



**Minutes of the California Online Branch
Board Zoom Conference Call Meeting
January 12, 2021**

Branch Established October 2, 2001

Attendance:

Shelley Mitchell, President
Jean Simutis, Treasurer
Gail Swain, Program VP
Bev Van Citters, Membership VP
Harriet Tower, AAUW Funds VP
Sandy Kirkpatrick, Communications Chair
Cathy Foxhoven, Speech Trek Coordinator

The meeting was called to order by Shelley Mitchell, President, at 7:04 p.m. with a welcome and ice breaker sharing.

The Q2 (October-December) minutes were approved.

The Q2 financial report was reviewed and accepted. Treasurer Jean Simutis noted that she received a \$100 donation from Harriet Tower for Speech Trek, which will cover the cost of the branch's participation in the project for the next two years, since there are already donated funds for this year.

PROGRAMS: Discussed the pleasure of the variety of programs thus far, both in topics and format. Gail Swain described plans for a Zoom play on women's history called "We Did It For You" that will happen in March. It was agreed that in addition to whatever other programs presented by the branch, we will promote AAUW CA webinars, such as last night's Title IX program. The possibility of having a Title IX follow-up program for the branch in the spring was considered.

Bev Van Citters described her participation as our branch representative in an AAUW CA marketing consulting session. The consulting firm will submit a report to AAUW CA in the near future.

MEMBERSHIP: Bev Van Citters reported we currently have 76 members, 11 of them new members since the beginning of the year. She set up a YouTube channel and has conducted 6 video interviews – 5 of new members and one of a "seasoned" member – as well as a phone interview. She has written a membership article every month in the branch newsletter. As decided by the board earlier, new members are now automatically subscribed to the program email list when they join. The monthly "Meet & Greet/Happy Hour" social gatherings have been well received, averaging about a dozen participants the past few months.

AAUW FUNDS: Discussion of the Funds Auction in November, based on the report Harriet Tower sent the board a few months ago, brought accolades for how successful it was, but also noted the need to limit the number of items auctioned to make it more manageable. It will also be necessary to more clearly emphasize the cost of postage for the donor in helping them decide what to donate.

NAMED GIFT HONOREE: The board considered names submitted by branch members, and selected Shelly Johnson and Cherie Sorokin as this year's honorees.

SPEECH TREK: Cathy Foxhoven reported that she has three high school girls preparing for the branch competition – the first time the branch has had more than one participant. Cathy has confirmed two of the three judges for the branch competition, which will be held on Zoom on February 21 at 1 p.m.

NOMINATING COMMITTEE: Cathy Foxhoven and Sandy Kirkpatrick agreed to serve as the nominating committee. In the discussion that followed, all current board members offered to continue to serve in their current position for another year.

Reviewed 2020-2021 goals and objectives:

Goal #1: Actively advance the mission of AAUW

- Have at least one AAUW mission-based program per quarter -- *objective met thus far.*
- Fundraise for the AAUW Fund, averaging at least \$50/member in overall donations – *objective 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 – *growth objective met; will calculate retention rate of new members in the summer.*
- Survey membership annually on program and project preferences -- *will do so later this year.*
- Have at least 50% of members subscribe to at least one program – *objective met.*
- Provide monthly newsletter to keep members informed and engaged – *objective met thus far.*

Adjourned at time 8:22 p.m.

Signed,

Sandy Kirkpatrick