



**Minutes of the California Online Branch Board
Conference Call Meeting
August 5, 2015**

Attendance:

Sandy Hansen, President
Sandy Kirkpatrick, Treasurer
Cathy Foxhoven, Program VP
Sallyann Berendsen, AAUW Funds VP
Kathy Andreini, Membership VP
Alice Labay, Communications Chair

Meeting called to order by Sandy Hansen at 2:35 p.m.

Minutes of January-June 2016 board business were approved.

Agreed to take 2016-17 minutes in rotation as follows:

- Q1 (July-September)-Cathy Foxhoven
- Q2 (October-December)-Kathy Andreini
- Q3 (January-March)-Sallyann Berendsen
- Q4 (April-June)-Sandy Kirkpatrick

Because national AAUW requires an officer be named as the contact person for minutes, it was agreed that the Communications Chair would be so named to AAUW.

Treasurer's Report

Reviewed the 2015-2016 year-end financial report.

MOTION (Sandy Kirkpatrick): Eliminate PayPal. Adopted.

President's Report

Reviewed president's written report, and noted retirement of AAUW CEO Linda Hallman.

Agreed that Sandy Hansen and Sandy Kirkpatrick would review Facebook's request to verify that we are an actual organization for our Facebook group.

Sandy Kirkpatrick agreed to participate in AAUW's September 20 webinar on community engagement and report back on applications for our branch.

Communications Report

Agreed to change the website's home page from a blog to a static page.

Alice Labay accepted the appointment as Communications Chair.

Membership Report

Kathy Andreini reported that of our 59 members, 22 have not yet renewed (8 of them primary members, and 14 dual members). She will contact each of them.

Goals

Agreed to the following goals and objectives for 2016-17.

Goal #1: Actively advance the mission of AAUW.

- Have at least one AAUW mission-based program per quarter.
- Fundraise for AAUW Funds, averaging at least \$25/member in overall donations.

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

- 10 % membership growth (from 60 to at least 66 members) and a retention rate of 90% of new members.
- Survey membership early in the year on program and project preferences.
- 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 that Cathy Foxhoven, Kathy Andreini, and Sandy Kirkpatrick would prepare the member survey for distribution by August 20.

Programs Report

Agreed to the following programs for the year:

- Q1 – Getting to know you
- Q2 (October) – Get out the vote, California initiatives
- Q3 (January) – Conflict resolution
- Q4 (timed to precede AAUW ballot vote) – AAUW ballot proposal discussion

Other possible program would be about Tech Trek camps. Agreed to ask Tobi Balma if she would be willing to investigate the possibility of the Online Branch sponsoring a Tech Trek camper and, if it is possible, being our branch Tech Trek coordinator.

AAUW Funds Report

Agreed to discuss plans for fundraising for the Funds on the board email list in the future.

The meeting was adjourned at 4:05 p.m.

Signed,
Sandy Kirkpatrick