



**Minutes of the California Online Branch
Board Conference Call Meeting
February 3, 2020**

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 Harriet Tower, president, at 1:05 p.m.

Harriet Tower reported that the Q2 minutes and financial reports were approved and posted on the website.
Reports:

- **Programs** – Sandy Kirkpatrick reported that the next program, as already announced to the branch members, will begin on the program email list next week. The spring program (topic and speaker TBD) will be in May. It was agreed we should advertise this at state convention as we try to recruit new members.
- **Membership** – Jan Cook reported we currently have 64 members including one who recently joined, having lost 10 members since last year (2018-19) and gained 5 new members. [Note: After the conference call, it was noted that the AAUW website's Member Services Database actually shows a total of 66 members.] Shelley Mitchell reported that the branch has been reimbursed from AAUW CA for the overpayment of state dues for Roli Wendorf. An announcement in the state board-to-board newsletter about admitting non-degreed people for membership by petitioning national AAUW was discussed.
- **Communications** – Shelly Johnson reported that the public Facebook group has 279 members, including 35 who joined in the current 2019-20 year. She will contact the current group administrators to see if they all wish to continue in those roles and encourage them to coordinate their administrative activities. As a result of some recent posts on the group, rules were recently added to clarify its focus on AAUW mission. It was agreed the rules should be posted as an announcement to make them more visible, and that new members who request to join the group should be required to acknowledge the rules. Since the web manager travels frequently, board requests for website changes/updates should be copied to the communications chair so she can respond whenever the web manager is unavailable.
- **AAUW Fund** – Cathy Foxhoven reported she is working with state Funds Chair Dianne Owens on the Funds Gala that will be held at the state convention, featuring keynote speaker AAUW CEO Kim Churches.
- **Speech Trek** – Cathy Foxhoven reported that we have a student contestant from Santa Clarita. Since none of our branch members live close by, she has asked the Santa Clarita branch for assistance to give the student an audience to have her speech recorded for entry in to the state competition, and is awaiting confirmation that will take place later this month.

The 2019-2020 branch goals were reviewed.

Goal #1: Actively advance the mission of AAUW

- **Have at least one AAUW mission-based program per quarter.** On track to meet this objective.

- **Fundraise for the AAUW Fund, averaging at least \$50/member in overall donations.** Cathy Foxhoven reported that our branch total giving for calendar year 2019 was \$3,675, so this objective is met.

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.** Final membership numbers for the year won't be known until June. Jan Cook will research how well we did for retention of members from 2018-19, and the retention at the end of this year will be calculated next fall.
- **Survey membership annually on program and project preferences.** Agreed to survey the membership in late May (or early June), after the May program is completed.
- **Have at least 50% of members subscribe to at least one program.** Accomplished.
- **Provide monthly newsletter to keep members informed and engaged.** Accomplished thus far and on track to continue through the end of the year.

New Business

Sandy Kirkpatrick was appointed the chair of the Nominating Committee, and she will try to recruit at least one more member at-large to serve on the committee.

It was agreed the slate of officers and bylaws amendments should be prepared for presentation to the branch members by mid-March, with the election held in early April (exact dates TBD, depending on when the nominations are ready). Sandy Kirkpatrick will write up the two proposed Bylaws amendments that were identified during the review of the Policy a few months ago.

Convention plans were discussed. Harriet Tower, Sandy Kirkpatrick, and Cathy Foxhoven plan to attend. Jan Cook will confirm the time and location of the branch social gathering on Saturday before the gala dinner and announce it in the next branch newsletter. Harriet Tower offered to prepare materials for a convention table to advertise our branch and recruit new members, and will ask in the next newsletter for volunteers from the branch to help staff that table. Past president Sandy Hansen has the remaining supply of "Onliner" badge ribbons and will get them to one of the members attending so that all branch members can be easily identified during convention.

It was agreed that this year's president's gift would be given to Harriet Tower in the form of convention expense reimbursement up to the budgeted amount for the gift.

Harriet Tower announced the next newsletter deadline is February 14. It was agreed that we should wait until the March newsletter for the Membership article to promote recruiting new members, since anyone who joins after March 15 gets the best deal, with their dues expiring June 2021 (15 months for the price of 12). Sandy Kirkpatrick agreed to write up a summary of the Policy changes approved by the board in November for this next newsletter.

Adjourned at 2:22 p.m.

Signed,

Sandy Kirkpatrick