

AAUW of Virginia
Board of Directors Meeting
Ashland, Virginia
August 7-8, 2010

The board meeting was called to order by President Caroline Pickens at 7:55 p.m.

Motion 1: The minutes of the April Board Meeting were approved as submitted.

Motion 2: The minutes of the Annual Convention business meeting were amended. They were then approved with the addition of three corrections.

The reading committee for this board meeting will be Ann Sauberman, Dianne Blais, and Athena Michael.

Caroline Pickens announced that the executive committee had approved the appointed board members.

One Member/One Vote Task Force

Caroline Pickens announced that she had appointed Jane Newell as chair of the one member/one vote task force. A board member and three branch members will be added. Mary Kate Black will be the representative from the Virginia state board. The committee will develop a timeline and present suggestions to the state board. They need to figure the annual cost and if there is a need for a dues increase to cover the cost. The deadline for implementation is 2012.

Announcements:

Caroline Pickens announced the following:

1. Branches need to sign the Affiliate Agreement to be under the AAUW tax umbrella. Norton-Wise, Greater Manassas, Suffolk, Hampton, and Charlottesville/UVA are currently listed as needing to sign the agreement.
2. Any board officer who needs a committee to help accomplish their task needs to contact the president.
3. Caroline Pickens will send branch presidents a mailing directing them to the AAUW website for resources and promoting the annual meeting that will take place in Wytheville in April 2011.
4. A College/University Committee has been appointed under Lauren Germain, chair. The members are Kitty Richardson, Falls Church Branch; Joanne Malkin, Mt Vernon Branch; Leslie Purtlebaugh, Harrisonburg Branch; and Sally Sledge, Norfolk Branch.
5. The Bylaws Committee will be comprised of Enid Housty and Marsha Shelton, co-chairs, Peggy Stotz, McLean Area Branch, and Jennie Sue Murdock, Roanoke Valley Branch.

2011 Annual Meeting Business:

The business at the 2011 meeting will include the following:

1. Election of Officers: membership vice president, recording secretary and finance vice president.
2. Approval of resolutions and bylaws if there are any.

2011 is also the year when the biennial Public Policy Program would normally be approved. Because we will now have a short meeting in odd years and the convention-type meeting will be held in 2012, the president asked the board their opinion on extending the 2009-2011 Public Policy Program for one year to 2012 when there will be more time. She also noted that in 2011 we will be in between the old delegate system and the implementation of one member/one vote in 2012, and it would be advantageous to have as few votes as possible in 2011.

Motion 3: Mary Kate Black moved and Laura Wimmer seconded that the Public Policy Program be extended until 2012. The motion was passed unanimously.

The issue of voting also affects the election of officers. The Nominating Committee must determine the slate of officers by January 15, 2011, so that it can be printed in the *Virginia Vision*. Further candidates can

be nominated from the floor. There was discussion on how to carry out the election of officers in 2011. It was noted that proxies are not allowed in AAUW.

Motion 4: Mary K. Johnson moved that the ballot for the new officers be printed in the *Vision* and then the members would mail in the ballot. A two-thirds vote would be required. The motion was seconded. After discussion and a vote, the motion failed.

Motion 5: Anita Aymer moved that the slate be presented in the *Vision* and voted on at the annual meeting. Those present would vote. A two-thirds vote would be required. Toni Seidelmann seconded it. The motion carried.

Caroline Pickens noted that she had consulted the former national parliamentarian of AAUW, Coco Siewert, who concurred with asking for any further candidates in the *Vision* when the slate is published and then electing the officers by a two-thirds vote at the annual meeting.

Sunday, August 8, 2010

Caroline Pickens called the meeting to order at 9:10 a.m.

AAUW Funds Report:

Mary Swain, AAUW Funds Chair, recognized branch contributions. Virginia was ranked third in state per capita giving to the Educational Opportunities Fund, fourth in total state giving to the Educational Opportunities Fund, fourth in total state giving to the Public Policy Fund, fifth in state per capita giving to the Public Policy Fund, fifth in total state giving to combined AAUW Funds, sixth in state per capita giving to combined AAUW Funds, and eighth in total state giving to the Leadership Programs Fund. She encouraged board members to go back to their branches and encourage contributions. It should be stressed that if a branch is proud of AAUW, they should try to increase their contributions. Mary discussed the honoring of branch members for branch contributions. There is a cost to the printing of awards, and there is a problem with the time it takes to print the awards. It also takes time to present the awards at the meeting. The board discussed this issue. It was decided that the policy of awarding an individual will remain for every \$500. The list of awardees would be printed for the annual meeting and those on the list would be asked to stand. The certificates would be given to the branches, who may present the awards as they choose. This would allow for flexibility but would still encourage contributions.

Election of Nominating Committee Chair:

Toni Seidelmann was elected as chair of the Nominating Committee. Nominations are due by December 1. Nominees must be listed in the *Vision*, and the deadline is January 15.

Finance Report:

Mary K Johnson presented the proposed 2010-2011 budget. Since there was a surplus of more than \$4,000 from the 2010 state convention because of very successful fundraising, it was suggested that a grant be given to individual branches to help defray expenses for the 2011 annual meeting.

Motion 6: Anita Aymer moved that the state offer a refund up to \$100 per branch to those who attend the state-wide meeting in 2011. Laura Wimmer seconded it. The motion was adopted.

Motion 7: Mary K. Johnson moved and Mary Swain seconded the adoption of the 2010-2011 budget. The motion was adopted.

Motion 8: Suzan Herskowitz moved and Sandra Lawrence seconded that there would be no refunds for meals or registration after the stated deadline of the annual meeting. The motion carried. This will now be policy for future state meetings.

Mary Kate Black announced that applications for the membership grants need to be announced. She will send an article to the *Vision* by the September 1 deadline. The other two *Vision* deadlines are January 15 and May 15.

2011 Spring Meeting :

Anita Aymer announced that the statewide meeting will be held on April 8-10, 2011, in Wytheville, Virginia. It will be held in the Wytheville Community College. The workshops should be mission driven with a priority on public policy, college partnerships, using technology, member orientation, and selling AAUW. "General Assembly 101" was also suggested. There will be a keynote speaker, district meetings, and a "Birds of a Feather" sharing meeting. A suggestion for the theme was "Spring into Action."

There was a discussion on the Woman of Achievement Award. It was agreed that this would be awarded in even years at the statewide meeting. Nancy Morgan, Kathy Kelley, and Enid Housty will develop criteria for the award.

More details for the annual meeting will be sent to the board and branches

Communications:

Vision Editor Nancy Morgan discussed the list serv for the state board and how to alter the e-mail list. Social media and activated board communications were discussed.

Communications Vice President:

Patsy Quick stressed the importance of connecting with newspapers, TV and radio to advertise local programs

District Representatives:

Southeast- The district meeting will be held on October 16 or 23.

Southwest- Toni Seidleman announced that there would be a November 12 book sale in Roanoke. She plans to visit branch meetings. The district meeting will be October 9.

Northern- Sandra Lawrence announced that the Northern District meeting will be held at the Richard Byrd Library on October 16 at 10:30. They hope to have a speaker who will discuss dealing with difficult people. The McLean Area Branch will hold their book sale on September 10-12 at the community center.

Northwest: Suzan Herskowitz announced that their district meeting will be held on October 23. There will be a yard sale in Winchester on September 18.

International Affairs:

Athena Michael announced that she plans to see what other states are doing in international affairs. It would be good to connect with international fellows. Branches should use international subjects for their meetings and tap into their local resources. She plans to send the *Vision* an article on the Virginia Gildersleeve fund and grants. Athena is departing for Ethiopia to help with a library project, which will bring books to local children.

Vice President for Membership:

Mary Kate stated that branches should use the website and list serv. They could use online programs for public policy.

College/ University Representative:

Lauren Germain suggested that branches connect with their local colleges and universities to get a foot in the door. It is important to meet the administration and faculty to learn about those institutions that would join AAUW.

Bylaws/Resolutions Chair:

Enid Housty stated that the bylaws work would begin after the 2011 national convention. She will make requests for resolutions in the *Vision* by the September deadline. We will deal with proposed bylaws amendments and resolution at the 2011 meeting only if necessary.

Public Policy Co-Chairs:

Dianne Blais and Laura Wimmer will be monitoring the Paycheck Fairness Act. Branches need to get active and work on public policy and contact their legislators. Dianne Blais will monitor federal legislation and Laura Wimmer will monitor state legislation. Diane and Laura hope to have public policy sessions in the spring workshops.

The next board meeting will be held November 13-14, 2010.

Submitted by Ann Sauberman
Recording Secretary

List of Attendees for the August Board Meeting 2010:

Caroline Pickens
Anita Aymer
Mary Kate Black
Mary K. Johnson
Dianne Blais
Laura Wimmer
Patsy Quick
Mary Swain
Athena Michael
Lauren Germain
Enid Housty
DeAnn Lineberry
Sandra Lawrence
Suzan Herskowitz
Toni Seidelmann
Nancy Morgan
Ann Sauberman

Attachments: 2010-2011 Budget
Summary of Board Retreat Session

**AAUW OF VIRGINIA
STATE BOARD PLANNING SESSION**

(addendum to State Board Meeting Minutes August 7-8, 2010)

The board members had submitted two or three state board priorities prior to the meeting. The top four priorities were as follows:

1. Grow and retain membership (8)
2. Communication with branches; more connection to national level; share ideas and info with counterparts; enable branches to share with each other (6)
3. AAUW mission-driven programming; offer and help branches (5)
4. One member/one vote—figure it out, including how to finance (4)

Other priorities listed were as follows:

- Leadership development/education of members (3)
- Promote participation in 2011 and 2012 state meetings and 2011 national convention (3)
- Develop college/university student affiliate branches and e-students (2)
- Public Policy: connect with state officials on our issues (2)
- Focus and set goals and objectives like a business/adhere to the Strategic Plan (2)
- Consider raising dues to cover increasing costs (2)
- Increase our visibility (1)
- Help struggling branches (1)

We reviewed the Fall 2009 branch survey results, which ascertained the value of the board of the branches and members and which activities of the state were most highly valued. 87.1% of the respondents either strongly agreed or agreed that it was worthwhile and of value to have a state board. The specific state activities considered of most value (in order) were state public policy activities and the *Vision* newsletter (13.5%); membership and program resources and assistance and state convention (11%); the liaison of the district representatives between branches and state (9.95%); branch treasurer assistance (8.95%); information on fellowships, grants, and LAF (8%); coordination of the college/university partner members in Virginia (7.69%); and international affairs information and resources (4.31%). While members valued the *Vision*, 70% were not willing to increase dues to return to four issues.

The group determined that the following were the primary reasons the state board has value and exists:

- Centralization of public policy activities
- Be the link between AAUW national level and the branches; provide branches with the relevance to them of the national level
- Help branches connect to each other
- Assist branches and be a resource to them
- Connect to other states
- Manage the college/university partner members

These are activities that a branch alone cannot do and the state board can. The activities were grouped into four categories as our priorities for this biennium:

- Our work with branches (conduit to and from national level; provide resources and information/educate; assist them as requested/needed; connect the branches to each other)
- Public policy work, especially state level
- Expansion of college/university partner members, e-students, and student affiliates
- Our work with members (statewide meetings; *Vision*; state website; responsibility to members stemming from one member/one vote)

The board members broke into four groups, based on the above four categories, and brainstormed ways to make these priorities happen. Each group reported out their three or four best ideas.

Public Policy—State

- Email our top Public Policy Priorities to branch public policy chairs so they are fully informed
- Encourage members to come to Richmond for Lobby Day; do this in concert with the League of Women Voters until we have larger numbers attending
- Have a “General Assembly 101” workshop at the statewide meeting so that members are better informed about the process
- Encourage visit to legislators in their local office off-term; off-season lobbying is more effective

Members

- District representatives will disseminate information to newsletter editors as well as the branch president (and other branch board members as possible) so that there is a better chance information will get out to branch members
- “Did You Know” articles or column in the *Vision*; also to branch newsletters so they can publish information about AAUW that members might not know (suggestion: derive from the 90-Second Sound Bites from this meeting)
- District representatives go to branch meetings at least once a year; ask for 5-10 minutes on the agenda to bring state and national information to the members directly

Branches

- Change branch reports in the *Vision* to focus on something they’ve done that was AAUW mission-related; connect to the big picture AAUW; share ideas that other branches could do
- Bring branches up to speed on social media and develop a program on information literacy; how to use it to inform, market, outreach
- Use *Vision* to feature things like Program in a Box and/or provide branch newsletters with an article they can use
- Utilize state website to advertise their branch (could be an article in *Vision*, too)
- Bring more attention to the state website as a resource
- Encourage branches to have a communications contact

College/University Activities

- Solidify the college/university partner member representatives in Virginia; personal contact
- Develop a PowerPoint presentation for partner members and potential partner members with information on e-students, benefits, and nearest branch contact
- Develop a program for branches about the college/university partner program and ask them to use it at least once during the next year
- Reach out to local branches
- Contact the colleges that sent attendees to the NCCWSL conference as potential college/university partner members

All the activities of the state board should reflect at least one of the four priorities, including the statewide meetings.