

AAUW GREENSBORO BOARD MEETING

Date: Tuesday, August 12, 2014, 5:30 PM

Members Present: Cheryl Wheaton, President – Mary Fran Schickedantz, Treasurer – Linda Jensen, Vice President – Sue Mengert, C/U Liaison – Marilyn Cotten-McMichael, Hospitality – Laura Tew, Public Policy/Communications - Mary Woodrow, Book Browsers – Charlotte Divitci, New Members – Ellie Dolota, Fund Raising – Jane Terwillegar, Secretary

SUBJECT	DISCUSSION/DECISIONS
Welcome/Introductions	Meeting convened at 6:00 PM – President Wheaton introduced Ellie Dolota as new chair for Fund Raising, as Libby Haile resigned due to family illness.
Minutes, June 17, 2014	Corrections to printed minutes were provided by Secretary Terwillegar. Moved to accept by Mary Woodrow, 2 nd Marilyn Cotten-McMichael. Approved by voice vote and filed as corrected.
Finance	Treasurer Schickedantz reported cash on hand of \$14,250.97, an unusually high balance that includes funds from the expired CD, \$3000 raised by Downton Abbey Tea, unused registration dollars from Tech Savvy and IT Is for Girls, \$355.44 from Spring and Fall luncheons, and 2015 dues. Last year the amount spent for Branch expenses was \$1396.72. This amount closely matches the funds brought in by this year's 2014-2015 dues - \$1613.00 that can be now be budgeted for Branch expenses in this fiscal year. \$1000 of the Downton Abbey funds have been earmarked by the Board for sending at least 2 college women to AAUW NCCWSL conference next June – leaving remaining \$2000 from the Downton Abby event available for other Branch projects. Tech Savvy and IT is for Girls funds are reserved to help fund those events again in this coming year. Monies raised from the Fall and Spring Luncheons in 2013-2014 more than covered the annual donation to AAUW of \$30 per member. While the Branch is not overly funded, there are some monies available to support activities in 2014-2015.
Membership	Treasurer Schickedantz reported there were 81 members of the Branch as of August first. Twelve members had not renewed as of that date.
NCCWSL – Skype call with Kim Hewitt	Laura Tew and Mary Fran Schickedantz arranged a Skype call so Dr. Kimberly Hewitt could discuss methods for recruiting students to apply for the two grants for attending NCCWSL that the Branch plans to fund in 2015. Dr. Hewitt, Asst. Professor at UNCG and Branch member, is willing to work with other C/U partners to establish criteria and select candidates for NCCWSL. Sue Mengert indicated this is an appropriate subcommittee of the C/U Liaison Committee. One interesting idea for the student application is to require a 2 minute video from each candidate giving her reasons for wanting to attend this AAUW conference next June. It was noted that a digital presentation has a multitude of ways to be used for recruiting, marketing and/or fundraising.
Program Committee	Chair Linda Jensen reported that Catherine Magid needed to withdraw from planning the September program, "Making 2.0 Connections," due to forthcoming back surgery. Laura Tew and Linda will do the program instead. Otherwise, program plans are proceeding as presented at the August Board meeting. There was a brief discussion about the cost of renting the church and Treasurer Schickedantz reported the Branch usually gives an honorarium to the church in honor of Isabel Powell in lieu of rent. This has ranged from

<p>Hospitality Committee</p>	<p>\$250-\$350 in the past, depending on the number of meetings scheduled at the church. The committee also requested a budget for speaker gifts, printing and other expenses. It was recommended that \$200 be budgeted for this committee, in addition to \$250-\$300 for use of the church auditorium.</p> <p>Chair Marilyn Cotten-McMichael presented a written report (See attached*) with the full committee listed: Gwen McAllister, Dorothy Mason, Peggy Knox, Flossie Smith and Chair Cotten-McMichael. September's meeting is the annual salad event. It was recommended the committee have a budget of \$75.00 for the coming year.</p>
<p>Public Policy/Communications</p>	<p>Chair Laura Tew provided a written report (See attached*) from the combined committee chairs (Laura Tew and Janie Dominique) indicating an outline for 2014-2015 that includes plans for the Branch website, social media (Facebook & Twitter), email distribution lists, and print media. There will be no newsletter in September as Catherine Magid is undergoing surgery, so there was a discussion on how to best notify members of the forthcoming Sept. 9 Branch meeting. It was suggested that postcards with "save-the-date" fall information and a notice for the Sept. meeting be mailed instead. The task of coordinating Branch communications, public policy, newsletter and marketing is still a "work in progress", with many new tasks to be incorporated into the overall strategy for both communicating to members and communicating Branch events and activities to the public. In discussing budget needs, the question was asked about advertising and/or affiliation with other events such as the Women's Advocacy Day in Raleigh. Last year, no dollars were budgeted for Communications and \$100 was budgeted for Public Policy. As part of this discussion, Jane Terwillegar made the motion to purchase a ¼ page advertisement in the National Council for Negro Women's Sept. 12 program for \$25.00. (2nd Sue Mengert) Janie Dominique will place the ad including an invitation for their members to attend our meetings and join the branch, with a prominent web address. Chair Tew indicated there is a strong need for additional members on this joint committee, since there are so many marketing avenues today that require announcements and articles, placement of copy, photographs, and other promotional tasks, such as contacting local C/U partners to request their IT departments link to our Greensboro AAUW web site. It was recommended that \$150 be budgeted for this joint committee.</p>
<p>C/U Liaison Committee</p>	<p>Chair Sue Mengert reported there is a tentative date for <i>\$tart \$mart</i> at Guilford College - Wednesday, Feb. 18. Guilford will be unable to help with financial support for food, copying or W.A.G.E. materials. Chair Mengert presented two recommendations from her committee. First, to apply for a Community Action Mini-grant to AAUW NC to offer <i>\$tart \$mart</i> at Guilford College this year and, second, a report to the Board outlining the cost for the Branch to support <i>\$tart \$mart</i> workshops at three C/U partner campuses this coming year: UNCG, Guilford and Bennett. The estimated total for all three workshops is \$2050.00 (See attached*). Since this came as a committee recommendation in the form of a motion, it required no motion and was seconded by Ellie Dolata. After some discussion, the motion to proceed and support a <i>\$tart \$mart</i> workshop at all three institutions was approved by voice vote.</p>
<p>Tech Savvy</p>	<p>Chair Lakshmi Iyer is out of the country and Mary Fran Schickedantz reported that the Tech Savvy Committee is waiting to hear what grants will be available from AAUW for second year Tech Savvy locations.</p>

<p>Downton Abbey Tea</p>	<p>President Wheaton indicated a chair still needs to be named for this event, along with a location and date.</p>
<p>Degrees Matter</p>	<p>President Wheaton reported that she and Laura Tew will attend a lunch meeting with Steve Moore at UNCG. Moore is organizing the Degrees Matter project (funded by the Lumina Foundation). President Wheaton asked the Board to approve a new committee to communicate and coordinate member participation with the Degrees Matter project. Jane Terwillegar made this Motion, 2nd by Marilyn Cotten-McMichael. After a brief discussion the motion to add a Degrees Matter committee was approved by voice vote.</p>
<p>Book Browsers</p>	<p>Chair Woodrow reported there was no request for budgeted funds and indicated she was coordinating with the Greensboro Library to obtain books for this year's reading list. Kate Larson is moving forward with an evening Book Browsers group which is scheduled for the 3rd Thursday of the month. Emails will be sent to interested Branch members.</p>
<p>Other business</p>	<p>Linda Jensen reminded all to keep notes on what their committees do, so that a written policy and procedure manual can be written before the end of this fiscal year – one of the Board goals for this year.</p> <p>President Wheaton announced that Sue Metz has agreed to chair the Fall luncheon. Bennett College is a preferred location, if their facilities are available. Elaine Morehead has agreed to help with the luncheon.</p> <p>Women's Equality Day breakfast is Saturday, Aug. 23rd. Tickets are \$25 and a number of members are planning to attend.</p> <p>Since President Wheaton will be traveling on the normal meeting day in September, it was agreed to schedule the next Board meeting for Tuesday, September 23rd.</p> <p>The meeting was adjourned at 8:35 PM.</p> <p><i>*See attached - These items are only attached to minutes filed in the Board Meeting Book.</i></p> <p>NEXT MEETING: Tuesday, September 23, 5:30 PM Location: Mary Fran Schickedantz home at 2809 Watauga Dr.</p>