



**Minutes of the California Online Branch
Conference Call Board Meeting
December 4, 2017**

Attendance:

Sandy Hansen, President
Sandy Kirkpatrick, Treasurer
Valerie Dillon-Mattos and Sallyann Berendsen, Program Co-VP
Tracey Clark, AAUW Funds VP
Kathy Andreini, Membership VP
Absent: Alice Labay, Communications Chair

Meeting called to order by Sandy Hansen at 7:02 p.m. Sandy Kirkpatrick offered to take minutes.

Membership Report

Reviewed Kathy Andreini's reported we have 61 members, still not up to goal of 63. She hasn't had a chance to calculate retention rates. (Sallyann joined the meeting).

Branch Goals

Reviewed our progress on branch goals:

Goal #1: Actively advance the mission of AAUW.

- Have at least one AAUW mission-based program per quarter. Yes – two programs completed for the first two quarters.
- Fundraise for AAUW Funds, averaging at least \$25/member in overall donations. Already achieved, thanks to a couple of very generous individual donors.

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. Only need 2 more members to meet growth target.
- Survey membership early in the year on program and project preferences. Agreed to conduct the survey in the Spring instead, using the survey Kathy Andreini created for the branch a couple of years ago as a template.
- Encourage members' participation in branch programs and projects (e.g. Speech Trek), and AAUW Action Alerts. Cathy Foxhoven is coordinating ST again.
- Provide monthly newsletter to keep members informed and engaged. Yes.
- Increase the branch presence on social media platforms. Facebook is active, but Twitter account isn't. Agreed to seek volunteer(s) to keep Twitter account active, and if none are available, close the Twitter account.

Program Report

Discussed program plans for 2018:

January – sexual harassment.

April – student loan debt, with a focus on the AAUW report on the topic.

Possible guest speakers for both programs were discussed, and will be contacted. It was noted the April program could be opened to prospective members, but only those who have not already attended a program this year as a guest.

Other Business

- Sandy Kirkpatrick volunteered to chair the nominating committee.
- Sandy Hansen shared an email from AAUW CA President Donna Mertens asking if the Online Branch wanted to apply for a grant from national AAUW to conduct a research study of Tech Trek campers. The most recent study was published in 2013, so the discussion was on whether a new study is needed now and whether the Online Branch should take the lead on it. No decision was made, but it was agreed to think it over and discuss it further in the near future.
- Sandy Hansen asked for branch newsletter contributions by the end of the week.

The meeting was adjourned at 8:04 p.m.

Signed,
Sandy Kirkpatrick