



AAUW CALIFORNIA QUARTERLY COMMITTEE REPORT

COMMITTEE: Communications

SUBMITTED BY: Sandi Gabe

DATE: September 28, 2016

Bullets for top priority items accomplished (including completion dates):

- Processed committees website updates in preparation for new site launch and to reflect 2016-2017 staffing changes.
- Completed 2016-2017 Directory and Admin packet and sent for print and distribution. Revised format. Established process for confirming recipient contact information. 9/2/16.
- Produced California Perspective and monthly Board to Board communications. Various dates. Revised and documented the mailing process to assure that the correct members receive the CA Perspective. 9/2/16.
- Executed and analyzed survey to identify website needs. 8/15/16.
- Updated and aligned mailing groups on Google and the website. Reviewed and adjusted aliases.

Bullets for upcoming top priority items (including target completion dates):

- Migrate website. 10/15/16.
- Develop written procedures for website maintenance and security. 11/30/16.

Also, please complete the Excel spreadsheet with the Strategic Plan information and include in your report to the board.

(Optional): Requests for board action (use motion form, if appropriate):

COMMITTEE BUDGET QUARTERLY REPORT

Note: Each committee chair is asked to track committee expenses throughout the year. Please do not contact the CFO to provide these figures, since the CFO will also be busy preparing a detailed quarterly report. This is an opportunity for each committee to verify that their records match the CFO's records at the end of each quarter.

COMMITTEE: Communications

DATE: 9-26-16

	Budget	Actual	Variance	Comments
Web Budget	\$ 10,000.00			
Google for work	\$ 180.00	\$ 45.00	\$ 135.00	June, July, Aug
Website maint (Pauli)	\$ 1,380.00	\$ 100.00	\$ 1,280.00	Oct - Dec hosting
SSL Certificate	\$ 175.00		\$ 175.00	
Domain registration (q5years)	\$ -	\$ 15.00	\$ (15.00)	Google June 2015-2016
T&M consulting		\$ 950.00		July \$2,5327.50 August - Website contract
Website Redesign (Pauli)	\$ 7,000.00	\$ 2,282.50	\$ 4,717.50	45.00 credit for google for work
Total	\$ 8,735.00	\$ 3,392.50	\$ 5,342.50	
Postage & Shipping	\$ 10,000.00			
				Winter and Summer Perspective - Vote-Now (\$2,008.55) Winter and Summer Perspective - Vote-Now (\$2,008.55) Fall mailing – MailChimp vs Vote-now (\$250.00) Included in printing costs
CA Perspective		\$ 2,258.55		
Directory		\$ -		
Total	\$ 10,000.00	\$ 2,258.55	\$ 7,741.45	
Printing and Copies	\$ 15,000.00			
CA Perspective		\$ 3,986.58		Fall Edition - (\$3,986.58)
Directory/Admin Packet		\$ 910.14		Includes postage
Total	\$ 15,000.00	\$ 4,896.72	\$ 10,103.28	
Travel	\$ 500.00	\$ 494.46	\$ 5.54	Sacramento/San Diego
Telephone	\$ -	\$ 2.93		8/4 75 minutes
Total Budget	\$ 35,500.00	\$ 11,045.16	\$ 24,454.85	

MOTION FORM

Proposed motion 1: Modify Policy 105 – Internet Guidelines

It is the recommendation of the Communications Committee force that the AAUW CA board approve the following five modifications to the policy:

1. 105.2.1.d - correct spelling of “university”.
2. 105.4.4.a – modify statement to reflect the ability to link email addresses to personal addresses. The statement will read: “Names will be hyperlinked to forward to personal email addresses with the permission of the individual. If desired, the individual can request an alias within the aauw-ca.org domain.”
3. 105.4.4.b – Remove statement. No longer applicable
4. 105.5.2 – Replace the word “listservs” with “email groups”.
5. 105.3.2. Replace “The executive committee must approve any requests for other links to be added to the state website, and only may do so if the link is to content directly supporting AAUW’s mission, program and policies.”

with

“Links other than those identified in 105.3.1 must be submitted to the Communications Committee Chair for approval to assure their content's adherence to AAUW’s mission, program and policies. If, in the opinion of the Communications Committee Chair, the link may not meet that standard, it shall be submitted to the Executive Committee for approval prior to posting.”

Purpose of the Recommendations:

Align language with current practices.

Potential impact of the recommendation:

Does it advance our mission? *Yes.*

How will it advance our state strategic plan? *Aligns to current practice in support of mission.*
What are the financial (one-time or annual) and resource (volunteer time) implications of the proposal? *The only cost is to update the policy.*

MOTION FORM

Proposed motion 2: *Modify Policy 106 – Publications*

It is the recommendation of the Communications Committee force that the AAUW CA board approve the following two modifications to the policy:

1. 106.1.2 – correct spelling of “activities” and replace “it” with “Snapshots” to clarify what the convention budget covers.
2. 106.1.3 – correct spelling of “incompatible”

Purpose of the Recommendations:

Align language with current practices.

Potential impact of the recommendation:

Does it advance our mission? *Yes.*

How will it advance our state strategic plan? *Aligns to current practice in support of mission.*

What are the financial (one-time or annual) and resource (volunteer time) implications of the proposal? *The only cost is to update the policy.*

MOTION FORM

Proposed motion 3: Modify Policy 904 – Communications Committee

It is the recommendation of the Communications Committee force that the AAUW CA board approve the following seven modifications to the policy:

1. 904.2.5 – Replace current text with “Provides advice and assistance to branches that request help regarding communication.”
2. 904.2.7 – Add the following sentence: “Provides support for the daily convention publication, Snapshots, by making any necessary recommendations to ensure robust content for convention participants and/or timely social media posting. Recommendations are to be made to the convention manager for conveyance to the Snapshots editor. “
3. 904.3.2.a – remove reference to “blog”. The sentence will read: “Manages the website and web calendar. “
4. 904.3.3.b – Change the recipient of the California Perspective Budget recipient from President and CFO to Director, Communications so that it can be incorporated into the overall communication’s budget. The sentence will read: “Prepares budget for state newsletter and forwards it to the Director, Communications.”
5. 904.3.3.d – Add reference to coordinating activity with Office Manager. The sentence will read: “Coordinates with office manager to order member data list from national AAUW and coordinates with print house. “
6. 904.3.3.e - Add reference to coordinating activity with Office Manager. The sentence will read: “Coordinates with office manager to verify bulk mail account is funded for each newsletter publication.”
7. 904.3.6 Remove last sentences as each issue and online distribution has an opt-out process. Sentence removed: “Working with the state membership committee send invitations to new members to opt for electronic delivery of the California Perspective.”

Purpose of the Recommendations:

Align language with current practices.

Potential impact of the recommendation:

1. Does it advance our mission? *Yes.*
2. How will it advance our state strategic plan? *Aligns to current practice in support of mission.*
3. What are the financial (one-time or annual) and resource (volunteer time) implications of the proposal? *The only cost is to update the policy.*