

CA Online Branch Board Telephone Conference Call Minutes 1st Quarter August 2, 2012

Present:

Sheli Ryan
Sandy Kirkpatrick
Ruth Currie
Jan Cook
Krys Wulff

Absent:

Donna Mertens

Financials

Discussed the need to post a year-end financial report and transfer financial records to the new treasurer."

Listserves and Blog:

Discussion followed on how to manage listservs. It was decided that the appropriate chair should manage the subscriptions to her own listserv (branch, program, board, book group). Sandy (Communications Chair) would be backup for all. It was decided that members would be able to subscribe or unsubscribe to the listservs of their choice according to their own needs.

Discussed the reluctance to use the blog. Need to have an tutorial to make people comfortable using it. Sandy will work on an instruction sheet for blog posting.

Goals:

Sheli opened discussion, looking at last year's goals. Agreed to drop Goal #3 and keep Goals #1 and #2, with an emphasis being on Goal #2. Agreed to add more specifics to one bullet point in Goal #2.

Goal #1 Actively advance AAUW mission

Use branch blog to educate members and the public about AAUW issues, encouraging board members: to post timely and frequent articles per month.

All board members become authorized authors on the blog and post at least once a month. At large members are encouraged to do the same.

Fundraise for AAUW programs by using the blog and the listserv to raise funds during October and to keep members informed of the use of AAUW Funds during the year.

Goal #2 Grow membership and increase engagement of current members

Work on outreach strategies using Facebook, website and other social networks to recruit people new to AAUW.

Encourage active recruitment of new members, by current members, inside and outside of California.

Distribute business cards to our members with AAUW mission and branch web address to use for recruitment.

Recruitment push for new members in the Spring.

Keep members engaged in AAUW's mission through program listserv participation and blog articles.

Offer at least four branch program discussions on the program listserv.

Encourage all branch members to stay actively connected to AAUW (national/state) and to each other in the branch by subscribing to AAUW Action Alerts, subscribing to the state website blog, subscribing to the branch blog (RSS feed or email notification), and joining the Online Branch Facebook Group.

*Motion by Sandy Kirkpatrick : To keep Goal 1 and Goal 2 as amended. Adopted.

*Things discussed for membership growth and the need to involve our entire branch membership in recruiting new members, particularly younger people and those new to AAUW. Suggested tools for members to use:

Info flyer

Business card with AAUW mission statement and our web address

Post card

Facebook and blog.

Sheli mentioned that other states are struggling with their online branches. We may be able to get them to join CA online.

Send the Welcome to Online Branch to all new members and send periodically to current members. Keep members actively engaged in the advocacy work of AAUW by encouraging members to sign up for AAUW's Two-Minute Activist. Sheli will send reminders to members in News Notes about twice a year.

Program:

We are planning to have at least one program for each quarter of the year. Program should not just focus on CA. Our focus should be Public Policy and the AAUW positions. Some suggestions:

Review of initiatives on which AAUW CA has taken a position, including Prop 35 on Human Trafficking
“Its My Voice—I Will Be Heard” -- AAUW’s get-out-the-vote campaign
Philanthropy (coordinated with our push for AAUW Funds giving)
NCCWSL (National Conference for College Women Student Leaders) students in the spring
Grandmother power

Agreed to continue the procedure of announcing programs a week in advance on the branch listserv, and allowing members to opt in to the program listserv.

Ending thoughts:

The doodle worked for scheduling board conference calls
Keep chatter down on the board listserv
Conference call worked
Send Sheli items that require board action/discussion, so she can plan when we need board meetings
Send Sheli favorite online news sources for her to share with the branch
Need quarterly financial updates
Need to approve a budget (give Donna a chance to get the financials)
Blog needs to be more active

- Women’s issues
- Post whatever you are passionate about within the field of AAUW mission
- Use Google Analytic to see if we can improve our website’s visibility in keyword searches (Sandy will look into it)

Create business cards and postcards for members to use to recruit new members
Think about what we could do as a fundraiser.

Submitted by: *Janice Cook. Secretary*

