

AAUW of Virginia
State Board Meeting
July 16 and 17, 2011
Fishersville, VA

CALL TO ORDER

The State Board Meeting convened at approximately 3:00 p.m. on July 16, 2011, at the Hampton Inn, Fishersville, VA. Caroline Pickens, President, presided. Fourteen (14) board members and one off-board member were present. Names of attendees are listed on **Enclosure 1**. Athena Michael, International Affairs chair, Enid Housty, Bylaws/Resolutions Chair, Neola Waller, Historian, and Nancy Joyner, Northern District Co-Representative were not in attendance. A copy of the agenda is at **Enclosure 2**.

ANNOUNCEMENTS

Martha Ann Miller, Arlington Branch member, turns 100 years old on August 6th. A birthday card was sent around for signing.

The Fall Board Meeting will be November 12 and 13, 2011, in Richmond/Ashland, Virginia.

The board approved the Ethiopian Embassy event in Washington, DC as a fundraiser for the Segenat Children and Youth Library. The date of the event will be sometime in late September/early October depending on when Janet Lee, one of the founders of the project, will be available. Contributions will be collected at the event.

Committee Members 2011-2012 were not announced but can be found at **Enclosure 3**.

RECORDING SECRETARY /MINUTES

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

Motion 2: Ann Johnson moved the minutes of the Annual Meeting in April be approved. The motion was seconded and adopted.

The Executive Committee adopted the following motion in June:

Mary Kate Black moved that \$100 each be allotted to Laura Wimmer and Patsy Quick to partially cover their one-day registration at the national AAUW convention, to be taken from the line for the president's national convention expenses. The motion was seconded and adopted by email vote.

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

Ann Johnson announced that after discussions with the President, Caroline Pickens, she is recommending that the board purchase 3-ply No Carbon Required (NCR) motion forms to be used when all motions are presented at all Board meetings and State conventions/meetings. This will provide a copy for the Recording Secretary, the President, as well as the person who makes the motion.

Motion 3: Toni Seidelmann moved that we purchase 100 3-ply NCR forms for recording motions. The motion was seconded and adopted.

FINANCIAL REPORT

Nancy Thompson, VP for Finance, distributed copies via email of and the 2010-2011 End of Year Budget dated 30 June 2011. **Enclosure 4.**

The end of year checking account balance was \$2,868.24. After discussion about the end of year revenues, Thompson stated that Ruth Powers (McLean Area Branch), Eleanor Shubinski-Mosser (Springfield-Annandale Branch), Mary K Johnson (immediate past VP for Finance), and herself, Nancy Thompson, conducted a financial review of the budget. The review hadn't been conducted in over four years and they recommend it be done more often.

Motion 4: Sandra Lawrence moved that we have a financial review at least every two years. Motion was seconded and adopted.

REVIEW OF 2010-2011 PRIORITIES

Pickens stated the following were, in short version, the Board's Priorities for 2010-2011:

Working with Branches
Public Policy Work at both State and National levels
Expansion of the College/University programs
Working with Members

DISCUSSION

Pickens asked various board members to be discussion leaders on what the board could do to ensure the priorities are at the forefront for the branches and state, focusing on what the state can do for the branches.

Membership Ideas/Recommendations:

Attracting younger members while keeping existing members
Focus on Mission based activities
Are we asking new members to do too much?
Reaching out to non-academic women
Core people – will burn out
Age down
Feeling valued – spotlight a member on website, in an article
Attracting members we don't have (academic, non academic)
Get the video "In that Moment I Knew" to the branches to use
Construct a manual on how to recruit different groups
How do we keep current members?
Need to orient new members better
Get state board members to attend branch meetings

Programming Ideas/Recommendations:

Every branch needs a personal connection to a board member
Provide ideas for mission-driven programming
Get university fellows to attend branch meetings to illustrate where the money goes to assist them with their education

Leadership Ideas/Recommendations:

Sandra Lawrence, Northern District Co-Representative, has sent by email an outline for branch officer coaching prior to the meeting.

Coach on leadership skills. How can the state help? What resources do they need?
Workshops on leadership skills
Encourage/help branch presidents to survey branch leaders – give them the survey to use
State can coach specific officers in every branch
Calendar – what should the branch be doing at different times of the year?

Communications Ideas/Recommendations:

Patsy Quick, VP for Communications, distributed a grid on what the state board can do for branches in communications, tips for communications to branch counterparts by state board members, AAUW Site-Resources, and the guidelines for branch reports in the *Virginia Vision*.

Vision – improve branch reports to focus on what they have done to promote the mission
Figure out a way to share good branch ideas
Help branches with branch websites
Counterpart emails – introduce yourself, be a resource and cc the branch president and state president on all counterpart emails

Should there be an “opt out “of the paper version of the *Vision*?

Fundraising Ideas/Recommendations:

Mary Swain, AAUW Funds Chair, distributed a list of fundraising ideas from AAUW’s National Fundraising Committee, the contact list for AAUW’s Development staff, and an ad from AAUW for programs and workshops with AAUW Benefit Partners.

Find especially easy fund raising ideas for branches – provide it to them
Get information on members who have provided money to various AAUW funds to recognize them for their contributions.

Public Policy Ideas/Recommendations:

Implement National’s Voter Education Grant
Educate voter’s on issues not specific candidates
Lobby day in Richmond—should we do it?
Provide information on legislation that is of AAUW’s interest
Contact your state delegates on how they see an issue

College/University Partners Ideas/Recommendations:

Lauren Germain, College/University Chair, distributed a list of ideas “Connecting with C/U Partners.”

Push members/branches to sign up e-students
Connect branches to each C/U Partner
Support the National Conference of College Women Student Leaders (NCCWSL) and ask C/U Partners to select student attendee(s)
Branch support for Start Smart workshops
Branch support for campus practice sessions for LSATs, GMATs, and GREs
Participate in campus conferences of interest to women, such as leadership conferences

District Meeting Ideas/Recommendations:

Provide information to branches from State
Face of the State
Connect the branches to each other
Provide articles to be put into branch newsletters

ACTIONS:

The Board decided the priorities of 2010 -2011 would be continued in 2011-2012 with a few changes in the wording. Pickens will draft the re-worded priorities for review. [Note: the finalized wording is included at **Enclosure 5.**]

Sandy Lawrence said she had a template the other district representatives could use to track branch information, such as meeting dates, times, and places. She will provide it via email.

Anita Aymer, VP for Program, said she would provide a template and suggestions to the branches on how to highlight mission-driven programs in the articles for the next *Vision*.

2012 NATIONAL CONVENTION REPORT

Caroline Pickens and those board members who attended the National Convention in Washington DC in June provided an overview of the highlights from the convention. Lauren Germain, Mary Swain, Dianne Blais, Laura Wimmer, Patsy Quick, and Anita Aymer spoke. (Neola Waller and Enid Housty also attended.)

One Member/One Vote Report

Pickens provided a synopsis of the report "Voter Services Recommendation" provided by the AAUW Virginia One Member/One Vote Task Force chaired by Jane Newell, Greater Richmond Branch. **Enclosure 6.**

After discussion about the pros/cons of the various options presented by the Task Force the following motion was made.

Motion 5:

Toni Seidelmann moved that we adopt the Voter Task Force's recommendation "C" on page 6 of their report. The motion was seconded and adopted by a vote of 8 to 4.

2011 STATE MEETING REVIEW

Anita Aymer, VP for Program, provided a detailed review of the State Meeting that was held in April in Wytheville, VA. The conference was a success because of the intensive marketing done by Aymer and other board members and the fact the format was different from previous state conventions/meetings. Over 120 members attended the event with 98% reporting the conference as Excellent or Very Good. There was a profit of approximately \$1,600.

2012 STATE CONVENTION

The State Convention will be April 20-22, 2011, at the City Centre Marriott in Newport News, Virginia. Pickens reminded the board that the state's role in the convention planning is to set the theme or focus of the convention and determine

the type of workshops. Rita Dove, former Poet Laureate of the United States, will receive the Woman of Achievement award at the Saturday night banquet. Pickens read a poem by Ms. Dove that will be featured in the program.

DeAnn Lineberry, Southeast District Representative, provided an overview of what the Southeast District branches have been planning for the convention. The next meeting for the Convention Planning Committee will be July 23 at the hotel.

The following decisions were made regarding the convention:

The theme of the convention will be "Making Waves."

We will ask AAUW if Lisa Maatz, Public Policy Director, can speak on making waves through advocacy: how we can be effective advocates, why it is important, etc. This will fit in with the Voter Education Grant, and we can springboard our workshops from that theme.

Workshops could be on the following topics: Social Media, Leadership Skills for Women, and Title IX--Beyond Sports. Anita Aymer, Mary Swain, Sandra Lawrence, Toni Seidelmann, Patsy Quick and Laura Wimmer volunteered to brainstorm workshop ideas by email that would reflect "Making Waves".

ACTIONS:

Capture the National members to send them an email invitation to the Convention.

Provide "Save the Date" of the Convention in the *Vision*.

Provide a banquet ticket only for those not coming to the convention but would like to attend the banquet only.

Decide on what type of venue will be Friday night (i.e., dessert reception, games, etc.)

Decide on group attractions for both members/guests.

Find out the audio/visual costs.

Elections – Suzan Herskowitz, Northwest District Representative, will be the Nominating Committee chair. This committee will provide a slate of candidates for President, VP for Programs, VP for Communications and VP for Public Policy. The deadline for submission is December 1, 2011. The slate will be published in the Spring *Vision*.

Marketing of Convention – Patsy Quick, VP for Communications, will take the lead with assistance from all Board members.

ADOPTION OF THE 2011-2012 BUDGET

Nancy Thompson provided via email the proposed 2011-2012 budget. **Enclosure 7.** The Board recommended the proposed budget, with the following changes:

Line 13 -Convention Chair from \$50.00 to \$0.
Line 19 -College University Rep from \$100.00 to \$25.00
Line 24-VA Lobbyist from \$100.00 to \$0.
Line 28 -Technology/Website from \$150.00 to \$125.00

The Shortfall would be \$3,970.61 versus \$4,228.61 in the initial proposed budget.

Motion 6:

Mary Swain moved that we authorize the VP of Finance with the concurrence of the Executive Committee to withdraw up to \$5,000 to cover the budget shortfall through June 30, 2012, as needed. The motion was seconded and adopted. There was extensive discussion on having a deficit budget and recognition that the board should seek ways to cut the costs of the major items, which are the Vision, the state board meetings, and the implementation of One Member/One Vote. Because of the shortfall in the budget this year, Pickens recommended that the state dues be increased from \$8.00. The dues have not been increased since 1991. The board has already cut the number of issues of the *Vision* newsletter from four (4) to three (3). The winter board meeting is now a conference call instead of an actual meeting and travel reimbursement has remained the same for years. She then asked if anyone knew how much \$8.00 would be now in 2011. Toni Seidelmann was able to state that \$8.00 is \$13.10 today. Pickens recommends the raising of the state dues be proposed at the State Convention in April.

The meeting was adjourned at approximately 12:45 on July 17th.

Ann Johnson
Recording Secretary
AAUW of Virginia

Enclosures

- 1 -Attendees
- 2- Agenda
- 3- 2011-2012 State Committee Task Force
- 4- End of Year Budget 2010-2011
- 5- Revised 2011-2012 Board Priorities
6. - One Member/One Vote Task Force Report and Recommendations
- 7- Proposed 2011-2012 Budget

Attendees at State Board Meeting
July 16-17, 2011
Fishersville, VA

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 Rep
DeAnn Lineberry, Southeast District Rep
Sandra Lawrence, Northern Co-Chair District Rep
Suzan Herskowitz, Northwest District Rep
Antoinette (Toni) Seidelmann, Southwest District Rep
Kay Koehler, Technology/Webmaster & Vision Layout

Enclosure 1