



**Minutes of the California Online Branch Board
Conference Call Meeting
July 24, 2013**

Attendance:

Harriet Tower, President
Donna Mertens, Treasurer
Alice Labay, AAUW Funds VP
Ruth Currie, Membership VP
Krys Wulff, Program VP
Sandy Kirkpatrick, Communications Chair

Called to order by Harriet at 11:05 a.m.

Minutes of the June 3, 2013 conference call board meeting were approved.

Finance Report

Donna presented the year-end financial report and proposed 2013-14 budget, which was approved with amendments (posted on website).

State projects discussion

Agreed that the Online Branch, lacking a physical location, can only participate in state projects (Speech Trek and Tech Trek) if we can involve students anywhere across the state. For Tech Trek, this means encouraging our members to donate to the state project and participate as volunteers at the camps; for Speech Trek, Harriet will ask the branch member who expressed an interest to present a plan to the board for how to include students from anywhere in the state.

Membership discussion

Agreed to distribute business cards to board members and any interested branch member to use throughout the year in word-of-mouth recruitment of new members, and to investigate how the New York online branch successfully recruited from the national AAUW member list.

Program discussion

Discussed mission-based program possibilities for the 2013-14 year.

Discussed the desire to include e-students by encouraging them to form a student affiliate group on a campus; but agreed that, as with the state project involvement, we would need to find a way to offer this across the state, not just for one college campus.

AAUW Funds discussion

Discussed timing and methods for encouraging donations to AAUW Funds, and how to use a program discussion to tie in to that fundraising campaign.

Harriet announced she is changing the title of the monthly e-newsletter from "News Notes" to "Onliner News."

Communications discussion

Discussed changes on the website, protocols for using the branch listserv, and expectations for blog postings.

Adjourned at 12:36 p.m.

Signed,
Sandy Kirkpatrick

SK-Approved January 10, 2014