



**Minutes of the California Online Branch
Board Zoom Conference Call Meeting**
June 24, 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

The meeting was called to order by Shelley Mitchell, President, at 7:05 p.m. with all except Harriet Tower present.

Sandy Kirkpatrick volunteered to take minutes for this meeting and all meetings and online business for 2021-2022.

MEMBERSHIP: Bev Van Citters reported we are ending the year with 79 members, surpassing our objective of increasing membership by 5%. Whether we also achieve 75% retention of new members will be determined once renewals are complete. There are currently 22 members who have not yet renewed. It was agreed the treasurer will send another round of renewal reminders a week after the member survey goes out, in hopes the survey is a reminder of everything the branch has to offer. Bev reported the monthly Happy Hours have been very successful, with several state leaders and some of the younger new members attending. It was agreed to encourage members to invite a friend to these social gatherings to potentially recruit new members. It was noted that the timing for these social gatherings can never be convenient for all members, but that it is important to keep it at a consistent, predictable day/time, so it will continue to be held the first Friday at 5pm (Pacific) after a summer break.

TREASURER: Reviewed the 2020-2021 transaction ledger and quarterly budget spreadsheet presented by Jean Simutis, who reported that five members paid their renewal by check and all others paid via the AAUW website. It was noted the healthy ending balance for the year is in part due to having no convention expenses, since the pandemic caused all meetings to be held virtually at no cost. *[Harriet Tower joined the meeting.]* Shelley Mitchell reported that Roli Wendorf volunteered to conduct the annual financial review.

PROGRAMS: Gail Swain suggested the decision for the format for future programs should be delayed until we see the results of the member survey.

Motion (Gail Swain): Purchase a branch Zoom account and give all board officers credentials to hold meetings on that account. **APPROVED.** The estimated cost is \$137/year, which is easily covered this year. If convention costs are incurred in future years and we wish to continue to have a Zoom account, we may have to re-evaluate the budget and consider a dues increase. It was noted the branch dues (\$10/year) have not increased since the branch's inception in 2001.

It was agreed to edit the member survey question concerning program platforms to include an option to gauge interest in using Google Hangouts.

Possible 2021-22 programs were discussed – with the understanding that other ideas may come from the member survey – including a discussion of a Brené Brown book on leadership, looking at AAUW’s future, delving into any new AAUW research report that comes out, and inviting an AAUW fellowship recipient to describe her research topic.

Shelley Mitchell reported that Cathy Foxhoven has offered to continue as Speech Trek coordinator.

Motion (Bev Van Citters): Authorize Shelley Mitchell to sign the Speech Trek participation agreement with AAUW CA. APPROVED.

AAUW FUNDS: Harriet Tower said she has not yet received year-end figures on total AAUW Funds giving by branch members. There was a discussion of how to manage the Facebook auction fundraiser with a few assistants to make the job more manageable and to mentor others in how to do it in the future. Harriet plans for the auction bidding to be held in the first two weeks of November.

COMMUNICATIONS: Sandy Kirkpatrick reviewed the draft member survey that was created on Google Forms, using the branch’s Google Suite account. A test of its delivery system will go to board members tomorrow (Friday, June 25), and if that goes smoothly, the survey will go to all members on Saturday (June 26).

It was noted that Facebook has changed public groups to automatically assess requests to join the group and add them without an administrator. Currently, Sandy Kirkpatrick, Jean Simutis and Gail Swain are group administrators, and will keep a close watch on how well this new system weeds out people who might post inappropriately.

There was a discussion of privacy issues that need to be communicated to our members in light of the California Consumer Protection Act, to ensure nobody shares personal identifiable information (including forwarding emails). It was agreed that the newsletter should address this topic, as well as the recommendations to periodically check Facebook privacy settings and use 2-step authentication.

BYLAWS: Shelley Mitchell noted that our policy calls for bylaws and policy review in the fall of odd-numbered years. Gail Swain and Sandy Kirkpatrick had already volunteered to do this review, and Shelley suggested a non-board member could also be recruited to assist.

GOALS: Reviewed 2020-2021 goals and objectives and agreed to make the noted changes for 2021-2022 (additions shown in red, deletions in ~~strike through~~):

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.
- **Achieve AAUW 5-Star status.** [Note: Shelley Mitchell will research the requirements for 5-Star status and report back. This objective will be added if it’s achievable, and deleted if not.]

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

- 5% membership growth (from ~~71~~ 79 to at least ~~75~~ 83 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.

MEETINGS SCHEDULE: It was agreed to hold quarterly Zoom board meetings, with the next one to be held at a date TBD in October.

NEWSLETTER: Shelley Mitchell suggested a July-August issue might be sent out later in July. After that, the same schedule will be used as followed last year, with articles due on the 20th of each month so the issue can be sent to members by the 1st of the next month.

Adjourned at time 8:50 p.m.

Signed,

Sandy Kirkpatrick