



**Minutes of the California Online Branch  
Board Zoom Conference Call Meeting  
June 29, 2020**

*Branch Established October 2, 2001*

**Attendance:**

Shelley Mitchell, President-Elect  
Jean Simutis, Treasurer-Elect  
Gail Swain, Program VP-Elect  
Bev Van Citters, Membership VP-Elect  
Harriet Tower, AAUW Funds VP-Elect  
Sandy Kirkpatrick, Incoming Communications Chair

The meeting was called to order by Shelley Mitchell, President-Elect, at 7:09pm

Welcome and introductions. Discussed ideas for the coming year, particularly concerning programs (possibly having Zoom follow-up sessions to email list discussions) and recruiting new members from the public Facebook group.

Approved goals and objectives for 2020-21:

***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.

Discussed the survey responses.

Jean will prepare a proposed budget for the board to review and approve in July.

Harriet Tower discussed plans for holding the second annual White Elephant fundraiser in November. Gail Swain offered to once again coordinate it.

It was agreed to hold quarterly programs. Based on the survey feedback, it was agreed the first program would be on the topic of racism.

Adjourned at time 7:57 p.m.

Signed,

Sandy Kirkpatrick