



**Minutes of the California Online Branch Board
Conference Call Meeting
August 8, 2015**

Attendance:

Krys Wulff, President
Harriet Tower, Treasurer
Cathy Foxhoven, Program VP
Tobi Balma, AAUW Funds VP
Sandy Kirkpatrick, Membership VP
Sandy Hansen, Communications Chair

Meeting called to order by Krys Wulff at 10:35 a.m.

Minutes of the January-June 2014 board business summary and July 9-10, 2015 board vote were approved.

Goals:

Noted that all [three goals](#) established for 2014-2015 were achieved.

Agreed to go back to the goals format outlined in 2012-13 that uses broader goals and includes more specific objectives and actions. Agreed upon the following goals for 2015-16:

Goal #1: Actively advance the mission of AAUW.

- Have at least one AAUW mission-based program per quarter.
- Fundraise for AAUW Funds, with an emphasis on the One AAUW campaign, averaging at least \$25/member in overall donations.

Goal #2: Grow and engage the membership and actively promote retention.

- 10 % membership growth (from 62 to at least 68 members).
- Reach a retention rate of 90% of new members.
- Survey membership early in the year to determine communications and participation preferences.
- Keep blog active with multiple authors by creating a calendar of posting assignments.
- Encourage members' participation in branch programs and projects (e.g., Speech Trek), and AAUW Action Alerts.
- Provide monthly newsletter to keep members informed and engaged.
- Increase the branch presence on social media.

Agreed we need to survey the membership as soon as possible – either before or immediately after the first branch program of the year – to ask about:

- Content/frequency of programs
- Use of social media
- Use of email lists
- Blog – whether they subscribe/read it and whether they would be willing to become blog contributors
- Recruiting Speech Trek students from across the state
- Dues payment preferences

Krys will draft a survey and send it to the board for editing/feedback.

Finance Report:

Krys reported that our non-profit status with the IRS has been restored. We had to create a new EIN, sign a new affiliate agreement with AAUW, using the name “American Association of University Women-California Online” (omitting the word “branch”), update the bylaws to use that exact title, and open a new bank account. We lost the \$100 IRS filing fee from an earlier attempt to clear the problem, but at least did not have to pay a possible \$400 penalty and are now allowed to file the annual IRS 990 form through national AAUW.

Harriet led a review of the year-end budget report. Some errors were noted on the version posted on the website, which will be corrected and re-posted. Discussed and approved the following 2015-16 budget:

INCOME	
Dues	600
Donations	0
Total Income	600
EXPENSE	
Web Hosting	85
Insurance	225
Funds Assessment	35
PayPal Fees	10
Administration	40
National Convention (carryover to next year)	200
State Convention	200
Past President Gift	50
Speech Trek	50
Total Expense	895

Noted that this year’s required permanent reserve (25% of past year’s branch dues income) will need to be \$155.

Bank balance at the beginning of the fiscal year (July 1) was \$1,091.15. The new bank account approved by board vote in July is opened, and as soon as the debit card for the account arrives, Harriet will close the old bank account.

Membership report:

Dues received from 46 members, including 11 new members; but 17 members have not yet renewed. Sandy K has contacted each of the non-renewals and now has a commitment from six of the 17 to renew.

Program report:

Cathy presented a list of possible programs. The consensus agreement was to focus on the following four for the quarterly programs, with the understanding that others could be added if time/inclination allowed it:

- Title IX Discussion, featuring Alicia Hetman; if it can happen very soon, it could also be used to encourage attendance at the September 6 LA Sparks event
- One AAUW campaign for AAUW Funds, featuring AAUW CA Fund Committee Chair, Sharon

- Westafer. Will try to hold the program in November to coincide with Funds fundraising efforts.
- “Solving the Equation” report, featuring its co-author, Cristi Corbett
- Discussion of the film “The Hunting Ground” about sexual assault on college campuses

Agreed that the National Conference for College Women Student Leaders (NCCWSL) student the branch sponsored last year should be contacted to do a video interview that could be posted on YouTube and shared with the membership, not necessarily as a “program” but as a follow-up to last year’s program that raised the funds for her scholarship.

Agreed the final program of the year should occur in May, to allow the outgoing Program VP time to write up a summary for the website, and to be timed to end right as we would start asking for membership renewals.

Communications report:

Reviewed Sandy H’s written report. Agreed that outdated blog posts that reference date-specific events (e.g. reminders to vote in the state AAUW election) may be deleted as encountered, but that there was no need to review/analyze all the historic posts to do so.

Noted the program email list was closed down and a new one started, so the membership will have to be informed about the new email address, and reminded that they will need to opt-in anew for the first program of the year.

Sandy H offered to moderate all the email lists, handling subscriptions. Sandy K will be her backup moderator when she is on vacation.

Onliner News will go out in mid-August. Krys will send a draft to the board to get edits/additions prior to sending it to the membership. Agreed it should include a link to all the AAUW convention workshops that are now posted on the AAUW website.

The meeting was adjourned at 12:35 p.m.

Signed,
Sandy Kirkpatrick

Approved August 19, 2015