

AAUW of Virginia
State Board Meeting
January 4, 2012
Conference Call

CALL TO ORDER

The State Board Meeting convened at approximately 7:00pm on January 4, 2012 as a conference call. Caroline Pickens, president, presided. Fourteen (14) board members were present. Names of attendees are listed on **Enclosure 1**. Neola Waller, historian, Enid Housty, Bylaws chair, and DeAnn Lineberry, Southeast District representative, were not in attendance. There were two guests present Jane Newell, chair of the Voting and Elections Committee, and Sherry Warren, State Conference co-chair for 2012 conference in Newport News, VA. A copy of the agenda is at **Enclosure 2**.

RECORDING SECRETARY /MINUTES

Motion 1: Ann Johnson, recording secretary, moved the minutes of the November State Board Meeting in Ashland be approved. The motion was seconded. Mary Swain, AAUW Funds chair, stated she had just sent in corrections to the minutes via email that day. Johnson stated she would revise the minutes with Swain's corrections and send them out again for approval. All board members agreed and the motion was approved.

The reading committee for the board meeting will be Ann Johnson, chair, Sandy Lawrence, Northern District representative, and Laura Wimmer, Public Policy co-vice president.

FINANCIAL REPORT

Nancy Thompson, VP for Finance, distributed copies via email of the Current Year Budget (7/1/2011-6/30/2012), Itemized Categories (11/7/2011-12/29-2011) and Net Worth as of 12/29/11. (**Enclosure 3**) Thompson reported the main shortfall in the budget projections continues to be the amount of dues that have come in. The board had budgeted for \$10,400.00 for membership dues and we currently have collected \$9,764.00, which is a \$636.00 shortfall. Thompson also reported that she has not received any dues from the Harrisonburg Branch, and according to the MSD they have 47 paying members. Lawrence volunteered to call the president of the Harrisonburg Branch about the dues, if Thompson has not heard from the Harrisonburg VP for Finance.

CONFERENCE REPORT

Logistics

Sherry Warren, Conference co-chair, for Newport News provided via email a Conference Schedule (**Enclosure 4**). She stated the registration fee would be \$90, which would include the box lunch on Saturday and banquet on Saturday evening. The local committee recommended there be a first timer award to one member, which would be free registration for the 2013 meeting. Discussion followed. No decision was made on the award or what type of award it would entail. Caroline Pickens, president, agreed to research prior conferences and see what was done at them.

Warren then had a question regarding audiovisual equipment needed for the conference. The hotel charges for the use of microphones, projectors and wireless access. After discussion it was decided we would use the hotel's microphone for the banquet. Sandy Lawrence will bring the Northern District portable microphone and the conference committee has projectors for the three workshops. As for the wireless access, Sandy Lawrence and Pasty Quick agreed to determine if that was really necessary for their presentation. Warren said the hotel's website has free WiFi in public areas and they would do some more research. Warren then asked when (date and time) the district representatives wanted to have district meetings. The district representatives held that discussion after this meeting and it was decided the district meetings would be before the Sunday morning session begins from 8:30-9:30. Then Warren asked the question of whether state board members should pay the registration fee for conference. If they did not, this needed to be factored into the total cost of the conference. The financial policies state that board members do not pay the registration fee. There was some discussion as to whether board members should pay part of the registration fee. After discussion, it was agreed that it was up to each board member to decide about the registration fee. Warren then reminded the board the deadline to receive the conference rate of \$99 for the hotel is March 15th.

There was then discussion about inviting outsiders and students to the Saturday night banquet at a lower cost or for just the speaker portion of the banquet. It was decided that if outsiders and students wanted to come to the banquet (food included) they would pay the entire cost, but if they wanted to come for just the speaker portion there wouldn't be a cost. Athena Michael, International Relations chair, suggested that maybe we could ask Rita Dove if she would be willing to sign books, take photographs or provide signatures after her remarks. Caroline Pickens took the action to determine if Rita Dove would be willing to do any of the above suggestions. If she does agree to sign books, it was mentioned we might get a bookstore in the area to sell her books with a small percentage going to AAUW. Warren's last question was regarding the raffle baskets. The board had already decided at the last board meeting to have the baskets again this year at the conference. Each branch is responsible for providing a basket. Quick stated she would talk with DeAnn Lineberry to coordinate the effort, as she had volunteered the Greater Richmond Branch at the last board meeting.

At this point in the call Sherry Warren asked to be excused.

Programs

Anita Aymer, VP for Programs, stated there would be three workshops at the conference. The first would be “Getting the Vote Out” with Lisa Maatz, AAUW Public Policy Director. Laura Wimmer volunteered to be the moderator for this workshop. The second workshop was “Making Waves with Social Media” with Patsy Quick and Sandy Lawrence. The third workshop was scheduled to be “Title IX Beyond Sports,” but Aymer was rethinking this workshop. She believed the main issue facing AAUW today is membership – how we can get new members and retain them. She recommended to the board we try to get someone from AAUW to discuss the nuts and bolts of getting Members and Keeping Them – possibly Cindy Miller from national. It was agreed by the board to change the third workshop to dealing with the membership topic. Aymer also wanted the board to know we could not get the Commander of the Naval Station to be the Sunday morning speaker, but we had secured Laura Puaca, AAUW American Fellow at Christopher Newport University, on “Making Waves in Science”.

Nominating Committee Report

Suzan Herskowitz, Northwest District representative, reported she had still not been able to secure a person to run for Public Policy vice president for the elections in the spring. There was discussion, and Toni Seidelmann agreed to call Sherry Warren to determine if she would be willing to run for the Public Policy position on the board.

VOTING AND ELECTIONS COMMITTEE

Jane Newell, Greater Richmond Branch, chair of the Voting and Elections Committee, provided via email the proposed Voting and Election Committee Job Description for the AAUW of Virginia Board of Directors Handbook (**Enclosure 5**). Discussion followed.

Motion 2 – Ann Johnson moved to approve the proposed Voting and Elections Committee Guide for the Handbook. Motion was second and adopted.

Jane Newell reminded the board the committee needs to have more representatives. Caroline Pickens asked the district representatives to solicit names for the committee especially in the southern part of the state. Newell also asked the board what date would be the “cut off” for new members to vote. Discussion followed.

Motion 3 – Sally Sledge, VP for Membership, moved that new members as of April 1, 2012, would be eligible to vote in this year’s spring election. Motion was seconded and adopted.

RECOMMENDED 2012-2014 PUBLIC POLICY PRIORITIES

Laura Wimmer and Diane Blais Co-Vice Presidents for Public Policy, provided via email the proposed 2012-2014 Public Policy Priorities:

- Gender equity in education, employment, pay, retirement benefits, and public appointments
- Public funds for elementary and secondary education to be used only for schools that adhere to the civil rights and accountability standards required of public schools
- Access to quality health care and family planning, including individual choice in reproductive decisions, and equity in women’s health research and treatment
- Freedom from violence, bullying, and sexual harassment
- Access to quality dependent care
- Programs that provide women with education, training, and support for success in the STEM (science, technology, engineering, and math) fields, the work force, and society.

Discussion Followed.

Motion 4- Dianne Blais moved to accept the recommended Public Policy Priorities and propose them to the membership at the conference. Motion was seconded and adopted.

At this point in the conference call both Jane Newell and Nancy Thompson asked to be excused.

MEMBERSHIP REPORT

Sally Sledge, VP for Membership, provided via email the membership report (**Enclosure 6**). Membership in the state is down by 12% but the good news is membership of MALs (Members at Large) is up 26%. Toni Seidelmann, Southwest District representative, pointed out that her branch had actually grown and not decreased as the report stated. Sledge stated it was because of the timing of the report. Sledge agreed to get a better count of the membership by the end of January and would send out a new report in February. Seidelmann suggested the comparison be from the same date each year.

2013 CONFERENCE SITE

Caroline Pickens, president, asked if the Greater Richmond Branch was still interested in hosting the 2013 Conference. Because DeAnn Lineberry, Southeast District representative, wasn't on the conference call, Pickens said she would contact Lineberry to find out. Toni Seidelmann said she was going to look at the possibility of Smith Mountain Branch to host the 2014 Conference. The date might have to be late April (after Easter) or early May.

UPDATES

State Lobby Day is Wednesday February 1st in Richmond.

IMPACT GRANT

Laura Wimmer, Public Policy co-vice president, stated they still needed volunteers to train on April 20th for the Impact Grant "Get Out The Vote." The original goal was to have two (2) volunteers from each district. Currently there is one (1) from Southwest, three (3) from Southeast, two (2) from Northern and zero (0) from Northwest. Pickens asked the board, especially the District representatives, to find additional volunteers. Pickens is concerned if we don't get at least eight (8) volunteers we don't know if National will still do the training, and will we have to return the grant funding. Laura Wimmer, Public Policy co-vice president, volunteered to find out.

UPDATES CONTINUED

Winter/Spring Vision Contents – Patsy Quick, VP for Communications, outlined for the board members the content of the Vision with a deadline of January 15th. Besides all the conference information, the following will be in the Vision:

- Voter Guide and Voter Process
- Public Policy Priorities
- Proposed Bylaws Amendments
- Candidates
- Board member columns
- President's column
- Calendar
- Trivia Questions – contest
- Opt-in-to Vision Online Article

Email Services for the Vision – Quick provided via email her Communications Report Update (**Enclosure 7**). She had researched many email services that would be able to provide the Vision online, and the best and most affordable was Mail Chimp. She is going to learn the system and let us know the outcome. From the survey the board had done this past Fall, 407 members had agreed to

get the Vision online, and everyone on the board agreed we needed to get it done quickly to start saving money on printing and mailing.

Online Banking – Quick also researched online banking service called ING, but this service was not able to provide a checking account for non-profits using online services.

Posting Board Meeting Materials on Website vs. Email – Suzan Herskowitz had taken this for action at the last board meeting and was impressed with Google Docs. Because most of the board members were unfamiliar with this application, Herskowitz was going to continue her research and provide additional information to the board.

C/U Partner Pairing – Lauren Germaine, College/University chair, stated she had drafted a letter to the branches regarding the board’s suggested partnering with specific colleges and universities (see November 12-13 Board Minutes for a list of C/U Partner recommendation). This email will go out later in January.

Personal Contact of Board Members with Branches – Caroline Pickens stated only a few board members had provided written reports of their contacts the branches. She would like those that have not contacted their respective branches (see November 12-13 Board Minutes of Branch Contacts) to do so, and provide her with a summary of their discussions. **Enclosure 8** are summaries of the ones provided thus far.

Marketing the Conference and Dues Increase –Because of time constraints of the conference call, Pickens stated she would be providing via email suggestions for these two areas and asked the board members to provide comments/recommendations to her as soon as possible.

Pickens then thanked everyone for their patience with the conference call.

The meeting adjourned at 9:10pm.

Ann Johnson
Recording Secretary
AAUW Virginia

Addendum to January 4 2012 Conference Call

Motion 5: Anita Aymer, VP for Programs, on January 13th via email made a motion to amend the dues increase recommendation as follows: “to increase state dues to \$15.00, effective with dues paid on or later than July 1, 2012.”

Motion was seconded and passed on January 13th after receiving eleven (11)yes votes via email.

Attendees at State Board Meeting
January 4, 2012
Conference Call

Caroline Pickens, President
Anita Aymer, VP for Program
Sally Sledge, VP for Membership
Nancy Thompson, VP for Finance
Dianne Blais, Co-VP for Public Policy
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
Sandra Lawrence, Northern District Rep
Suzan Herskowitz, Northwest District Rep
Antoinette (Toni) Seidelmann, Southwest District Rep
Athena Michaels, International Relations Chair

Guests:

Jane Newell, Voting and Elections Committee Chair
Sherry Warren, State Co-Conference Chair

Enclosure 1