

AAUW of Virginia
State Board Meeting
November 12-13, 2011
Ashland, VA

CALL TO ORDER

The State Board Meeting convened at approximately 11:25 am on November 12, 2011, at the home of Laura Wimmer, Ashland, VA. Caroline Pickens, President, presided. Fifteen (15) board members were present. Names of attendees are listed on **Enclosure 1**. Athena Michael, International Affairs chair, and Neola Waller, Historian, were not in attendance. There were two guests present, Jane Newell, Chair of the OMOV Task Force, and Kathy Batkin, State Conference Co-Chair for 2012 conference in Newport News, VA. A copy of the agenda is at **Enclosure 2**.

ANNOUNCEMENTS

Caroline Pickens thanked Laura Wimmer for her generous hospitality for hosting the board meeting and providing the lodging logistics for the board members.

The Winter Board Meeting will be a conference call on Wednesday January 4, 2012 at 7pm EST with additional details to be provided by Caroline Pickens in an email.

The deadline for the next *Virginia Vision* is January 15th.

RECORDING SECRETARY /MINUTES

Motion 1: Ann Johnson moved the minutes of the July State Board Meeting in Fishersville be approved. The motion was seconded and adopted.

The reading committee for the board meeting will be Ann Johnson, Chair, Sally Sledge and Patsy Quick.

Ann Johnson announced that she purchased the 3-ply No Carbon Required (NCR) motion forms, which the board approved at the previous meeting. These forms will be used when all motions are presented at all Board meetings and State conferences/meetings. This will provide a copy for the Recording Secretary, the President, as well as the person who makes the motion.

FINANCIAL REPORT

Nancy Thompson, VP for Finance, distributed copies via email of the Current Year Budget (1Jul2011-30June2012) and expenditures to date. **(Enclosure 3)** Nancy Thompson reported the main shortfall in the budget projections is the

amount of dues that have come in. The board had budgeted for 1,300 members but as of November 2011 there were only 780 paying members. Caroline Pickens requested Sally Sledge, VP for Membership, send out an email to all her counterparts in the branches and all the branch presidents about renewals. She also needs to remind them that renewals are not half price in the middle of the year; this is only for new members. Pickens also asked Sledge to remind them to utilize the Membership Data Base (MSD) for renewing memberships. The treasurer or the president in each branch can renew the members as a group utilizing this tool. A reminder needs to be sent out to all members that dues are due each year by 30 June.

COMMUNICATIONS REPORT

Patsy Quick, VP for Communications, distributed via email her Communications Report. **(Enclosure 4)** She reminded all Board members to continue emailing their counterparts in the branches to promote the value and usefulness of the Board and help your counterparts with any issues that might arise at the branch level.

There was much discussion by the board members about the amount of emails they are receiving. Patsy recommended we use AAUW VA in the header of the mail to ensure board members open these emails. She also requested that emails be utilized properly and not to respond to all unless it is necessary. Suzan Herskowitz (Northwest District Representative) offered to look into how the board could post information to a web site instead of sending emails.

Quick then discussed the AAUW VA Survey that was sent via email to all Virginia members. The survey asked each member if they were willing to vote online next spring and/or receive the Virginia Vision online. Thirty-two (32) percent responded. Several board members didn't even remember seeing the email; therefore, the board recommended the survey be extended to 30 November. Quick will continue researching email services for the bulk emailing of the summer Vision. A decision will be made by January 4th.

COLLEGE/UNIVERSITY PARTNERS REPORT

Lauren Germain, College/University Chair, distributed her update via email. **(Enclosure 5)** Her main issue was to ensure each C/U Partner institution be paired up with a VA branch by 1 July 2012. Germain proposed the following:

Falls Church – George Mason University
Arlington – Marymount University
Winchester- Shenandoah University
Charlottesville/UVA – University of Virginia

Smith Mountain – Ferrum University
Harrisonburg – James Madison University
Roanoke Valley – Roanoke College
Lynchburg – Randolph College
Virginia Beach – Norfolk State

The board proposed the following:

Norfolk – Old Dominion University
Bedford – Mary Baldwin College
Springfield – Germanna Community College
Roanoke Valley – Hollins College
McLean – Northern Virginia Community College*
Richmond – Shenandoah University
Portsmouth – Tidewater Community College
Richmond – University of Richmond
Richmond – Virginia Commonwealth University
Norfolk – Virginia Wesleyan College
Woodbridge – University of Mary Washington

[*Subsequent to the board meeting, it was decided that Mt. Vernon and Alexandria branches would be paired with NoVA CC.]

IMPACT GRANT REPORT

Laura Wimmer reported Virginia received one of the fifteen (15) Impact Grants from AAUW designed to create impact in Virginia next year by registering more voters, particularly women. Volunteers will need to be trained at the Virginia Conference on April 20th from 10-4 (this is the day before the conference begins). Volunteers are still needed. As of today, we only have three individuals who have agreed to be trained. Wimmer will send out another email to Branch Presidents and District Representatives to solicit more volunteers. The work plan for how Virginia will implement this program needs to be ready by 1 September 2011.

OMOV REPORT

Jane Newell, Greater Richmond Branch, Chair of the AAUW Virginia One Member/One Vote Task Force (OMOV), provided her report via email (**Enclosure 6**), and then provided a timeline of various tasks that needed to be accomplished before the elections in early May. She then stated that the committee was not formed to run the elections but only to recommend the process. Now the board needed to develop a committee governance structure to hold the election in 2012 and all the years thereafter. Our current bylaws do not address who runs an election since this is new for Virginia, and there is no board officer tasked to running/overseeing the election.

Motion 2: Mary Swain moved that a Voting and Elections Committee be established to administer voting and elections. Motion was seconded and adopted.

Caroline Pickens stated that Jane Newell has agreed to be the chair of the new committee, and she asked Ann Johnson, Recording Secretary, to be the Board Liaison for the committee. These positions will be a two-year commitment.

2012 STATE CONFERENCE REPORT

Logistics: Kathy Batkin, the State Conference Co-Chair, from the Newport News Branch, provided an overview of the conference schedule. **(Enclosure 7)** Her first question for the board was whether to call the conference a convention or a conference. Discussion followed.

Motion 3: Toni Seidleman moved we call the state meeting each year a state conference. It was seconded and adopted.

Batkin had the following questions:

Who is responsible for the Impact Grant workshop? Laura Wimmer/Dianne Blais
Who is responsible for the before Board meeting and dinner on Friday? Caroline Pickens with assistance from Kathy Batkin
Who will be responsible for contact Rita Dove and handling her logistics?
Caroline Pickens
Will we do the basket raffle? Yes. Mary Swain with the assistance of the local committee will be in charge.

At this point the discussion switched to the International Relations Report submitted by Athena Michael, International Chair, by email. **(Enclosure 8)** In her report she provided an after action report of the Fall International Program "Literacy: the Key to Development in Ethiopia" at the Ethiopian Embassy. At this function she received donated tapes, books, and a special Coptic cross. She proposed these items be donated as auction items for the state conference's basket raffle. Discussion followed.

Motion 4: Anita Ayer moved that the Ethiopian cross be in a basket raffle and the books sold separately.

Discussion followed. Many of the members were in disagreement. They felt that we should not single out this program, which is not AAUW-sponsored, and both the funds from the auction of the cross and books should go to AAUW like all the other basket raffle items. Supporting this program would open the door to requests in the future to support other non-AAUW charities and causes.

Revised Motion 4: Anita Aymer revised her motion as follows: that the Ethiopian cross and books will be included in the basket raffle –proceeds to AAUW Funds. This was seconded and adopted.

Michaels also asked the board for more support for additional functions she was planning, and the board agreed it couldn't guarantee support because many state members do not live in the Northern Virginia area. Transportation and logistics would be a hardship, nor could we commit for AAUW National to attend these functions. The board recommends that Michaels solicit support from the Northern Virginia, DC, and Maryland branches, but wanted her to understand the board's position on this issue.

Who is responsible for the conference program? Anita Aymer

Program: Anita Aymer stated that the following workshops would be offered twice during the conference:

Getting out the Vote: Lisa Maatz, Public Policy Director, AAUW
Making Waves with Social Media: Patsy Quick and Sandy Lawrence
Title IX Beyond Sports: two speakers from two universities to be contacted

There was discussion about who would be the speaker for Sunday morning and it was decided that Captain Mary Jackson, commander of the Newport News naval base, would be invited to be the speaker. We would also open this session to the public. The district representatives decided that the district representatives would be elected during the conference.

Program booklet: Neola Waller, historian and member of the local committee, will be responsible for the booklet. It will be shorter than the one provided at the Northern Virginia Conference in 2010. It will contain advertisements from local merchants, but branch reports will highlight each branch's proudest events and achievements, limited to one-half page if possible..

District Representatives

A draft process to nominate and elect District Representatives was developed. According to the bylaws, districts have the flexibility as to when to elect their representative. However, most will likely continue to elect during the state conference.

Bank Account:

Batkin proposed to the board to have a separate checking account for future conferences. It has been very difficult for the conference treasurer because of the mingling of funds from her branch and conference funds. The issue was

tabled because Patsy Quick, VP for Communications, offered to find out more about on-line banking.

Marketing the Conference

The board brainstormed ideas for marketing the conference. The following are these:

- Announce at District Meetings
- Announce in the *Vision*
- Write articles for the *Vision* on why go to the conference?
- Announce on website
- Announce on Facebook page
- Announce on Twitter
- Say family can come and enjoy the area
- Avoid the traffic and stay a few days enjoying the area
- Walk around the lake
- Promote the presenters
- Write articles in branch newsletters
- Press Release
- Give first timer awards
- Show digital photos of area places
- Azalea festival – gardens
- Shopping
- Local History
- Triangle of Yorktown/Jamestown/Williamsburg
- Jazz up workshop descriptions
- Camaraderie – reconnect and make new friends
- Networking
- Win a basket
- Get ideas to bring home to your branch
- Sell the Friday night reception
- Learn about Women from Tidewater
- OMOV – attend and have the opportunity to discuss and amend wording in the proposed Bylaws amendments and 2012-2014 Public Policy Priorities.

Nominating Committee Report

Suzan Herskowitz , Northwest District Representative, is the chair for the Nominating Committee. She stated the following positions are up for election: President and Vice Presidents for Communications, Programs, and Public Policy. Pickens, Quick, and Aymer have agreed to run again for reelection. Herskowitz is planning to have the slate ready for the *Vision* deadline of 15 January 2012.

DISTRICT REPRESENTATIVE REPORTS – Reports were submitted via email by Suzan Herskowitz, Toni Seidelmann, DeAnn Lineberry and Sandy Lawrence (**Enclosures 9, 10, 11, 12**),

MEMBERSHIP REPORT

Sally Sledge VP for Membership provided her report as a handout at the meeting (**Enclosure 13**).

DUES INCREASE

Pickens started the discussion by reminding the board members that the dues hadn't been increased in 20 years, but expenses have increased, especially for our two largest items – the *Vision* and OMOV (printing and postage). Although 335 members so far have agreed to get the *Vision* online next year, that will only save us roughly \$1500, which only helps a small amount. She continued by stating we are now mandated by the members to institute OMOV, and that is definitely an additional cost of programming and also postage. We have already taken cuts in the board functions as one board meeting is a conference call instead of an actual meeting. Discussion followed, including information provided by Nancy Thompson, VP for Finance, with projections she had done with increases with different dues and different membership totals (**Enclosure 14**).

Motion 5: Suzan Herskowitz moved to recommend to the members that we raise state dues to \$15 for the 2012-2013 year. The motion was seconded and adopted.

After the board agreed to the increase, Lauren Germaine, C/U chair, reminded the board we are having a hard time getting younger members and this will only deter graduate students from joining AAUW. She felt that this would be a real hardship for graduate students. Several members agreed.

Motion 6:

Toni Seidelmann moved the following motion: To facilitate membership growth among full-time graduate students the board recommends that state dues shall be \$8 for full-time graduate students beginning in 2012-2013. It was seconded and adopted.

The meeting recessed at 7:00pm.

The meeting reconvened on Sunday, November 13, at 8:40 am.

REVIEW OF 2012-2014 PUBLIC POLICY PRIORITIES

Laura Wimmer and Dianne Blais, Co-Vice Presidents for Public Policy, presented the idea that the state utilize the same Public Policy Priorities as the National AAUW. **(Enclosure 15)** Caroline Pickens said she didn't believe the state should just take a "wholesale" approach to this effort. She believed Virginia's Public Policy Priorities should be clear, short and concise. The board recommended the following version, which is somewhat revised from the state's current Priorities to incorporate some phrases from the national AAUW priorities:

Gender equity in education, employment, pay, retirement benefits, and public appointments.

Public funds for elementary and secondary education to be used for public schools and nonpublic and charter schools that adhere to the same civil rights and accountability standards as required of public schools.

Access to quality, affordable health care and equity in women's health research and treatment, including individual choice in reproductive decisions and access to family planning services.

Freedom from violence, bullying, and sexual harassment in homes, schools, workplaces, and communities.

Access to quality dependent care.

Programs that provide women with education, training, and support for success in the work force, society, and STEM fields (science, technology, engineering, and math fields).

Laura Wimmer and Diane Blais took the action to have the revised Public Policy Priorities ready for review at the next board meeting on January 4, 2012.

BYLAWS AMENDMENTS

Enid Housty, Bylaws Committee chair, provided via email a list of proposed bylaws that need to be approved by the membership during the 2012 voting process. **(Enclosure 16)** Many of the changes are based on conforming to One Member One Vote. Detailed review and discussion followed.

Motion 7: Sandy Lawrence moved to recommend to membership the adoption of proposed bylaws amendments. The motion was seconded and adopted.

ASSIGNMENT OF BOARD MEMBERS TO BRANCHES

Caroline Pickens presented the board with the idea that each board member be designated as a liaison to a branch(es). She stated she believed the board members should be the first resource the branch should look to for advice, help

or to answer any questions or concerns. It was decided that each board member would be assigned as a liaison to a branch. The following assignments were given to the board members. Each board member is to make personal contact, preferably by phone, with the branch president(s) to “check in” to see how they are doing and to offer any assistance.

Aymer: Blacksburg/VT (along with Germain); Winchester; Norton-Wise
Seidemann: Alexandria; Mt. Vernon
Sledge: Virginia Beach; Woodbridge
Blais: Arlington
Lineberry: Bedford County; Wytheville
Wimmer: Charlottesville; Roanoke Valley
Herskowitz: Falls Church; Reston-Herndon
Thompson: Greater Manassas
Waller: Greater Richmond; Hampton
Swain: Suffolk; Norfolk
Michael: Fairfax City
Johnson: Vienna Area; Ashburn/Leesburg
Lawrence: Harrisonburg; Newport News
Pickens: Lynchburg; Smith Mt.
Quick: McLean; Springfield-Annandale
Germain: Blacksburg/VT (with Aymer)
Housty: Portsmouth

PROGRAM REPORT

Anita Aymer provided her report via email. **(Enclosure 17)**

AAUW FUNDS REPORT

Mary Swain, AAUW Funds Chair, provided her report via email **(Enclosure 18)** She wanted to explain why certain branches would be acknowledged at the conference and others wouldn't. If a branch or a member of the branch gave \$500.00 or more to AAUW National this past year, they would be able to select one nominee, for every \$500 given, from their branch to be acknowledged at the conference. This report would be provided in the conference booklet. She also reported that some states have the practice of recognizing members who have either contributed \$100 or 100 hours to AAUW. Discussion followed acknowledging the advantage of this since there are branches that never get to at least \$500 would be able to get recognized. It, of course, would be too late in 2011 to start a program like this in Virginia in 2011, but Mary Swain took the action to consider it for next year. This recognition would need to be coordinated with programs as AAUW funds address monetary contributions.

VALUE ADDED STRATEGIES

Caroline Pickens expressed concern that the membership numbers in AAUW Virginia are down, and now we are going to propose to the membership at the conference in April an increase in dues. We need to provide feedback to the members about the importance and value added by the AAUW state board to branches and members. The board brainstormed the following ideas to use as talking points with branches and members:

- Eye on VA-specific issues; see the broader picture
- Specific support/ ideas/resources to branch leaders
- State meeting (network; learn state and national issues; learn what other branches are doing/their problems/their solutions; get a broader vision; socializing--reconnect with friends and make new ones; re-energizing; branch leaders get ideas for their branch
- If a branch has a problem, there is someone to go to--a layer of support
- Conduit between branch and national--we can forward their concerns and suggestions to national
- Our voice in Richmond; can let branches know about state legislation to support or oppose; speak for AAUW priorities to legislators
- *Vision/website/our Facebook page*: inform members plus they promote our branches to potential members
- State board takes leadership in moving us forward
- Provide help to branches to set up a branch website

There was brief discussion about ways to streamline the board, but nothing was decided.

The meeting was adjourned at 12:30pm on November 13.

Attendees at State Board Meeting
November 12-13, 2011
Ashland, VA

Caroline Pickens, President
Anita Aymer, VP for Program
Sally Sledge, VP for Membership (Saturday only)
Nancy Thompson, VP for Finance
Dianne Blais, Co-VP for Public Policy (Sunday only)
Laura Wimmer, Co –VP for Public Policy
Patsy Quick, VP for Communications
Ann Johnson, Recording Secretary
Mary Swain, AAUW Funds Chair
Lauren Germain, College/University Chair (by Skype, Saturday only)
DeAnn Lineberry, Southeast District Rep
Sandra Lawrence, Northern District Rep
Suzan Herskowitz, Northwest District Rep (Saturday only)
Antoinette (Toni) Seidelmann, Southwest District Rep
Enid Housty, By-laws Chairman

Guests:

Jane Newell, OMOV Chair
Kathy Batkin, State Conference Chair

Enclosure 1