

AAUW Morgan Hill Branch Board Retreat
Saturday August 29th, 2020
Zoom and live participation at EXIT Realty in Morgan Hill

Participants:

- Local: Marian Sacco, Suman Ganapathy, Tessy Albin, Pat Toombs.
- Zoom: Janet Wright, Deb Buchanan, Carol O'Hare, Peggy Martin, Maggie Leininger, Donna Dicker, Kathy Hansel, Janet McElroy, Chris Hopwood, Barbara Palmer, Elizabeth Mandel, Margaret McCann, Joan Ensign, Joy Safakish, Sherri Wren, Yvonne Randolph, Joanne Rooney, Mary Cox.

9:15-9:35 Priority and rules for retreat and homework review.

- Going over policies and procedures. Per bylaws, any changes to any job descriptions need to be forwarded to bylaws (specifically Carol O'Hare) for official updates in our job descriptions, preferably by our next board meeting on September 3rd.
 - We need to have a current listing of all board members, committee heads and updates committee members. The on-line listing of board members is updated, but the committee heads and members is not.
 - Individual committee chairs need to update Sandy Stoob with their committee updates.

9:35 -10:15 Fundraising and WFR changes discussion.

- Per Deb Buchannan, most smaller runs are out of business for this year. A few are going virtual from the get go, going over the top (fancy shirt or medal) to get you to participate.
 - Issues for our run as usual:
 - Can't get on school grounds.
 - Can't social distance.
 - Our sponsors are local, very affected by Covid.
 - Overall sentiment, very hard to do our run in 2021.
 - Move run to fall, can't guarantee access to school. Affects 2022 in March?
 - Current rules say 60 folks or less, including all volunteers and runners. We are bigger than that.
 - Barbara Palmer about sponsors, backs up what Deb said, we can't ask them for money.
- Discussion about ways to raise money without asking normal local sponsors.
 - Anything we do should be on same run day, March 28th.
 - Go to sponsors and ask for support in a different way, like a special service or event.
 - Virtual trade show, we could provide that to sponsors.
 - Matching funds? Need excellent marketing.
 - Key is very little expense and minimal effort.
 - Need to have a good message, videos/music through cloud platform.
 - Entertainment, like on PBS, watch something and call in donations.
 - We still want our WFR name out there for 2020.
 - Videos from scholarship recipients.
 - Possible use of Young Women Leaders, really good at videos.
 - Maybe incorporate local sponsors in videos?

- We need to officially decide on WFR issues at a board meeting, go or no go. Next board meeting is September 3rd.
- Discussion of multiple fund-raising events, decided to do a single event.
- Ways to help our existing sponsors, maybe free advertising for long time sponsors.

10:15 – 11:05 Communications Strategy-Umbrella Plan with team members TBD.

- Thought is that we have a platform for communications, a committee that coordinates communications to members and to outside groups and individuals.
 - Pillars for internal and external communications.
 - Need to keep existing members, and market for new members as well.
- Plan is to change our open publicity board position to a communications position, heading up the various pillars (teams). We may need a committee to head this up. Maybe we find two people that have different skill sets to team.
- Use Young Women Leaders for help with communications, but they need to be members.
- Increase membership, could we use this as a tool for membership? Yes, contact younger members.
 - Everyone is on membership, we should all be recruiting.
 - Programs, could we get a list of folks that participate in our virtual programs? Yes.
 - Watch Parties, hosted by members to friends that are not members.
 - Our programs are more geared to younger points of view.
 - University/Educational credit? That would help with younger members, but would not incent them to stay long-term.
 - Need to work with teachers to determine what are topics of interest.
- Build a list of potential members and get emails out to them that might give them information about things we're doing to join.
- Complaints about MH branch, are we cliquy? What do we do to encourage members to stay?
 - Interest groups, reasons people join for them.
 - Take all members, give out names and contact info to board to check in. Need a script to follow. Text, email, coffee.
 - Blog?
 - Pull info from new member listings and reach out to them for marketing people for next board meetings.
 - Get email listings of past runners from WFR database, send AAUW info to them.
 - Discussion on candidate forum for September Program, because of November voting. Ballots are coming out October 15th.

11:05-11:30 Scholarships/Tech-Trek/Speech-Trek and how to communicate effectively in our current environment.

Scholarships:

- We have a total of 19 scholarship winners this year, they are three winners of Lauren Jenkins Healthcare Scholarships, eight Keeping In Touch winners, and eight High School winners.
- Vicky Reader has been doing research, many of our California AAUW branches have continued to limit scholarships to women.
- Mary Cox continues to expand her award contacts, and has been working with local colleges that have medical programs to get the word out about the Lauren Jenkins scholarships.

Speech-Trek, state level:

- Topic this year is "Social Media, Has It helped Or Hindered Women's Rights?" If topic is hard we have less participants, do we need someone to talk about the topic? Yes, info given on application. Make video and send to teachers to play on their Zoom classes, since teachers usually will not get our message out for us.
- State is recommending Zoom use, will be training provided.
- AAUW members can't be judges anymore.
- Timeline is usually February, must be in by March 2d or 3rd, so videos have to be in by then.
- Recruiting usually starts after Christmas. Last year we started in September, Roseville got 25 candidates and they started early, but it didn't seem to make much difference here.

Tech-Trek:

- Summer of 2019, Microscopes and collection kits sent out, bacteria grown, discussion on Zoom.
- Stanford is not holding traditional TT this summer 2020. Looking at other campuses for 2021. We think there will be one for 2022 at Stanford.

11:25-11:30 Allocations Meeting.

- Comments around allocation of money, do we wait, do we give it all out now?
- When is the meeting?
- Discussion to be continued as part of next board meeting since we're dealing with the WFR 2021 then.

Submitted 8-30-2020

Pat Toombs, Secretary