



**Minutes of the California Online Branch
Board Meeting
July 16, 2017**

Attendance:

Sandy Hansen, President
Sandy Kirkpatrick, Treasurer
Valerie Dillon-Mattos and Sallyann Berendsen, Program Co-VP
Tracey Clark, AAUW Funds VP (via Google Hangouts)
Kathy Andreini, Membership VP (via Google Hangouts)
Alice Labay, Communications Chair

Meeting called to order by Sandy Hansen at 12:27 p.m. at Heritage Presbyterian Church in Benicia. Sandy Kirkpatrick offered to take minutes.

Minutes of March-June 2017 board business were approved.

Agreed to take 2017-18 minutes in rotation as follows:

- Q1 (July-September)- Sandy Kirkpatrick
- Q2 (October-December)-Tracey Clark
- Q3 (January-March)-Kathy Andreini
- Q4 (April-June)-Valerie Dillon-Mattos

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

Treasurer's Report

Reviewed the 2016-2017 year-end financial report and discussed costs of hosting services. We currently are covered under the umbrella of hosting services from Sandy Hansen, but agreed we should look for an outside hosting service not tied to an individual member. Agreed to have Alice Labay investigate hosting service options for the board to decide in Spring 2018.

Suggested names of members to ask to conduct the 2016-17 financial review.

Motion (Kirkpatrick): Amend policy 2.4. with the following additions noted in red: "Honorary Life Members (those who have paid AAUW dues for 50 years or more) may continue their membership in AAUW and the branch without paying any additional national or state dues, after being duly recognized as an Honorary Life Member by AAUW. Honorary Life Members are not exempt from paying branch dues." Adopted.

Membership Report

Reviewed Kathy Andreini's written report showing there are 11 members who have not yet renewed, and two who have decided not to renew.

Branch Goals

Agreed to maintain the same goals and objectives from 2016-17, with slight edits, noted in red under Goal #2:

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, engage and actively promote retention of online branch membership.

- 5% membership growth (from 60 to at least 63 members and a retention rate of 90% of new members. *[Note: the 90% retention rate is subject to change, after Kathy Andreini has analyzed current retention rates and makes a recommendation to maintain or alter this objective to keep it realistic.]*
- 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 platforms.

It was agreed to review progress on these goals and objectives every quarter, at the same time the quarterly financial reports are reviewed.

Leadership Weekend Report

Sallyann Berendsen shared information from the AAUW CA Leadership Day held on July 17. Noted that a vote will be held in September for all AAUW CA members on the state organization's status as a mutual vs. public benefit organization, and the importance of encouraging all our members to vote.

Program Report

Agreed to try to use the term "discussion" instead of "program" to make the branch activities clearer to newer members. Possible topics:

- Facebook group discussions to engage people who have joined the group but haven't yet joined the branch.
- Getting-to-know you discussion in August.
- September discussion on "AAUW 101" for new and prospective members, inviting long-time members to participate. This discussion could morph into AAUW Funds fundraising efforts.
- Running for elective office on national and state AAUW boards.
- Staying open to topics that might come up throughout the year, which could be started quickly to make the discussion timely.

The meeting was adjourned at 2:18 p.m.

Signed,
Sandy Kirkpatrick

Approved August 11, 2017-SK