



**Minutes of the California Online Branch  
Board Conference Call Meeting  
July 15, 2019**

*Branch Established October 2, 2001*

**Attendance:**

Harriet Tower, President  
Shelley Mitchell, Treasurer  
Sandy Kirkpatrick, Program VP  
Jan Cook, Membership VP  
Cathy Foxhoven, AAUW Funds VP  
Shelly Johnson, Communications Chair

The meeting was called to order by President Harriet Tower at 7:07 p.m.

Reviewed the 2018-19 Q4 draft minutes. Shelly Johnson will make additional edits and email the updated draft for board approval.

Reviewed year-end financial report, making a few minor edits before agreeing it is ready to post on the website. Harriet Tower will find someone to conduct the annual financial review.

Harriet Tower reported that after consulting with Sandy Hansen and Sandi Gabe, she switched the branch domain registrar from Dot5Hosting to Google domain, which only costs \$12/year (a reduction from the \$17/year we were paying) without any additional hosting costs required.

Reviewed member survey results. Thirty-three out of 71 (46%) members responded.

**Reports**

Programs. In response to a survey suggestion to use virtual discussion boards for programs, Sandy Kirkpatrick will consult with Valerie Dillon-Mattos to see if there is one that fits our needs and would be easy for members to use, and start with a program of members getting to know each other better in August as a way to try it out. After discussing the list of suggested program topics from the member survey, it was tentatively agreed to have a program on women immigrants in the fall (Q1 or Q2) and a program exploring the complexities of various health care policy proposals (perhaps in the context of better understanding candidates' positions on the topic prior to the March 2020 California primary) in Q3, making it a Get Out the Vote program.

Membership. Jan Cook reported that 22 members have not yet renewed, and that she will be contacting them individually to encourage payment of dues. Shelley Mitchell noted there have been several problems with AAUW providing proper accounting of dues payments for members belonging to multiple branches.

AAUW Funds. Cathy Foxhoven reported plans to encourage 100% of branch members making a donation to AAUW Funds, focusing on unrestricted donations. It was noted that many members belong to multiple branches and their donations credited to another branch make it impossible for us to

accurately gauge the actual number of branch members who donate. Although concerns were expressed about national AAUW's inaccuracies in properly crediting our branch, it was agreed that it is more important that the funds get to AAUW to support the organization than for the branch to get credit for each donation.

Speech Trek. Cathy Foxhoven reported that although the Allen family will no longer provide the funding for this state program past the 2020 competition, Cathy's son has offered to provide funding indefinitely. It was agreed that Harriet Tower would write a newsletter article about Speech Trek to encourage branch members to assist in recruiting students to compete. It was noted that approaching school district offices to contact home-schooled high school students might be a way our branch could reach some students currently not in the pipeline.

Communications. Shelly Johnson reported that Tracey Clark, 2018-19 branch Funds VP, will work with her to update the Funds information on the branch website.

### **Old Business**

Following up on a board email list discussion in June about the branch email lists, it was agreed that the Membership VP should verify/correct member email lists at least quarterly, and the branch policy should be amended accordingly. It was also agreed that the program email list would not be cleared at the end of each year, and instead we would only unsubscribe people who have not renewed.

### **New Business**

Motion (Cathy Foxhoven): Approve the 2019-20 budget. **ADOPTED.**

Since branch policy Section 1.1 requires a review of the policy in the fall of every odd-numbered year, it was agreed that all board members would review the branch policy, particularly focusing on their respective job descriptions. Recommendations for policy amendments will be discussed on the board email list.

The 2018-19 goals and objectives were reviewed, with all objectives met.

Approved the following 2019-20 goals and objectives:

#### **Goal #1: Actively advance the mission of AAUW**

- Have at least one AAUW mission-based program per quarter
- Fundraise for the AAUW Fund, averaging at least \$50/member in overall donations.

#### **Goal #2: Grow, engage and actively promote retention of online branch membership.**

- 5% membership growth (from 71 to at least 75 members) and a retention rate of 75% of new members
- Survey membership annually on program and project preferences
- Have at least 50% of members subscribe to at least one program.
- Provide monthly newsletter to keep members informed and engaged.

Adjourned at 8:58 p.m.

Signed,

Sandy Kirkpatrick