

AAUW of Virginia
Board of Directors Meeting
Staunton, Virginia
November 13-14, 2010

The board meeting was called to order on November 13 by President Caroline Pickens at 1:20 p.m. at the Staunton Hampton Inn.

Motion 1: The minutes of the August Board meeting were approved as submitted.

The reading committee for this board meeting will be Ann Sauberman, Anita Aymer, and Patsy Quick.

Caroline Pickens reviewed the State Calendar and stressed important dates:

- November 18 – deadline for branch mini-grants
- November 30- unpaid members dropped
- December 1 -- removal of names of unpaid members
- January 15—*Virginia Vision* deadline
- January 31-- Board meeting by conference call
- February 2 – State Lobby Day
- March 1-- List of named honorees to state AAUW Funds chair
- April 8-10-- Statewide Meeting in Wytheville
- April 15-- voting for AAUW Convention business begins
- May 5-- Federal Lobby Day
- June 1-- Roster of branch officers due to state president

Financial Report

The report was sent by email to all board members by Finance Vice President Mary K. Johnson

On November 3, the checking account balance was \$8,996. The district representatives reminded branches to send in state dues. A few branches had sent all their dues to national AAUW. Approximately 35-40 per cent of dues had been submitted online, which is a definite increase from last year. It appears the state will not have the 1,400 projected members, so there is an anticipated budget shortfall. There has been considerable effort to save money, including only three issues of the 16-page *Virginia Vision* and having the winter board meeting online and by free conference call.

The state has \$27,397.56 in investments, which is very substantial and may be more than the IRS likes to see with non-profits. The state board, branches, and individuals in Virginia are being asked to contribute \$7,000 as their share to support the national convention. The District of Columbia, Delaware, West Virginia, Maryland and Virginia have all been asked to contribute. The question was raised as to whether we should donate some of the investment money. There will also be corporate donations to help pay for the convention.

Motion 2: Anita Aymer moved that the state board donate money to the national convention. It was seconded and the motion carried.

Motion 3: Toni Seidelmann moved that \$2,500 of the investment funds be used to contribute to the national convention. It was seconded and the motion carried.

2011 National Convention

Dianne Blais announced that the convention committee wants a list of local organizations that could be invited. Districts that compile a list of organizations will be able to use it in the future. The list will cover all five local host states. This was done at the St. Louis convention. Dianne wants each district to work on the list and then it will be combined. The district representative should be the contact person. The list is due to Dianne on December 1, 2010.

Money has been budgeted by the state for the national convention. The president is reimbursed for one-half of the room charge, travel, and registration up to \$1,000. Until January 15 the registration is \$399. Since we have no delegates to the convention, the remaining budgeted \$2,000 will have to be divided up. The hotel will charge \$199.00, and parking is \$60 per day.

Motion 4: Anita Aymer moved that the \$2,000 will be divided equally among the Virginia board members that attend the full national convention. It was seconded and the motion was adopted.

Good News Updates

College/University Partners: There are now 14 C/U partners and 12 representatives. The new partners are Mary Washington, Roanoke College and Northern Virginia Community College. Falls Church Branch is working with George Mason University, and the university will become a C/U Partner. Norfolk State is working with the Virginia Beach Branch, JMU is partnered with the Harrison Branch and Shenandoah is working with the Winchester Branch. Dues for CU partners are \$130 in honor of the 130th Birthday of AAUW (Nov 1,2010-Nov. 1, 2011).

New Branches: The Charlottesville/UVA Branch now has 17 members and has created a blog. The new Blacksburg-Virginia Tech branch is doing well in their Facebook communications.. There is also some interest in Williamsburg to start a branch at William and Mary.

AAUW Funds: Mary Swain announced that branches have been fundraising and members are sending in personal checks. Last year AAUW of Virginia did very well and was in the Top Ten in a number of categories. For every \$500, the branch is entitled to name an honoree. Names will be announced at the statewide meeting, and the person asked to stand if they are present. Certificates will be given to branch presidents for them to distribute.

Breaking Through Barriers: Neola Waller was excited that AAUW is progressing very well toward their two-year goal of \$1,000,000. They are now at the \$900,000 mark. Right now there is a challenge, and contributions will be matched until January 1, 2011. Neola discussed legacy funds that can be left by members in their wills, but it is important to have the correct wording to avoid future problems. A reception for the donors will be held at the National Convention in June.

Spring State Meeting: Anita Aymer announced that their branch has made considerable progress in planning. The board will meet at one of the member's home Friday at 2: 00-6:30 for the meeting and dinner. There are three hotels available for attendees: Quality Inn at \$50, Comfort Inn at \$70, and Country Inn and Suites at \$80. The keynote speaker will be Dr. Patricia Hyer, retired provost from Virginia Tech. Anita suggested that the board consider giving a Woman of Achievement Award in 2011 if it would help secure Nikki Giovanni as the evening dinner speaker. The board had previously decided to give the award only in even years when there is a full-scale state convention. National will have one hour at the Saturday dinner buffet.

The task force of Enid Housty, Kathy Kelly, and Nancy Morgan presented draft criteria for the award, including using the criteria to bring AAUW into public light in a new way. It is a broad and flexible criteria.

Motion 5: Patsy Quick moved that the revised criteria be adopted to give an achievement award but only if there is a candidate who meets the criteria. The motion was seconded and adopted.

The criteria are as follows:

- a. Awardee shall be in a field of profession that also includes the profession of teaching;
- b. Awardee shall have served in the community, have made outstanding civic contributions, and have demonstrated leadership skills;
- c. Awardee has made a positive impact in the state or nation;
- d. Award will generate public relations that would present AAUW positively and in a broader light;
- e. Awardee must attend the event at which the award is presented.

Break-out Sessions

The board members broke into three groups to discuss the workshops and program for the April state meeting, the district meetings that will be held there, and the business sessions. The following information was reported out:

Districts should celebrate branches at work and play with pictures of the branches displayed at the meeting center. There should be networking on the one thing branches want to achieve next year.

First timers at the annual meeting should be recognized with a different color badge or colored dot. There will be three drawings for first timers for an AAUW item. The AAUW post-it holder with silver pen is suggested, which can be ordered from AAUW for \$12. It was decided that the Woman of Achievement Award should cost no more than \$100.

One member/one vote will require one Virginia bylaw amendment voted on in 2011. Since there will no longer be delegates, the quorum cannot be considered a majority of the voting body as this would be impossible to obtain with all members voting. The Bylaws Committee needs to revise this requirement and present a proposed amendment in the Spring *Virginia Vision*. It was suggested that 10%-15% of membership be the quorum.

As part of the program at the annual meeting, instead of Birds of a Feather at lunch, members will be mixed and there will be roundtable discussion topics. There will be a board member at each table to lead discussion. The Southwest District will help with the logistics.

Workshop topics will be as follows:

- 1) General Assembly 101(Laura Wimmer and Delegate Annie B. Crockett-Stark; Becki Bronson will be asked to moderate)
- 2) Is Technology Passing You by? (Patsy Quick and Alan Callandar or other staff from AAUW national; Sandra Lawrence, moderator)
- 3) Inspiring Your Membership--New and Old (Kathy Braeman; Denise Decker will be suggested to Kathy to present as a possible co-presenter; Toni Seidelmann, moderator)
- 4) Your Gifts at Work: Meet our Virginia Recipients (Enid Housty and Maria Brava, International Fellow; one other awardee or grantee will be sought; Mary Swain, moderator)

District Meetings Reports

Northern District: Sandra Lawrence reported that on October 16, 2010, 39 members attended the district meeting. It featured a speaker from George Mason University on dealing with difficult people.

Southwest District: Toni Seidelmann reported that six branches and 44 members attended. Kathy Braeman presented and was well received.

Northwest District: In Suzan Herskowitz's absence, Anita Aymer reported that about 30 members attended the meeting, and Anita Aymer presented information on the April meeting in Wytheville.

Southeast District: DeAnn Lineberry reported that their speaker, Betsy Brinson, discussed Virginia's celebration of the 100th anniversary of women's suffrage in 2019. In April 27-29, 2012 the Southeast District will host the state annual meeting, probably in Williamsburg, Hampton or Newport News.

International Affairs Report

Athena Michael reported by email that she intends to highlight AAUW international fellows in the *Vision*. She is also interested in organizing an international reception at an embassy during the AAUW convention in Washington, DC.

National and State Public Policy

Dianne Blais reported that the State Lobby Day will be on February 2, and the Federal Lobby Day will be on May 5. The Paycheck Fairness Act Phone Day is November 16, and all members are asked to call their U.S. senators that day to urge support.

The board meeting recessed at 5:35

November 14, 2010

The board meeting reconvened at 9:05.

Announcements

1. On January 31, 2011, the board meeting will be held by conference call. At 7:30 p.m. all board member will call in. The November state board meeting minutes will need to be approved and the finance report reviewed. The business items will be sent to members in advance of the phone-in meeting for online discussion.
2. Dues might have to be raised to cover the costs of the one member/one vote process. The bylaws state that a dues raise must be approved by a two-thirds vote of the members at the state meeting. Mary Swain stated that to raise dues, we will have to wage an information campaign. The reasons for increasing dues include: the number of board members have been cut, the number of board meetings have been cut, the number of Vision issues have been cut, the dues have not been raised in 20 years and in spite of cuts, we may have a shortfall this year.

Where do we stand and where are we heading

Membership -- Mary Kate Black stated that we have lost members. We now stand at 1151. There may be more members by November 30. Mary Kate will e-mail branches to remind them of the November 30 deadline, and Caroline will ask the finance vice president to remind all the branch treasurers. After that date, members who have not paid will be dropped. It was suggested that printing personal business cards and handing them out is good for membership. One hundred (100) cards would cost \$10.

Bylaws and Resolutions -- Enid Housty announced that the quorum requirements due to one member/one vote will be reviewed and rewritten.

Nominating Committee--Toni Seidelmann said that they have until December 1 to have a slate, but the important date is January 15 when it must be sent to the *Vision*. She will request possible candidates from the branch presidents for the positions of membership vice president, finance vice president, and secretary.

Historian--Neola Waller reported the progress of the compiling and writing of AAUW history.

1. 1925-1960 written by Marion Smith from Hollins College
2. 1960-1970 written by B Lovett from Norfolk Branch
3. 1970-85 materials came from letters and Jean Nichols
4. 1985-2000 material from University of Virginia Archives

It was suggested that the two early histories be scanned and available on the website, especially since there are so few copies. It would be very instructive to members and branches to know more about Virginia's early AAUW history.

Program--Anita Aymer visited all the District meetings and now plans to correspond with the branch program vice-presidents.

Board Priorities: Progress and Steps Forward

The following four priorities were determined at the August board retreat:

1. Work with the branches--educate, be a resource, be a conduit to and from national, and connect branches.
2. Public Policy work--State/National
3. Expand C/U Partners, e-students, and student affiliates
4. Work with the members—statewide meetings, *Vision*, state website, one member/one vote preparation

Public Policy Work:

Public Policy: (State)

- * Need to let members and state legislative representatives know what is important regarding state legislation.
- * Inform members/branches about signing up to League of Women Voters website for legislative updates.

* Neola Waller suggested that it would be helpful if Laura Wimmer share Delta Kappa Gamma's e-mail updates.

Vision articles--Priorities on Public Policy

- *Vision* article to remind AAUW members of Virginia's public policy priorities.
- Remind members of the power of contacting state delegates and senators both in and out of session.
- Inform members how VA House of Delegates and Senate members vote.
- Inform members how national Congress members vote.

Expansion of C/U partners, e-students and student affiliates:

- Make sure C/U representatives know about the e-student program.
- Connect branches with the C/U representatives. Some branches already have a relationship.
Tidewater- Community College -Portsmouth
George Mason University-Falls Church
Ferrum College- Smith Mountain
Old Dominion University- Norfolk
Roanoke College and Hollins University—Roanoke Valley
Shenandoah University-Winchester

Education of the branches and members:

The following are ways the state board can educate branches and members through *Vision* articles.-

- What's going on in AAUW-news from national
- AAUW history- Neola Waller.
- How to get AAUW information from the web-site, e-mail, AAUW Outlook, LAF updates
- Who are the branches? How many branches? There needs to be a short article in the *Vision*.
- Do you know your AAUW of Virginia? What are the state activities?
- How does your Board serve you? How should the state board serve you?

Be a resource to the branches:

Program: Anita Aymer reviewed selected Programs in a Box as very doable for branches.

Six workshops all downloaded directly from the website for Programs in a box:

1. Women's Summit on Work/Life Balance : program provides advice, guidelines, and links to resources to help a branch set up a successful public event on a meaningful subject.
2. Meeting with a Public Official- In District Meetings: Program lays out the steps to schedule and conduct a successful meeting with a member of Congress or other public officials.
3. Woman to Woman Voter Turnout: Program utilizes AAUW's well-received guide, Woman –to-Woman Voter Turnout: A manual for Community-Based Campaigns to Mobilize Woman to Vote.
4. \$tart \$mart: A campus initiative collaboration between AAUW and the WAGE Project, developed to empower young woman who are college juniors and seniors and provide them with the tools to negotiate salaries and benefits as they approach the job market.
5. Campus Action Grants: Teams are created composed of student leaders, campus professionals and an AAUW member to serve as a community liaison. Teams may apply for \$1,000 - \$ 5,000 in funding to design and implement projects to help break through the educational and economic barriers women face.
6. Title ix Compliance: Know the Score: Throughout this program, AAUW members can take concrete steps toward ensuring equitable opportunities at their local schools as required under Title IX.

Membership: Mary Kate distributed a list of resources available from AAUW. She emphasized the following:

- Everything is on the AAUW website. It is critical to know how to get in and log in to find things.
- Branches need to log in to the Member Services Database and check their branch membership. Members should be encouraged to check their own for accuracy.
- Encourage branch officers to click on "officer and member resources and branch resources"
- To keep members, branches should use the membership tool kit. It includes valuable information and tips.
- Start the year off with the online starter kit.
- Membership campaigns—there are a number of these including half-year dues and specials for graduate students. Mary Kate will have information at the state meeting.

Other resources for members and leaders:

- Membership Matters e-mail newsletter which goes out to state and branch memberships vice presidents.
- Website—for example, click on “public policy” on the AAUW website and there are 10 links to resources
- Finance VP resources on the AAUW website
- Chapter Leaders Playground has very good webinars
- Mission in Action—goes to every AAUW member for whom AAUW has an email address; excellent summary of what is happening at the national level

How do we connect branches? Sandra Lawrence suggested ways to connect the branches to one another.

Branch Connections:

- Monthly newsletters from district rep to branch presidents and newsletter editor. (Do you know? tidbits; include branch meetings and events)
- Read branch newsletters and connect branches that are doing similar projects

Challenges:

- Newsletter deadlines vary
- Getting time at the branch meetings

Ideas:

- Have fun at meetings
- Have a branch cheer
- Get branch presidents together to share, bounce off ideas, inspire, problem solve at least once a year

And

How do we communicate to branches and members? Patsy Quick distributed several items: a description of AAUW publications and who receives them; a list of the branches and their use of the website for newsletters, branch information, and blogs; and new guidelines for Branches in Action in the *Vision* that will highlight branch programs and activities that exemplify the AAUW mission.

- *Vision*--Branches in Action. Focus on the mission, related activities, connect to AAUW, technology, fundraising
- VA website--19 branches post their newsletters and web pages online (need to get others; a branch only needs to send Kay Kohler a document on a program or event, or the newsletter for her to post.)
- Create a resource booklet to put in the “Spring into Action” meeting packet. Deadline January 31, 2011. Anita stressed that these will be on three-hole paper with a one inch left margin, so please submit accordingly.
- Articles to branch newsletter using the Value Report on the *Vision*. Members need to be aware of the statistics for 16 pages. Bulk mailing postage is \$470.74, and the cost for each issue is \$1,767.48. The total for three issues is \$5,203.44, which is just under budget and equates to \$1.22 per issue per person. It was noted that state dues have not been raised in 20 years. It was suggested that dues be raised to reflect the need to communicate better and more often with members.
- Website-- How do we convince the members to use it? It links directly into the AAUW website.
- Social Media--How do we increase use? How effective is it? There are issues with social media that many worry about. How do we use it securely? How do we post? How do we add friends? How do we send private messages..

Announcements

1. March 17 will be the Women’s Leadership Conference at Ferrum College. Admission is free, and Smith Mountain members are offering overnight accommodations to the state board members if they wish to attend. The keynote address will be given by Kathryn Brondel, AAUW staff member, on social networking.
2. All articles must be sent to Nancy Morgan for the *Vision* by January 15, 2011
3. State meeting materials are due December 20, 2011, to Anita Aymer.

4. Program Resource materials for the Statewide Meeting packet are due January 31, 2011, to Anita Aymer
5. The conference call board meeting is January 31, 2011, at 7:30 p.m.

The meeting was adjourned at 12:30 p.m.

Submitted by Ann Sauberman
Recording Secretary

List of Attendees:

Anita Aymer
Mary Kate Black
Dianne Blais
Enid Housty
Sandy Lawrence
DeAnn Lineberry
Caroline Pickens
Patsy Quick
Ann Sauberman
Toni Seidleman
Mary Swain
Neola Waller

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