations committee moved that we accept this allocation proposal.

**The motion passed.**

#### **Scholarships and Grants**

Donna Dicker and Kathy Sullivan reported on scholarships and grants. Donna reported that Kathy Hansell has agreed to chair the Re-entry scholarship committee, since Donna took the job of

Scholarship Director.

There have been four 2016 scholarship winners who have accessed their funds from ISPF, two high school women, Jacquelyn Cook, the Lauren Jenkins Healthcare (LJH) scholarship winner and Melissa Vasquez, a re-entry winner.

The scholarship website has been updated. We are also working on an outreach program to widen the pool of candidates for the LJH and re-entry scholarships. The goal is to spread the word about the scholarship and increase the pool of candidates. We will be posting information on Facebook, researching healthcare programs at colleges in addition to Gavilan, and we are re-designing a flier for distribution to interested parties.

Lori Mains has agreed to assist the scholarship group with tech support.

The Scholarships committee asked the Leadership committee to help find someone to chair NCCWSL.

### **Public Policy/LAF**

Janet Wright will be writing articles for LAF and Public Policy this year. Janet received information from national AAUW Public Policy Program regarding advocacy priorities over the next 2 years and is starting to educate herself on the program. Janet presented information on several current state and national issues.

### **New Business**

#### **Newsletter, Proposed changes**

Carol O'Hare reported on the newsletter meeting that took place on August 31. A small committee met to discuss the most efficient and effective way to communicate with branch members using the newsletter and weekly emails.

Attendees: Mary Cox, Peggy Martin, Elizabeth Mandel, Suman Ganapathy, and Carol O'Hare.

After considering several options, the committee decided that a quarterly newsletter and expanded weekly emails would best serve our members. The quarterly newsletter would focus on mission-based articles (e.g. AAUW Fund, Public Policy, Legal Advocacy Fund) and the branch as community (such as member profiles and featured interest groups). We would no longer have routine committee reports in the newsletter, for example. Weekly emails, on the other hand, would include time-sensitive information (e.g. monthly programs and upcoming activities). The monthly Calendar of Events would be posted on the branch website so it would be readily available from a link provided in the weekly email. Programs would be prominently featured on the website. We would make extensive use of links, so that neither the newsletters nor emails would be too long, encouraging members to read articles that were of interest or connecting to program fliers. The structure of some web pages, such as Events and GEMS, might need to be revisited to ensure that all information is still captured effectively. The schedule would start with Oct/Nov/Dec.

Our goal is to make the newsletter more readable with articles that tell a story and not just make a report. We hope that this will make better use of time, both for our busy members and our hardworking newsletter staff! Carol discussed this with the board and asked for input.

One member asked about the friendship corner and tidbits. A suggestion was made to include member



profiles and more personal information in the quarterly newsletter. Margaret McCann requested that she be able to advertise the upcoming program more than 2 weeks before the program. We need to rewrite our guidelines for this, because it currently says programs can only be mentioned the 2 weeks before the program.

Each program should have a flier on our website with the title and date, and the weekly email can include a link to the flier. The flier should be put on the website as soon as feasible.

The board agreed with the proposed newsletter changes. The October/November/December is the next quarterly newsletter. The deadline for articles is September 10.

### **Publicity: Program form, News folder**

Gretchen Merrick reported that the Candidates Forum will be included in MH Life on September 14. Gretchen said that when she sees anything related to AAUW in the paper, she will scan it and put it in a new folder she created in DropBox. Gretchen has a flier template for anyone to use for events. Send your updated event flier to Elizabeth Mandel. She will put the flier on our website, then send you the link to the flier, so that the link can be included in our weekly email.

### **Other Business**

#### **Discussion: Branch branding**

Mary opened a brief discussion on the branch branding topic that we discussed at the board retreat. The main point is what does the community think of (and what do we want them to think of) when they hear AAUW-MH. Ideas: For branding- known for Wildflower Run and scholarships, women leaders, For brand recognition- business cards for all the women in AAUW, past presidents wearing their Presidents pins more frequently, updating certain areas of our website.

#### **Future Events**

- Sept 10 Membership & Neighborhood Brunch, 11:00 am
- Sept 13 AAUW National - "411 on AAUW's Younger Women's Task Force Webinar"
- Sept 19 Leadership Morgan Hill graduation (our own Kathy Sullivan and Margaret McCann) at Guglielmo winery, 6 pm
- Sept 20 AAUW National – Community Engagement Webinar
- Sept 24, 25 Taste of Morgan Hill, AAUW Booth, 10 am – 6 pm
- Sept 27 Human Trafficking, MH Library, 7:00 pm
- Sept 29 AAUW-MHT-MHL Candidates' Forum, City Hall, 6:30 Doors open

#### **Adjourn**

The meeting was adjourned at 9:01 pm

Sandy Stoob, Secretary