

AAUW GREENSBORO BOARD MEETING

Date: Tuesday, June 17, 2014, 5:30 PM

Location: Home of Mary Fran Schickedantz, 2809 Watauga Drive, Greensboro, NC

Members Present: Cheryl Wheaton, President – Linda Jensen, Vice-President (Programs) – Libby Hale, Fund Raising – Mar Fran Schickedantz, Treasurer – Marilyn Cotten-McMichael, Hospitality, Sue Mengert, Liaison C/U Partners – Mary Woodrow, Book Browsers – Everlena Diggs, Membership – Charlotte Divitci, New Members – Catherine Magid, Newsletter – Janie Dominique, Communications – Jane Terwillegar, Secretary

SUBJECT	DISCUSSION/DECISIONS
Welcome/Introductions	Cheryl Wheaton, President – Welcome and appreciation for cards and prayers during her recent illness. The Board was asked to contribute toward cost of light supper and to sign up for refreshments at future Board meetings.
Minutes, May 13, 2014	Move to accept by Sue Mengert, 2 nd Catherine Magid. Approved by voice vote and filed as printed.
Financial Report	<p>Checkbook balance as of May 31 is about \$11,000 including registrations for IT for Girls (UNCG), dues, and other items to be excluded at end of fiscal year June 30. Branch expenses are approximately \$3000 for year.</p> <ol style="list-style-type: none"> 1) Dues for 2014-15 will bring in about \$1200, provided most renew. 2) CD will mature 6/29/14 at \$2,847.54. Brief discussion on where to find higher interest. Treasurer Schickedantz will investigate and will not renew CD until after June 30. 3) President Wheaton requested that next year’s budget be ready by the September meeting for a membership vote.
Membership Report	<p>Not yet renewed – 39 members. Total possible for 2014-15 – 89 members. Renewal letters were sent early to everyone and will be sent again to those not yet renewed after June 30.</p> <ol style="list-style-type: none"> 1) Member Directory & Yearbook discussion on the question whether to print & distribute yearbook or only make available on the Branch website. Catherine Magid volunteered to set up new 2014-2015 Directory. 2) Board members asked for a New Member List – to be included in Newsletter and on website. Catherine Magid and Charlotte will compile a New Member List for 2013-2014. There are 14 new members since March. 3) The Board also asked Chair Diggs for a non-renewal list in order to make direct, personal contact to encourage renewals.
Updated Bylaws	<p>Copies of the updated bylaws were provided via email to the Board by Secretary Terwillegar (See attached.) (Note: Changes made to comply with AAUW national bylaws do not require a vote by membership.) After some discussion, it became clear that Branch needs to revive and complete the policy document work begun two years ago. (Mary Fran Schickedantz still has the draft available in digital form.) President Wheaton will bring this back for future discussion. It may also be appropriate at that time to revise current Branch bylaws. From discussion, two immediate revisions were offered: 1) address question of when new officers take office by changing wording to “by July 1” and 2) define & clarify who makes up the Board of Directors.</p>

<p>New Members</p>	<p>Chair Divitci reported on the wine & cheese event May 18. One new member joined and several who had sent in RSVP's did not attend.</p>
<p>GOALSETTING AND PLANNING TO MEET BRANCH MISSION IN 2014-2015</p>	<p>President Wheaton asked the Board to consider all aspects of our Branch goals while selecting and planning activities for 2014-2015. Further, how will we raise the funds required and how can we continue to promote AAUW values through our local efforts.</p>
<p>Program Committee</p>	<p>Chair Jensen provided a printed outline of programs planned for 2014-2015 (see attached.) The same theme, "Making Connections" with emphasis this year for reaching beyond membership is proposed for 2014-2015. The program goal is intended to reach and attract new, younger, active members. Four programs are planned:</p> <ul style="list-style-type: none"> September – Tech/STEM activities - Catherine Magid, Coordinator – with some "hands on" activities and media from <i>Tech Savvy Day</i>. October – Education/Public Policy – Laura Tew, Coordinator - Doing the "social media" to be connected, along with panel on educational issues January – Women's Health – "Chicken Soup for a Woman's Soul" March – Women in the World – Greta Boye, Coordinator <p>Sue Mengert made a motion to start all evening meetings at 6:00 PM. (2nd Linda Jensen) The motion passed by voice vote. President Wheaton referred other questions on changes in meeting dates or changes of meeting venues back to the Program Committee.</p>
<p>IT/STEM Projects</p>	<p>It was announced that Chair Iyer has received a \$15,000 grant from Lincoln Financial for continuing IT is for Girls at UNCG. The camp for this July has a full number registered and members are asked to volunteer to help the first day of the camp, July 14.</p>
<p>C/U Liaison Committee</p>	<p>Chair Mengert announced a meeting is scheduled at Guilford College with C/U Representative Julie Winterich on Friday, June 20. Members of this new committee are: Sue Mengert (Chair), Dot Mason, Beth Walker, Jane Terwillegar, Debra Richardson, and Monica Johnson. The committee is working on a draft of criteria for choosing candidates for NCWSSL (see attached) and developing a process for selection at each of the C/U schools. AAUW NC has also indicated they are willing to award a 2nd Community Action Grant of \$500 to Greensboro for a <i>\$tart \$mart</i> workshop at a different C/U Partner this coming year. The committee is planning to discuss this possibility with Guilford College at the 6/20 meeting.</p>
<p>Degrees Matter</p>	<p>President Wheaton reported on the status of <i>Degrees Matter</i>, postponed from May meeting in order to obtain more information about requirements for providing volunteers (see attached Memorandum). Everlena Diggs made a motion for AAUW Greensboro to participate in Greensboro's <i>Degrees Matter</i> and to sign the Memorandum of Agreement with UNCG. (2nd Janie Dominique) Discussion again focused on the necessity of providing volunteers and still not knowing exactly how this new program will develop over the coming months. President Wheaton offered to call the organizers, ask the questions that were brought forward, and give Board members the option of voting later in the week by email.</p> <p>Note: This email vote did take place and President Wheaton reported on June 22 that twelve (12) Board members voted YES to signing the agreement with <i>Degrees Matter</i>. President Wheaton has signed the three year Memorandum of Agreement with the University of North Carolina Greensboro for <i>Degrees Matter</i>. (See attached email report.)</p>

<p>Public Policy/ Communications</p>	<p>President Wheaton introduced the suggestion from Laura Tew that Public Policy and the Communications committees be combined, since there is so much overlap with social media (website, Twitter, Facebook) and meeting the need to keep members informed. Laura Tew is currently chairing Public Policy and is also setting up the new website for AAUW Greensboro. Jane Terwillegar moved to set up a combined Public Policy and Communications Committee to first plan a working structure and then report back to the Board with recommendations for how this will function. (2nd Libby Haile)</p> <p>Janie Dominique, Chair of Communications, indicated there is a need for dividing the communications work between various members and this could be a useful way to organize. Now the Branch is involved with social media, the need to efficiently produce content and manage these many alternative means for communicating to members and promoting the Branch is clear. A lengthy discussion followed about the best way to plan and organize so these two committees will continue to function appropriately. The motion passed with a voice vote and this new, combined committee will come back to the Board with a communication plan for the Branch, including:</p> <ol style="list-style-type: none"> 1) Public Policy functions 2) Website content and maintenance 3) Production/distribution of media content – including press releases and other marketing/communications information for the public 4) Ongoing promotional/communication plans for the Branch, 5) Maintenance of member database, and 6) Plans for utilizing social media beyond website
<p>Fund Raising</p>	<p>Chair Haile is organizing a fund raising committee for combining efforts from the Fall & Spring Luncheons and the High Tea., as well as planning new initiatives. She will report progress to the Board at the next meeting.</p> <p>Mary Fran Schickedantz reported on a meeting with the Community Foundation in May to seek advice about obtaining additional funding for the Branch IT/STEM activities. (See Board minutes for May.)</p>
<p>Branch Historian</p>	<p>As Linda Jensen is now Vice President for Programming, there is a need for a new Branch Historian. Board members suggested advertising this opening in the Newsletter, to find someone to do this job for the Branch.</p>
<p>Speakers Bureau</p>	<p>One means for marketing AAUW in Greensboro is to create a Speakers Bureau, a suggestion from the goals discussion last May. Catherine Magid indicated that members will be asked to provide more information about their professional work as a way to begin.</p>
<p>Newsletter</p>	<p>Catherine Magid plans an August issue and needs newsletter copy by July 15.</p>
<p>Book Browsers</p>	<p>Mary Woodrow reported receiving an inquiry from new member Kate Larsen about starting an evening book group. Mary offered this motion: Give an affirmative response to Kate Larsen to set up an evening book group for the Branch. (2nd Sue Mengert) The motion passed by voice vote. Mary will assist with this new endeavor.</p>
<p>Outreach Events</p>	<p>Lumina Foundation & Community Partnerships meeting June 26. President Wheaton will attend.</p> <p>Women’s Equality Day Breakfast, Aug. 23. The Branch will attempt to fill a table to attend this event.</p>

Next Board Meeting

Libby Haile made the motion to schedule the next Board meeting on Tuesday, August 12 (2nd Charlotte Divitci). The motion passed by voice vote. President Wheaton plans to review the 2014-2015 calendar at this meeting and make plans for scheduling proposed activities, so that club efforts are not all condensed into a overloaded month or two.

Ideas for meeting Goals

Mary Fran Schickedantz noted that to promote long range plans for STEM activities, the ad hoc committee of Laura Tew, Lakshmi Iyer, Jane Terwillegar and Mary Fran are planning to follow the Community Foundation's advice and expect to begin meeting with various community groups to describe our STEM efforts for young women. Marilyn Cotton-McMichael indicated a need to create a package with media and promotional materials that will attract corporate and foundation funding to AAUW Greensboro for these local STEM activities.

Mary Fran also provided the suggestion that AAUW consider sponsoring a member to attend Leadership Greensboro (Chamber of Commerce program) and asked the Board to consider this idea with long range plans.

It was also noted that since no notice has yet appeared in the news about the Spring Luncheon, the Branch annual awards and the new president, this needs to be part of the summer marketing effort for the Branch.

Adjournment

The meeting adjourned at 8:30 PM.

NEXT MEETING: Tuesday, August 12 at 5:30 PM

