



## **BOARD MEETING AGENDA**

**April 22, 2017 2:30 pm**

**April 23, 2017 9:00 am**

- I. Welcome/Roll Call (5 minutes)
- II. Consent Agenda (5 minutes)
  - A. Minutes January 21-22, 2018
  - B. ExComm Minutes-2016-17 Appointments
  - C. Electronic Vote Minutes-State Named Gift Honoree
  - D. Electronic Vote Minutes-Award New State Project App
  - E. Electronic Vote Minutes-App't of Speech Trek Coordinator 2017-18
- III. Board Reports
  - A. President – Donna Mertens – 120 minutes
  - B. Convention – Kathleen Doty – 5 minutes
  - C. YWTF – Charmen Goehring – 5 minutes
  - D. AAUW Fund – Sharon Westafer – 5 minutes
  - E. Branch Support – Ainsley Nies – 5 minutes
  - F. Communications – Sandi Gabe – 30 minutes
  - G. Development & Marketing – Deanna Arthur – 5 minutes
  - H. Finance – Pat Ferrer – 20 minutes
  - I. Governance – Sue Cochran – 20 minutes
  - J. Leadership Development – Cathy Foxhoven – 20 minutes
  - K. Membership – Alex Bellenger – 10 minutes
  - L. Program – Lynne Batchelor – 10 minutes
  - M. Public Policy – Nancy Mahr – 5 minutes
  - N. SPOC – Jane Neiemier – 20 minutes
- IV. Discuss Open Issues (60 minutes)



**AAUW CA Board of  
Directors**

**Regular Meeting Minutes  
The Bay Club, San Diego  
January 21, 2017**

**Attendance:**

Donna Mertens, President  
Jane Niemeier Vice-President  
Pat Ferrer, CFO  
Deanna Arthur, Secretary  
Lynne Batchelor  
Alex Bellenger  
Cathy Foxhoven, Sunday  
Sandi Gabe  
Charmen Goehring  
Nancy Mahr  
Ainsley Nies  
Sharon Westafer

Non-voting:

Janice Lee, Meetings Planner  
Kathleen Doty

Guest:

Sue Cochran (Saturday only)  
Linda Steinbaugh (Saturday only)

The meeting was called to order by Donna Mertens on Saturday, January 21, 2017, at 1:31 p.m.

Roll call was taken.

**Motion #60** – Patricia Ferrer moved that the October 2016 BOD minutes be removed from the consent agenda. **PASSED**

The consent agenda was approved by consensus.

**Motion #61** – Patricia Ferrer moved that the October 2016 Board of Director minutes be revised as discussed. **PASSED**

**Motion #62** – Cathy Foxhoven moved to correct the October 2016 Board of Director minutes to correct the Leadership Day information from “Lee House” to “Lema Ranch”. **PASSED**.

**PRESIDENT’S REPORT**

The president’s pending issues:

- The Solo case is moving forward.
- The money we received from Freidel Volz has been sent to AAUW National.
- Dates for next year's meetings:  
Board Retreat June 3-4, 2017 the meeting will be held in the South,  
Leadership July 14-16, 2017 the meeting will be held in the North  
October 21-22, 2017 – the meeting will be held in the South  
January 20-21, 2018 – the meeting will be held in the North  
April 19-22, 2018 - the meeting will be held in the South in conjunction with the Convention

## COMMITTEE UPDATES

**GOVERNANCE COMMITTEE** -Sue Cochran asked that all Governance questions be dealt with only by the Governance Committee.

Sue Cochran asked that each committee go through the pertinent policies and procedures and give the changes to Sue by March. These are spelling, grammar, and other changes.

**Motion #63** - The Governance Committee moved the incorporation of the AAUW CA Personnel Policies as an addendum to the AAUW CA Policies and Procedures. **PASSED**

**Motion #64** – The Governance Committee moved to remove the current Tech Trek policies and procedures and replace with the revised Tech Trek policies and procedures. **PASSED**

The establishment of a donation policy was discussed. A donation policy will be addressed by the Governance Committee after our corporate issue and the mandated bylaws are completed.

All branches must send their governing documents to the National office. New by-laws revisions will most likely be addressed after the National Convention.

Sue will be addressing all the changes submitted to Governance.

**Motion #65** – The Governance Committee on behalf of the Communications Committee, moves to Modify Policy 105 – Internet Guidelines as follows:

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.” **PASSED**

**Motion #66** – It is the recommendation of the Governance Committee on behalf of the Communications Committee 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” **PASSED**

**Motion #67** - It is the recommendation of the Governance Committee on behalf of the Communications Committee 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.”  
**PASSED**

## **SPOC**

**Motion #68** – SPOC moves to approve the increase of camper fee at four of the camps: Irvine, \$950. Sonoma \$1000, and the 2 Stanford Camps \$1000. **PASSED**

**Motion #69** – SPOC moves that the Tech Trek teacher stipends be increased from \$1200 to \$1400 effective 2017. **PASSED.**

**Motion #70** – SPOC moves to approve the Tech Trek preliminary budget as presented by Harriet Tower, Tech Trek Financial Liaison. See attached. **PASSED**

**AAUW FUND-** Sharon Westafer

**BRANCH SUPPORT-** Lynne Batchelor

**COMMUNICATIONS** - Sandi Gabe asked for content for the website. Sandi would like to incorporate more social media.

Donna Mertens shared that some members are having difficulty finding forms and documents.

The Tech Tools section has to be added to the website.

**DEVELOPMENT AND MARKETING** – Deanna Arthur shared that the Give a Grad a Gift brochure will probably have changes. It will be put on the back burner. Changes may be coming after the National Convention.

There was a ten Minute break.

The meeting resumed at 3:12PM

**LEADERSHIP DEVELOPMENT** – Cathy Foxhoven discussed 5 leadership days. Cathy feels that the costs will not be covered by the budgeted amount for the 5 days that have been currently planned.

**Motion #71** – By direction of the Leadership and Development committee I move that we charge \$25 per person for leadership days. **PASSED**

**FINANCE** – Pat Ferrer

**MOTION #72**– The Finance committee recommends that the amended budget be approved as submitted. **PASSED.**

Note: Budget documents are on file with Board Secretary.

**NOMINATIONS & ELECTIONS** – Donna Mertens in lieu of Jean Simutus - There will be an election of board members this year. If there is a vote to change corporation types, it must be 100% of the members and 100% affirmative. There will be no additional charge if the vote to change status is held in conjunction with the regular election.

**MEMBERSHIP** – Alex Bellenger reminded the body that if we do not comply with ADA requirements, we leave ourselves open to litigation.

Donna had strategic plan questions including getting ideas on recruitment and retention from branches; sending branches ADA accommodations. Sue Cochran will send Alex some guidelines. Some items on the Membership Report showed as completed but there was no report on what had happened. Donna was also concerned about the state of satellite branches in the state. These branches cannot keep that status. Sue Cochran will also deal with that under Governance.

**PROGRAM** – Lynne Batchelor

**PUBLIC POLICY** – Nancy Mahr reported that the Stronger California reception was well attended. See the quick facts on the website.

Public Policy will continue to support the Action Alerts. Pay Equity Day is April 4, 2017. The Public Policy Committee is encouraging branches to host events. The committee is also working to get more information on Title IX to the branches.

**YOUNGER WOMEN’S TASK FORCE** – Charlene Goehring - Donna Mertens had a conference call with National. National has had a large growth of programs. The Resource & Sustainability Task Force was established by the National Board to focus on the core mission items and to study programs. Emphasis will be given to initiatives focused on pay equity, campus leadership, college student leaders, research and STEM. Other programs will be given lower priority. YWTF will have expansion paused. The focus on member leadership training will be reduced. Public Policy is a core tool that helps accomplish our core mission.

**TECH TREK** – Linda Steinbaugh - SPOC added some additional information.

Linda Stinebaugh will be representing California at the American Camping Association Convention in Albuquerque New Mexico.

There will be a transgender webinar. The presentation is 1 hour and 25 minutes long.

There are currently 126 branches participating in Tech Trek.

A short break was called.

The meeting resumed at 4:54.

### **BOARD TRAINING – Sue Cochran**

Stewardship versus ownership: What actions would you take to improve your responsibilities?

If you have a concern, PLEASE contact Donna.

There was a concern about the dates for the annual meeting.

Dinner will be at 6:45 at the Brigantine.

Breakfast will be set up at 8:30 A.M.

The meeting was recessed at 5:30 P.M. until Sunday morning.

Donna Mertens called the meeting to order at 9:00 A.M.

**MOTION #73** Sandi Gabe moved the strategic plan that was included in the January board packet be adopted. **PASSED**

### **2018 Convention – Kathleen Doty**

Kathleen discussed plans for the 2018 convention. Kathleen presented historical data on costs and attendance and asked why we have a convention. Should we have a convention? The consensus was to have the convention. Preliminary discussion included charging approximately \$350, holding it in Southern California and reducing Leadership Development Days to avoid conflict with convention workshops.

Kathleen would like direction on the fees to charge for convention. The location was also discussed. Sheila Kuehl was mentioned as a possible speaker. Please contact Kathleen/Janice with possible locations.

**ANNUAL MEETING** - There was a lengthy discussion about the meeting. How to market the meeting? How to increase attendance? It was agreed to charge an all-inclusive fee including the Speech Trek luncheon. The break-even goal would be 80 registrants.

Ainsley previewed “What’s on your plate?” a food for thought open space type event which will be part of the day’s program.

Donna will need each committee’s top 3 accomplishments about mid-March.

Sharon Westafer reminded the body that the State Name Gift Honoree would have to be announced during the Annual Meeting.

The meeting was adjourned at 10:13 AM

Signed,

Deanna Arthur, AAUW CA Secretary





**AAUW CA Board of Directors  
Executive Committee Electronic Vote  
March 16, 2017**

**Attendance:**

Donna Mertens, President  
Jane Niemeier Vice President  
Pat Ferrer, CFO  
Deanna Arthur, Secretary

**MOTION #76:** Deanna Arthur moved to add 3 members to committees for the remainder of 2016-17.

Sandra Scott – Communications Committee  
Elaine Wong Eakin – Communications Committee  
Carol Holzgraf – SPOC Committee

The motions was passed unanimously.

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Signed,

Deanna Arthur, AAUW CA Secretary

**DRAFT**



March 7, 2017

Sharon Westafer on behalf of the Fund Committee initiated an email request for an electronic vote for a motion to approve the state named gift honoree

**Motion # 74** (Fund Committee): It is the recommendation of the Fund Committee that Ruth Rafello receive the distinction of being named the AAUW-CA State Named Gift Honoree for 2016.

Motion passed unanimously by the California State Board of Directors.

Signed,

Deanna Arthur  
AAUW CA Secretary

**DRAFT**



March 14, 2017

Jane Neimeier on behalf of the SPOC (Special Projects Oversight Committee) asked for an email vote to be initiated to approve the following motion.

**Motion # 75** (SPOC: It is the recommendation of the SPOC Committee moves to approve the grant proposal submitted by Auburn Branch, and they move to award the \$500 grant this fiscal year rather than waiting until the next fiscal year."

Motion passed unanimously by the California State Board of Directors.

Signed,

Deanna Arthur  
AAUW CA Secretary

**DRAFT**



April 5, 2017

ELECTRONIC VOTE

Sharon Westafer made a motion asking for an electronic vote to be initiated to approve the following motion.

**Motion # 77** I move to approve Marlene Cain as the Speech Trek Coordinator for 2017-2018.

Motion passed unanimously by the California State Board of Directors.

Signed,

Deanna Arthur  
AAUW CA Secretary



## April 2017 Quarterly Committee Report

**Board Report:** President

**Chair:** Donna Mertens

**Submitted:** 3/21/2017

**Updates not included in Strategic Plan:**

- Solo Case Update

**Items for Board Discussion:**

- Tech Trek Transition

## Motions

**Motion 1:** I would entertain a motion to approve the MOU as presented.

**Motion 1 Description:**

- The MOU allows California to continue in the National Tech Trek program as defined in the Tech Trek Toolkit. If the board decides that accepting the MOU is not in the best interest of California branches and the California camps, then this motion should be voted down. Other alternatives should be considered.



## January 2017 Quarterly Committee Report

**Committee Name:** 2018 Convention

**Submitter:** Kathleen Doty

**Submitted:** 4/6/2017

**Updates not included in Strategic Plan:**

- None submitted.

**Items for Board Discussion:**

- 2018 Convention recommendations

### Motions

- Non submitted



## January 2017 Quarterly Committee Report

**Committee Name:** YWTF

**Submitter:** Charmen Goehring

**Submitted:** 4/10/2017

**Updates not included in Strategic Plan:**

- None at this time

**Items for Board Discussion:**

- None at this time.

### Motions

- None at this time.



## January 2017 Quarterly Committee Report

**Committee Name:** AAUW Fund

**Submitter:** Sharon Westafer

**Submitted:** 3/29/2017

**Updates not included in Strategic Plan:**

- Chair attended and spoke at Central Coast Fund luncheon. (2/17)
- 2016 branch contribution reports distributed to branches. (3/17)
- Chair helped organize and facilitate Los Angeles area leadership day. (3/17)
- State Named Gift honoree selected and presented to board for approval. (3/17)
- Distributed branch Named Gift certificates. (3/17-4/17)
- Compiled branch donation and donor information for Fund recognition booklet at annual meeting. (3/17)

**Items for Board Discussion:**

- None at this time.

## Motions

- None at this time.





## January 2017 Quarterly Committee Report

**Committee Name:** Branch Support

**Submitter:** Ainsley Nies

**Submitted:** 4/2/2017

### **Updates not included in Strategic Plan:**

- Bullets for top priority items accomplished (including completion dates):
- In-Person Visits – Q3 objective 3 visits
  - Met with President San Francisco YWTF early Jan.
  - Attend Santa Clara County IBC event Jan. 29
  - Attend San Francisco-San Mateo IBC meeting Feb. 11
  - Attend Monterey Bay IBC meeting Feb. 25
- Responded to Branch Requests/Questions
  - Redding – Need help how to set up electronic payments and how can potential members without checking accounts join AAUW and be active members
  - Laguna Beach – Wants to know the scope of work expected for other branch “Communication Chairs”
  - Worked with Branch Liaison to fully understand Fullerton decision to close branch and provide assistance. Passed information to Membership and discussed next steps with Kathy Andreini.
- Leverage Leadership Development Training – 3/11, 3,25, 4/1
  - Shared ideas from Branch Support News as appropriate
  - Shared contact information when common branch concerns noted
  - Updated Strategic Plan 1-C 5 “Collection” with feedback from Board Design class
  - Gather possible new ideas for Branch Support News (none)
- Bullets for upcoming top priority items (including target completion dates):
- In-Person Visits – Q4 objective 3 visits
  - 1 visit as Branch Liaison to a branch in either the Tahoe/Truckee, North San Joaquin or South San Joaquin areas
- Communication to Branch Support Comm. (IBC Chairs & Branch Liaisons)
- Q4 objective - 1 issue Branch Support News
- Communication as Branch Liaison (Tahoe/Truckee, North San Joaquin or South San Joaquin)
- Q4 objective - 1 Branch Liaison communication per area
- Leverage Leadership Development Training – 5/5, 5/20
  - Share ideas from Branch Support News as appropriate
  - Gather new ideas for Branch Support News
  - Share contact information when common branch concerns noted
  - Update Strategic Plan 1-C 5 “Collection” with feedback from Board Design class
- Director Activities:



### January 2017 Quarterly Committee Report

- Attended Aileen Rizo appeal at 9th District Court Feb.17
- Developed 2 classes to teach for leadership development; reviewed by Cathy Foxhoven.
- Delivered two classes at the March 11 Leadership Day (San Jose)
- Delivered two classes at the March 25 Leadership Day (Whitter)
- Delivered two classes at the April 1 Leadership Day (Concord)

#### **Items for Board Discussion:**

- None Submitted.

#### **Motions**

- None Submitted.



## January 2017 Quarterly Committee Report

**Committee Name:** Communications

**Submitter:** Sandi Gabe

**Submitted:** 3/31/2017

**Updates not included in Strategic Plan:**

- Worked with web developer to resolve broadcast email issues.
- Oriented new team member to support calendaring.
- Solicited input from Marketing and Public Policy to extend distribution of the California Perspective to external audiences.
- Worked with Elections and Nominations Committee to identify a lower cost solution to the annual election voting process.
- Worked with Google to consider options to reduce "email spoofing".
- Refined branch newsletter process to assure that all messages are being received and to request that submitters limit their emails to newsletters only.
- Randa and Sandi attended a WordCamp in San Diego to learn more about WordPress (the tool our website is managed on).
- Email migration to "Sendy" delayed due to cost over run on website migration and maintenance support needed. These costs were not noted when the request for funds for the email migration were requested. To address this situation in the future, the web developer has been instructed to submit bills in a timely manner and to alert AAUW California when a committed project is reaching the approved expenditures. The developer has been requested to provide options before the engagement dollars are exhausted.
- Hosted a brainstorming session regarding what, if any, additional positions should be added to the Branch Officer Report (BOR) to support branch alternative governance structures.
- As a result of the BOR brainstorming session a survey was created, executed and results tabulated. The communications team evaluated the survey results and the following changes will be implemented:
  - Replace AAUW Fund EF and AAUW Fund LAF with AAUW Fund
  - Retain all other existing positions.
  - Do not add "Co" positions. Assume that multiple listings are shared positions.
  - Remove "Coordinator" from "Tech Trek Coordinator" as there are several Tech Trek positions.
  - Add a position that would allow branch leadership to receive all communications independent of their position. This will remove the need for branches to list multiple members for each position. This has been a typical strategy when branches want to assure everyone receives all messages Last year one branch initially had 19 pages of officers listed due to this strategy.



### January 2017 Quarterly Committee Report

- Add the following leadership positions to reflect changing branch leadership structures as identified in the survey:
  - Director, Leadership (Team), Steering Committee – Map to “President” mailing list and print in the directory.
  - Communication, Marketing, Publicity – no specific mapping. They will become their own groups. Print in the directory.
- Evaluated opportunity to broaden electronic distribution of the California Perspective to increase awareness of California activities with minimal cost.

#### **Items for Board Discussion:**

- Review California Perspective Survey Recommendations:
  - Recommended actions within the authority of the Communications Committee. The committee will pursue these actions unless directed otherwise by the state president or board of directors.
    - Thank all respondents for their participation in this survey.
    - Respond directly to respondents whose comments indicate a need for a direct response. (Note: The communications team will identify which comments require feedback and will craft a response engaging committees chairs where needed.)
    - Post this report on the state website so that all members may read it.
    - Publish a summary of this report in the next available issue of the California Perspective.
    - Continue to publish the California Perspective in both printed and electronic formats.
    - Reevaluate to value of publishing the California Perspective in print or electronically every few years.
    - Add contact information to each article for readers who want more information. “Contact information” may be an email address or the URL of a website or both.
    - Add a standing article to every issue that provides a 3-to-4 month “look-ahead” (e.g., upcoming events and administrative deadlines) and place that article in a consistent, easily found place such as page 3 or the back cover.
    - Add a short standing article to every issue explaining the intent of the California Perspective (as different from other AAUW California communications) and directing readers to the website for updates.
    - Organize the contents of the California Perspective by areas of interest (e.g., membership, public policy, and advocacy) to aid readers with focused interests and limited time.
    - Pursue a more independent email distribution process, to improve feedback, such as “opt outs” and “click through” counts (how many addressees viewed the



### January 2017 Quarterly Committee Report

- document). (Note: this recommendation requires email migration to new email platform)
- Expand email distribution to include sponsors, partner organizations, and key public policy makers.
  - Recommended Actions outside the authority of the Communications Committee. The following actions are recommended to the state president and board of directors for their consideration.
    - Continue to produce and deliver the *California Perspective* to members without a separate subscription fee.
    - Review the comments received to determine what action, if any, may be needed to address members' concerns.

## Motions

**Motion 1:** The Communication Team proposes an expenditure of \$3,278 for a fixed bid to migrate the current email process to "sendy".

### **Motion 1 Description:**

- The board approved an expenditure of \$3,000 in January to fund the **email** migration. Unfortunately, the **website** migration and website maintenance requirements exceeded the existing budget and the allocation was used to pay for these expenses. A fixed bid is recommended to reduce financial risk.



## January 2017 Quarterly Committee Report

**Committee Name:** Development and Marketing

**Submitter:** Deanne Arthur

**Submitted:** 4/10/2017

**Updates not included in Strategic Plan:**

- No items at this time.

**Items for Board Discussion:**

- There are no items for board discussion.

### Motions

None Submitted.



## January 2017 Quarterly Committee Report

**Committee Name:** Finance

**Submitter:** Pat Ferrer

**Submitted:** 4/1/2017

**Updates not included in Strategic Plan:**

- Reviewed and provided comments to CPA regarding 2015-2016 Review report. Other actions reported under board discussion.

**Items for Board Discussion:**

- CFO will present a summary of the CPAs 2015-2016 Review report. A copy of which was sent to each board member on April 1, 2017 for her review before the meeting.
- CFO will present the recommendation made by CPA regarding our investment structure and discussion with Investment Manager regarding current investment structure and management fees (paid to Glomb and within each investment) and future actions by the committee. Sent with the 2015-2016 Review report above.
- CFO will ask each member of the board to prepare and submit a proposed budget for the FY 2017-2018 year for use by the Finance Committee to develop a proposed budget for the July BOD Meeting.
- CFO will present motion below regarding reimbursement rates (per diem and mileage) for FY 2017-2018.

## Motions

**Motion 1:** The Finance Committee recommends that no changes be made to the current per diem and mileage rates for FY 2017-2018.

**Motion 1 Description:**

- This review and recommendation is required by our policies and procedures. The board members on the committee believed that the current per diem rates were sufficient. While the 3 of us frequently spend more on meals than allotted, it was due to our choice not due to the reimbursement amount. The current mileage rate remains under the IRS mileage rate (currently 53.5 cents per mile versus our 50 cents per mile) but it is not significantly less.



## January 2017 Quarterly Committee Report

**Committee Name:** Governance

**Submitter:** Sue Cochran

**Submitted:** 4/8/2017

**Updates not included in Strategic Plan:**

- N/A

**Items for Board Discussion:**

- Proposed amendment to bylaws pertaining to selection base for Nominating Committee Chair.

### Motions

**Motion 1:** The Governance Committee moves to amend Article V. Nominations and Elections, Section 1. Nominations. a. by deleting " on a previous nominations and elections committee" and inserting in its place " on a previous state board or state committee."

**Motion 1 Description:**

- It is becoming more difficult to obtain a committee chair within the current parameters, partially due to the size of the committee. By broadening the base from which a nominating committee chair can be selected there is greater opportunity to find a chair and still have a person chairing the committee who has knowledge of the workings of the state board and its committees, which is vital to the recruitment of candidates for office within AAUW CA.





## January 2017 Quarterly Committee Report

**Committee Name:** Leadership Development

**Submitter:** Cathy Foxhoven

**Submitted:** 3/17/2017

**Updates not included in Strategic Plan:**

- Have developed six workshops for Leadership Days among four presenters.
- Worked closely with Communications and AAUW office in developing flyers and registration materials.
- After the completion of Leadership Days, we will update the website with handouts and other materials from the workshops.
- Sent vouchers for venue and food expenses of West Bay to CFO for processing.

**Items for Board Discussion:**

- Believe it would be expedient to begin planning for leadership days for 2017-2018, including convention leadership workshops.
- Will need to evaluate the successfulness of multiple State-wide leadership days.

## Motions

None submitted.



## January 2017 Quarterly Committee Report

**Committee Name:** Membership

**Submitter:** Alex Bellenger

**Submitted:** 4/9/2017

### **Updates not included in Strategic Plan:**

- Everything is basically in the Strategic Plan, except that Sue Cochran is working with National to resolve the satellite branches issue. Also, I will be working on changing the strategic plan action items into something measurable. Lastly, as said in the Plan updates, I found a new Diversity Subcommittee chair to work on developing the diversity questions to help track membership. There are 2 branches disbanding - Fullerton and Arcadia. National has changed the Branch Disbandment procedure and now don't require the approval of State Board. I was assured that if they are contacted by a branch, the first step is to let the State Membership VP know about it. In these 2 cases the branches did contact State Membership first.
- Regarding the Feb 1 count: Presently there are 127 branches in CA, next year there will be 125. Of the 11668 members listed by National, 10, 651 are actual full dues paying members. 362 are dual Members and 635 are 50 year Honorary Life Members and 27 are e-student members. There are also 17 student affiliates who pay 1/2 dues. The trend seems to be downward each year but there are some encouraging signs.

### **Items for Board Discussion:**

- I have been receiving far too many emails and often they get buried and lost in my inbox. Also, the way some of the emails are written, it is unclear what the purpose of the email is (i.e., what does someone want from me?). And the use of "reply-all" for a vote seem unnecessary as it can be done with a Google Form or a Doodle poll. I think we should look into alternative ways of communicating updates (e.g., Trello) as well as voting.

## Motions

None submitted.



## January 2017 Quarterly Committee Report

**Committee Name:** Program

**Submitter:** Lynne Bachelor

**Submitted:** 4/9/2017

**Updates not included in Strategic Plan:**

- Decisions for summer meeting:
  - How to get branch list of programs (despite individual phone calls/emails to Presidents only a handful responded).
  - How to handle Malala Leadership topic next year.
  - How to incorporate what we learned from Eleanor Roosevelt into branch action/program to build upon this year's program, reexamine program recognition practices.
- Many thanks to Kim Wilbur for her handling of Program of the Month and also to Sandi Gabe and her team as well.
- Much appreciation to the dedicated members of this committee (Jan Cook, Shirley Sowers, Indrani Chatterjee, Bakula Maniar, Lenore Gallin and Claire Noonan).

**Items for Board Discussion:**

None submitted.

## Motions

None submitted.



## January 2017 Quarterly Committee Report

**Committee Name:** Public Policy

**Submitter:** Nancy Mahr

**Submitted:** 4/8/2017

**Updates not included in Strategic Plan:**

- Helped organize local branch participation and marched in the Sacramento Women's March (Sue Miller)
- Participated in Stronger California meeting with new legislators (Sue Miller)
- Represented AAUW at the California Women Lead Legislative Reception in Sacramento – opportunity to meet new legislators and legislators being recognized for their support of women's issues. (Sue Miller, Nancy Mahr)
- Represented AAUW at Million women Mentors meeting. (Sue Miller)
- Encouraged branch activities for Equal Pay Day – April 4, 2017: B2B; article sent out to branches.
- Determined legislative priorities for the coming session.
- Began plans to link legislators to Tech Trek camps at the opening ceremony, and to encourage branches to invite legislators to their fall meetings highlighting Tech Trek campers.
- Gave presentation to Senate Select Committee on women and Inequality. (Sue Miller)
- Participated with Title IX Coalition in meeting with CA Dept. of Education staff. (Sue Miller)
- Participated in the Stronger California Legislative Day and Rally. (Sue Miller)
- Phone conference with Shannon Smith-Crowley on AB 23 (same sex school programs). (Sue Miller and Nancy Mahr)
- Sue Miller and Nancy Mahr continue to participate in the national conference calls for state PP chairs.
- Coming up:
  - Advocacy activities on priority bills as directed by Shannon Smith-Crowley.
  - Member vote in May on the adoption of Public Policy Priorities for 2017-19.

**Items for Board Discussion:**

- None submitted.

## Motions

- None submitted.



## January 2017 Quarterly Committee Report

**Committee Name:** Subcommittee on Lobbying and Advocacy

**Submitter:** Charmen Goehring

**Submitted:** 4/10/2017

**Updates not included in Strategic Plan:**

- None at this time

**Items for Board Discussion:**

- Continuation of subcommittee and expanding efforts to more branches for next year.

### Motions

- None submitted.



## January 2017 Quarterly Committee Report

**Committee Name:** SPOC

**Submitter:** Jane Niemeier

**Submitted:** 3/18/2017

### **Updates not included in Strategic Plan:**

- Jane met with San Diego Camp Directors and Qualcomm representatives to discuss Qualcomm offering classes at all camps statewide and eventually nationwide.
- SPOC members evaluated a grant application and awarded a \$500 grant to the Auburn Branch for their project: Electrifying Art: A Maker Project.
- Cathy Foxhoven, Speech Trek Coordinator, obtained a \$1000 grant from member Maura Jones and her employer Adobe. The money will be used to pay for the AV needs of Speech Trek at the state meeting.
- SPOC has been involved in the discussion and implementation of the return of Tech Trek to AAUW CA.

### **Items for Board Discussion:**

- The Board will be asked to approve the Tech Trek Final Budget for 2017.

## Motions

**Motion 1:** SPOC moves to approve the Tech Trek Final Budget for 2017.

### **Motion 1 Description:**

- This is necessary so that the camps can function this summer. The camps are self-supporting.



## 2018 Convention Report

Donna Mertens, AAUW CA President, Janice Lee, AAUW CA Meetings Planner, and Kathleen Doty, 2018 AAUW CA Convention Manager met on April 4<sup>th</sup> to discuss in broad terms the structure of the 2018 Convention Program and in more specific terms a proposal for the fee schedule. (Location of the convention: Irvine Marriott Hotel) The following are the outcomes.

**2018 AAUW CA Convention Theme (proposed): Educated. Reasoned. Active.** (Thoughts on proposed theme: neutral terms yet descriptive of the positive attributes attendees represent that sets AAUW apart from other groups.)

### 2018 AAUW CA Convention Program Outline:

Friday, April 27, 2018

- President's Brunch
- Public Policy/Grass Roots Activism (afternoon session with public policy updates and grass roots activism training, no meal)
- Dinner plus Annual Meeting

Saturday, April 28, 2018

- Continental Breakfast for all attendees
- Workshops (4 concurrent 8:30-10:00 a.m. and 4 concurrent 10:15-11:45 a.m.)
- Luncheon plus Speech Trek
- Open Space
- Receptions (Legacy Circle plus a no host bar – concurrent events)
- Dinner/Gala

Sunday, April 29, 2018

- Continental Breakfast for all attendees
- Workshops (4 concurrent 8:30-10:00 a.m. and 4 concurrent 10:15-11:45 a.m.)
- Luncheon/Tech Trek 20<sup>th</sup> Anniversary Celebration

Question for the Board: Should there be a Connection Corner/Marketplace? If so, we recommend that it be a single day – Saturday.

## 2018 Convention Report (cont.)

### 2018 AAUW CA Convention Fee Schedule

Registration Fees	Early	Regular	Late
Full Convention Registration (includes S/S Continental Breakfast)	\$199	\$224	\$249
Student Registration		\$25	
Full Convention Volunteer Registration (verified by LAC)		\$135	
One Day Registration		\$135	
C/U Partner Representative Registration		\$135	
Package A: S/S Continental Breakfast, Friday Dinner/Annual Meeting, Sunday Luncheon	\$299	\$324	\$349
Package B: All of Package A PLUS Saturday Speech Trek Luncheon and Saturday Gala	\$399	\$424	\$449
Meal Charges a la carte			
<b>President's Brunch</b>		\$45	
Friday Dinner		\$62	
Saturday Lunch		\$50	
Saturday Dinner		\$75	
Sunday Lunch		\$50	

Note: hotel is being asked to create meals with inclusive costs not to exceed our proposed charges.





# Communications Documents

**PRESIDENT**  
DONNA MERTENS  
**VICE PRESIDENT**  
JANE NIEMEIER  
**CHIEF FINANCIAL OFFICER**  
PAT FERRER  
**SECRETARY**  
DEANNA ARTHUR  
**DIRECTORS**  
LYNNE BATCHELOR      ALEX BELLENGER  
CATHY FOXHOVEN      SANDI GABE  
CHARMEN GOEHRING      NANCY MAHR  
AINSLEY NIES      JANE NIEMEIER  
SHARON WESTAFER



COMMUNICATIONS COMMITTEE

**CHAIR**  
SANDI GABE  
**MEMBERS**  
RANDA BLANDING  
JIM DOTY  
ELAINE WONG EAKIN  
KIT HEIN  
DAWN JOHNSON  
SANDRA SCOTT  
EVE TOLES  
KIM WILBER

Report of the AAUW California Communications Committee

# Survey of California Perspective Readers

## Executive Summary

AAUW California's state newsletter, the *California Perspective*, is distributed to every member three times a year: September, February and June. The winter issue of the *California Perspective*, published on January 31, 2017, contained a questionnaire seeking every member's opinions about the publication's form, cost, content, format, tone and length. A total of 841 responses were received between January 31 and April 1, 2017. The responses indicated a general satisfaction with the *California Perspective* as currently produced. However, some guidance is provided by considering the minority opinions.

**Content:** In general, respondents felt that the content should not be changed. However, it is notable that survey respondents ranked AAUW election news fifth in importance out of eleven subject areas. Convention and annual meeting information was ranked sixth. This content is mandated by our Policies and Procedures and yet a disconcerting 24% of respondent believe including convention information is unimportant. This lower than expected rating is consistent with lower than expected attendance of these events in recent years.

We received many suggestions for additional material. We propose to pursue adding: contact information to each article for readers who want more information; a 3-to-4 month "look-ahead"; a note directing readers to the website for updates. In addition, we propose organizing the contents of the newsletter by areas of interest to aid readers with focused interests and limited time.

**Format and Length:** Most respondents said the format can be kept as is, but many others want less text (13% of respondents), shorter articles (19% of respondents), fewer pages (27% of respondents), and more graphics (13% of respondents). The Perspective Editor will exert greater control over format and length: providing greater guidance to the authors regarding style and re-writing articles as needed. Authors will be advised to keep their articles succinct and provide contact information for readers wanting more information. Lastly, articles pertaining to related interest areas can be placed together to aid readers with focused interest or limited time.

**Tone:** Most respondents felt the current use of formal and informal tone should be retained, with minority opinions evenly split between increasing and decreasing their use. Almost a third of the respondents felt that the use of humor should be decreased. We conclude that humor should be used sparingly and gently.

**Form:** This question was the subject of the most comments, 31 in all. The majority of respondents favor offering the *California Perspective* in electronic format only (no printed copies). About half (45%) of respondents oppose eliminating the newsletter entirely (27% favor elimination; 28% had no opinion).

We conclude publication in both printed and electronic formats should continue, but the value of print versus electronic should be evaluated every few years.

**Cost:** The survey did not show sufficient support for a separate subscription fee for the *California Perspective*. Only 28% of respondents would be willing to pay up to \$1.00 per copy and 8% would be willing to pay \$2.00 per copy. We conclude that the funding mechanism for the newsletter should not be changed at this time.

**Additional Comments:** The survey provides an opportunity to determine how well AAUW California is serving the needs of our members. 260 comments were received, grouped into 68 issue areas. A representative sampling of comments is provided in the body of this report. Appendix 3 contains a complete list and identifies the presumed lead within AAUW California for the issue raised in each comment. The lead committee for 15 comments was left “to be determined.” Comments that can’t be easily seen to be within the purview of an existing committee or program suggest an opportunity for growth. We recommend that state leaders review the comments to determine what action, if any, may be needed to address members’ concerns.

Difficulty with management of our distribution lists is among the identified issues. We propose to pursue a more independent email distribution process, to improve feedback, such as “opt outs” and “click through” counts (how many addressees viewed the document). In addition, we propose to expand email distribution to include sponsors, partner organizations, and key public policy makers.

The *California Perspective* is one of many tools in our communication toolbox. It is not, and cannot be, a universal tool that satisfies every member’s every need. The Communications Committee will consider modifications to make the newsletter more informative, interesting, and easy to read within the constraints of budget and staffing. At the same time, these survey results affirm the importance of cultivating a variety information sources, honing a variety of communication tools (e.g., website, Board-to-Board and Action Alerts), and ensuring effective delivery of our messages.

## Recommendations

Based on the foregoing, the Communications Committee offers the following recommendations. The recommendations are numbered to aid identification; the numbers do not indicate priority.

### Recommended actions within the authority of the Communications Committee

The committee will pursue these actions unless directed otherwise by the state president or board of directors.

1. Thank all respondents for their participation in this survey.
2. Respond directly to respondents whose comments indicate a need for a direct response.
3. Post this report on the state website so that all members may read it.
4. Publish a summary of this report in the next available issue of the *California Perspective*.
5. Continue to publish the *California Perspective* in both printed and electronic formats.
6. Reevaluate to value of publishing the *California Perspective* in print or electronically every few years.
7. Add contact information to each article for readers who want more information. “Contact information” may be an email address or the URL of a website or both.
8. Add a standing article to every issue that provides a 3-to-4 month “look-ahead” (e.g., upcoming events and administrative deadlines) and place that article in a consistent, easily found place such as page 3 or the back cover.

9. Add a short standing article to every issue explaining the intent of the California Perspective (as different from other AAUW California communications) and directing readers to the website for updates.
10. Organize the contents of the *California Perspective* by areas of interest (e.g., membership, public policy, and advocacy) to aid readers with focused interests and limited time.
11. Pursue a more independent email distribution process, to improve feedback, such as “opt outs” and “click through” counts (how many addressees viewed the document).
12. Expand email distribution to include sponsors, partner organizations, and key public policy makers.

#### Recommended Actions outside the authority of the Communications Committee

The following actions are recommended to the state president and board of directors for their consideration.

13. Continue to fund the *California Perspective* without a separate subscription fee.
14. Review the comments received to determine what action, if any, may be needed to address members’ concerns.



## Executive Summary

The communications team held a brainstorming session with branch and AAUW California State Board volunteers to review the existing positions in the Branch Officer Report database and discuss the opportunity to update the position listing to more closely align with current branch governance structures. The group recommended surveying branch leaders to determine what additional positions would be advantageous to have in the database. The communications team reviewed the survey results and evaluated the positions identified to determine whether any should be added using the following criteria.

- Was the position represented multiple times in the survey results?
- Is there a need or opportunity for the AAUW California State Board or Committees to communicate with the group?

## Recommendations

As a result of the brainstorming session, survey results and communications team evaluation, the following changes will be implemented:

- Replace AAUW Fund EF and AAUW Fund LAF with AAUW Fund - Sharon Westafer approved.
- Retain all other existing positions.
- Do not add "Co" positions. Assume that multiple listings are shared positions.
- Remove "Coordinator" from "Tech Trek Coordinator" as there are several Tech Trek positions. Harriet Tower approved.
- Add a position that would allow branch leadership to receive all communications independent of their position. This will remove the need for branches to list multiple members for each position. This has been a typical strategy when branches want to assure everyone receives all messages. Last year one branch initially had 19 pages of officers listed due to this strategy.
- Add the following leadership positions to reflect changing branch leadership structures as identified in the survey:
  - Director, Leadership (Team), Steering Committee – Map to "President" mailing list and print in the directory.
  - Communication, Marketing, Publicity – no specific mapping. They will become their own groups. Print in the directory.

## Next Steps

- Share results with AAUW California Board of Directors (April 2017 meeting).
- Communicate survey results and recommendations to survey respondents.
- Update Branch Officer Report database.
- Update Branch Officer Report Instructions.



# Finance Documents

**AAUW California**  
**Budgets vs Actuals FY 16 17**  
Through March 31 2017

	Total					
	Actual	Budget	Over/(Under) Budget	Remaining	% of Budget	Note
<b>Revenue</b>						
Annual Meeting Income	350.00	2,000.00	(1,650.00)	1,650.00	17.50%	a
Funds Assessment	6,655.00	6,300.00	355.00	-355.00	105.63%	
Funds Luncheon Income	9,312.64	9,000.00	312.64	-312.64	103.47%	
Total Insurance Income	46,042.00	50,000.00	(3,958.00)	3,958.00	92.08%	
Interest Income	7.89	0.00	7.89	-7.89		
Leadership Days Income	100.00	1,500.00	(1,400.00)	1,400.00	6.67%	
Total Membership Income	217,548.00	214,000.00	3,548.00	-3,548.00	101.66%	
Prior Year Carryover		18,469.00	(18,469.00)	18,469.00	0.00%	
<b>Total Revenue</b>	<b>\$ 280,015.53</b>	<b>\$ 301,269.00</b>	<b>\$ (21,253.47)</b>	<b>\$ 21,253.47</b>	<b>92.95%</b>	
<b>Gross Profit</b>	<b>\$ 280,015.53</b>	<b>\$ 301,269.00</b>	<b>\$ (21,253.47)</b>	<b>\$ 21,253.47</b>	<b>92.95%</b>	
<b>Expenditures</b>						
Annual Meeting Expenses	45.53	2,000.00	(1,954.47)	1,954.47	2.28%	c
Assesments - Funds	7,603.28	6,260.00	1,343.28	-1,343.28	121.46%	
Auditing & Tax Prep	5,300.00	5,300.00	0.00	0.00	100.00%	
Bank Fees	4.00	200.00	(196.00)	196.00	2.00%	
CA Convention Expenses	-447.65	0.00	(447.65)	447.65		d
Committee Expenses			0.00	0.00		
Branch Support	351.43	1,500.00	(1,148.57)	1,148.57	23.43%	
Communication	519.80	750.00	(230.20)	230.20	69.31%	
Executive Committee	62.51	150.00	(87.49)	87.49	41.67%	
Finance	7.80	50.00	(42.20)	42.20	15.60%	
Funds	427.88	600.00	(172.12)	172.12	71.31%	
Governance		350.00	(350.00)	350.00	0.00%	
Leadership		1,100.00	(1,100.00)	1,100.00	0.00%	
Marketing and Development		300.00	(300.00)	300.00	0.00%	
Membership	6.40	450.00	(443.60)	443.60	1.42%	
Program	128.39	500.00	(371.61)	371.61	25.68%	
Public Policy	1,710.46	5,000.00	(3,289.54)	3,289.54	34.21%	
State Project Oversight	122.41	500.00	(377.59)	377.59	24.48%	
Young Women's Task Force (YWTF)		300.00	(300.00)	300.00	0.00%	
<b>Total Committee Expenses</b>	<b>\$ 3,337.08</b>	<b>\$ 11,550.00</b>	<b>\$ (8,212.92)</b>	<b>\$ 8,212.92</b>	<b>28.89%</b>	
Dues to other orgs	250.00	1,000.00	(750.00)	750.00	25.00%	
Election Expense		7,000.00	(7,000.00)	7,000.00	0.00%	e
Equip Lease	770.39	3,000.00	(2,229.61)	2,229.61	25.68%	
Funds Luncheon Expenses	7,885.36	9,000.00	(1,114.64)	1,114.64	87.62%	
Insurance Exp	45,607.00	45,607.00	0.00	0.00	100.00%	
Leadership Days Expense	903.25	1,500.00	(596.75)	596.75	60.22%	
Legal Fees		100.00	(100.00)	100.00	0.00%	
Lobbyist	49,221.46	60,000.00	(10,778.54)	10,778.54	82.04%	
Miscellaneous Exp	1,405.10	2,000.00	(594.90)	594.90	70.26%	
Natl Conf Reg	1,947.00	4,400.00	(2,453.00)	2,453.00	44.25%	f
<b>Total Payroll Expenses</b>	<b>24,254.18</b>	<b>32,100.00</b>	<b>(7,845.82)</b>	<b>7,845.82</b>	<b>75.56%</b>	

Permits & Fees		105.00	(105.00)	105.00	0.00%	
Postage & Shipping	10,328.99	15,000.00	(4,671.01)	4,671.01	68.86%	
President's Travel	4,149.61	7,000.00	(2,850.39)	2,850.39	59.28%	
Printing and Copies	9,914.17	15,000.00	(5,085.83)	5,085.83	66.09%	
Rent Expense	7,253.85	8,700.00	(1,446.15)	1,446.15	83.38%	
Repairs and Maintenance		100.00	(100.00)	100.00	0.00%	
State Projects Grant	500.00		500.00	-500.00		
Storage	1,548.00	1,344.00	204.00	-204.00	115.18%	g
Supplies	961.11	2,000.00	(1,038.89)	1,038.89	48.06%	
Taxes		150.00	(150.00)	150.00	0.00%	
Telephone	449.00	564.00	(115.00)	115.00	79.61%	
Travel			0.00	0.00		
April BOD	6,780.57	7,500.00	(719.43)	719.43	90.41%	h
Ex Comm Travel	167.84	500.00	(332.16)	332.16	33.57%	
January BOD	6,539.71	5,000.00	1,539.71	-1,539.71	130.79%	
July BOD	17,935.44	17,935.00	0.44	-0.44	100.00%	
New Board Retreat	0.00	6,500.00	(6,500.00)	6,500.00	0.00%	
October BOD	7,553.80	7,900.00	(346.20)	346.20	95.62%	
<b>Total Travel</b>	<b>\$ 38,977.36</b>	<b>\$ 45,335.00</b>	<b>\$ (6,357.64)</b>	<b>\$ 6,357.64</b>	<b>85.98%</b>	
Unallocated Reserve		1,554.00	(1,554.00)	1,554.00	0.00%	
Web	12,245.00	13,000.00	(755.00)	755.00	94.19%	
Workers Comp Insurance	499.57	400.00	99.57	-99.57	124.89%	
<b>Total Expenditures</b>	<b>\$ 234,912.64</b>	<b>\$ 301,269.00</b>	<b>\$ (66,356.36)</b>	<b>\$ 66,356.36</b>	<b>77.97%</b>	
<b>Net Operating Revenue</b>	<b>\$ 45,102.89</b>	<b>\$ 0.00</b>	<b>\$ 45,102.89</b>	<b>\$ (45,102.89)</b>		
<b>Other Revenue</b>						
Dividend Income	7,155.50	0.00	7,155.50	-7,155.50		
Realized Gain/Loss Investments	-943.13	0.00	(943.13)	943.13		
Unrealized Gains	22,638.66	0.00	22,638.66	-22,638.66		
Unrealized Losses	-11,040.29	0.00	(11,040.29)	11,040.29		
<b>Total Other Revenue</b>	<b>\$ 17,810.74</b>	<b>\$ 0.00</b>	<b>\$ 17,810.74</b>	<b>-\$ 17,810.74</b>		
<b>Other Expenditures</b>						
Management Fees	2,466.08	0.00	2,466.08	-2,466.08		
Reconciliation Discrepancies-1	436.58		436.58	-436.58		i
<b>Total Other Expenditures</b>	<b>\$ 2,902.66</b>	<b>\$ 0.00</b>	<b>\$ 2,902.66</b>	<b>-\$ 2,902.66</b>		
<b>Net Other Revenue</b>	<b>\$ 14,908.08</b>	<b>\$ 0.00</b>	<b>\$ 14,908.08</b>	<b>-\$ 14,908.08</b>		
<b>Net Revenue</b>	<b>\$ 60,010.97</b>	<b>\$ 0.00</b>	<b>\$ 60,010.97</b>	<b>-\$ 60,010.97</b>		

#### Note

- Does not include net income of \$2652.52 in PayPal account
- Does not include net income of \$2163.33 in PayPal account
- Deposit is in Travel April BOD
- Late income less organizing costs incurred this FY
- Survey for Public Priority priorities will be done by Survey Monkey with significantly less cost
- Registraton fees for BOD for National Convention
- Includes shredding fees and increase rent. Requires another \$236.
- Deposit includes Annual Meeting costs
- Prior year transactions lost during migration to QuickBooks online



**AAUW California**  
**Statement of Financial Position**  
As of March 31, 2017

	<u>Total</u>
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Petty Cash	64.00
UBS KH 15181 (Checking)	58,787.56
UBS SJ 15166 (Rest Ops)	
Cash	8,946.99
Exchange Traded Products	10,905.49
Fixed Income	69,594.95
Mutual Funds	75,120.89
Total UBS SJ 15166 (Rest Ops)	<u>\$ 164,568.32</u>
UBS SJ 15169 (Rest Project)	
Cash	6,397.97
Exchange Traded Products	8,345.27
Fixed Income	54,179.53
Mutual Funds	54,920.24
Total UBS SJ 15169 (Rest Project)	<u>\$ 123,843.01</u>
UBS SJ 15170 (Conv/Conf)	
Convention Checking	21,249.96
Fixed Income Fund	31,621.20
Total UBS SJ 15170 (Conv/Conf)	<u>\$ 52,871.16</u>
Total Bank Accounts	<u>\$ 400,134.05</u>
Accounts Receivable	
Accounts Receivable	846.03
Speech Trek Receivable	437.08
Total Accounts Receivable	<u>\$ 1,283.11</u>
Other Current Assets	
Payroll Advance	800.00
Rent Deposit	396.00
Total Other Current Assets	<u>\$ 1,196.00</u>
Total Current Assets	<u>\$ 402,613.16</u>
Fixed Assets	
Accumulated Depreciation	-2,888.20
Furniture and Equipment	4,007.98
Total Fixed Assets	<u>\$ 1,119.78</u>
Other Assets	
Total Other Assets	<u>\$ 0.00</u>
<b>TOTAL ASSETS</b>	<u><b>\$ 403,732.94</b></u>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	

Accounts Payable		
Total Accounts Payable	\$	0.00
Credit Cards		
UBS VISA Credit Card		4,025.39
Total Credit Cards	\$	4,025.39
Other Current Liabilities		
Deferred Dues		100.00
Total Other Current Liabilities	\$	100.00
Total Current Liabilities	\$	4,125.39
Total Liabilities	\$	4,125.39
Equity		
Change in Investments		-4,276.57
Conf and Conv		27,268.00
Total Designated Net Assets	\$	27,268.00
Retained Earnings		62,144.31
Unrestricted Net Assets		257,800.84
Net Revenue		56,670.97
Total Equity	\$	399,607.55
TOTAL LIABILITIES AND EQUITY	\$	403,732.94

**AMERICAN ASSOCIATION OF UNIVERSITY WOMEN  
REVIEW ENGAGEMENT COMMENTS  
YEAR ENDED JUNE 30, 2016**

## **RECORDS**

### Observation:

Many of the requested records were not readily available for our inspection at the beginning of the review engagement. We were provided with adequate records eventually, but the review process was hampered by the delays.

### Recommendation:

We understand the organization is in the process of converting to a mostly paperless office, and this change appeared to contribute to the delays in getting information. In the future we request that all records be readily available at the start of the review engagement work. Otherwise, additional time for the review will be incurred and billed.

## **INVESTMENTS**

### Observation:

The organization's investments are predominantly in high cost mutual funds with an advisor fee tacked on top. The total fee paid each year is in excess of 2% (200 basis points) of invested assets.

### Recommendation:

The organization may be better served by moving to a lower cost investment structure. A vast array of passive index funds are available at an annual cost of less than .1% (10 basis points). Reputable investment houses such as Vanguard, Fidelity and Schwab offer these low cost funds. We also note that only about 20% of actively managed mutual funds have returns higher than comparable passive index funds.



# Tech Trek Budget

Preliminary Budget 2017-18	All Camp Totals	Davis	Fresno	Irvine	San Diego	Blackwell	Hypatia
<b>Attendees</b>							
# of Campers	907	94	92	118 @950	112	78	78
# of Camp Directors	14	2	1	1	2	1	1
# of Teachers	57	5 @1400	7 @1400	7 @1400	7 @1400	4 @1400	4
# of Staff	26	1	2	4	3	2	2
# of Dorm Moms	87	9	6	11	14	8	8
# of Jr/Sr Counselors	88	9	9	5	9	10	10
<b>Total of Attendees</b>	1179	120	117	146	147	103	
<b>Previous Year Carryover (Reserves)</b>	\$308,613.01	\$ 29,465.35	\$ 34,173.19	\$ 7,258.46	\$82,070.35	\$ 23,404.00	
<b>Revenue &amp; Support</b>							
Camper Fees (# campers x \$900-\$1000)	\$847,000.00	\$ 84,600.00	\$ 82,800.00	\$ 112,100.00	\$ 100,800.00	\$ 70,200.00	
Additional funding (branch/other)	\$1,450.00	\$ -	\$ -	\$ -	\$ -	\$ -	
Corporate grants through AAUW	\$27,500.00		\$ 1,500.00	\$ 1,500.00	\$ 5,000.00	\$ 1,500.00	
<b>Total Funds</b>	<b>\$1,184,563.01</b>	<b>\$ 114,065.35</b>	<b>\$ 118,473.19</b>	<b>\$ 120,858.46</b>	<b>\$187,870.35</b>	<b>\$ 95,104.00</b>	
<b>Operating Expenses</b>							
1% Admin Fee transferred to 5044	\$8,470.00	\$ 846.00	\$ 828.00	\$ 1,121.00	\$ 1,008.00	\$ 702.00	
Total Stipends	\$150,070.00	\$ 13,800.00	\$ 17,120.00	\$ 15,600.00	\$ 16,450.00	\$ 12,700.00	
Director	\$25,000.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	2,500.00	\$ 2,500.00	\$ 2,500.00
Core Teachers	\$79,800.00	\$ 7,000.00	\$ 9,800.00	\$ 9,800.00	9,800.00	\$ 5,600.00	\$ 5,600.00
Workshops	\$18,370.00	\$ 2,000.00	\$ 2,020.00	\$ 500.00	1,250.00	\$ 2,200.00	\$ 2,200.00
Nurse	\$3,400.00	\$ 300.00	\$ 300.00	\$ 300.00	500.00	\$ 300.00	\$ 300.00
Dorm Moms	\$10,400.00	\$ 1,800.00	\$ 600.00	\$ 1,100.00	1,400.00	\$ 800.00	\$ 800.00
Others (describe*)	\$13,100.00	\$ 200.00	\$ 1,900.00	\$ 1,400.00	1,000.00	\$ 1,300.00	\$ 1,300.00
Printing & production (Tshirts, logo items)	\$28,528.64	\$ 1,500.00	\$ 6,000.00	\$ 2,628.64	\$ 4,000.00	\$ 3,000.00	
Postage & shipping	\$1,760.00	\$ 250.00	\$ 50.00		\$ 300.00	\$ 300.00	
Copying/Duplicating	\$1,800.00	\$ 450.00	\$ 100.00		\$ 150.00	\$ 100.00	
Travel - airfare	\$1,130.00	\$ -					
Travel - ground (mileage, car rental)	\$23,702.90	\$ 2,400.00	\$ 2,800.00	\$ 2,402.90	\$ 3,000.00	\$ 2,000.00	
staff mileage	\$21,235.07	2,400.00	\$ 2,800.00	\$ 2,235.07	\$ 3,000.00	\$ 2,000.00	\$ 2,000.00
car rental (provide explanation)	\$2,467.83	-		\$ 167.83		\$ -	
Travel - lodging (hotels)	\$600.00	\$ -	\$ -	\$ -	\$ -	\$ -	
Travel - meals (not through campus)	\$10,350.00	\$ 500.00	\$ 800.00	\$ -	\$ -	\$ 3,800.00	
field trip	\$2,950.00	250.00	500		-	\$ 800.00	\$ 800.00
staff development	\$7,400.00	250.00	300		-	\$ 3,000.00	\$ 3,000.00
Camps, conference, convention & meetings	\$611,325.00	\$ 60,500.00	\$ 37,000.00	\$ 97,575.00	\$ 57,620.00	\$ 50,100.00	
campus expenses	\$573,430.00	60,000.00	\$ 32,000.00	\$ 96,000.00	\$ 50,500.00	\$ 45,000.00	\$ 45,000.00
rentals: equipment, cart, storage, bus	\$15,595.00	-	\$ 2,000.00	\$ 1,575.00	\$ 4,620.00	\$ 700.00	\$ 700.00
admission fees	\$22,300.00	500.00	\$ 3,000.00		\$ 2,500.00	\$ 4,400.00	\$ 4,400.00
Professional fees (e.g. photographer)	\$800.00	\$ -				\$ -	
Supplies - general	\$61,769.20	\$ 2,650.00	\$ 3,300.00	\$ 2,159.20	\$ 25,150.00	\$ 6,600.00	
office supplies	\$8,506.04	\$ 150.00	\$ 150.00	\$ 1,356.04	150.00	\$ 500.00	\$ 500.00
equipment purchase	\$40,250.00	\$ 2,000.00	\$ 2,000.00		\$ 20,750.00	\$ 5,000.00	\$ 5,000.00
teaching materials	\$10,322.56	\$ 200.00	\$ 900.00	\$ 402.56	3,500.00	\$ 1,000.00	\$ 1,000.00
nurse supplies	\$1,100.60	\$ 100.00	\$ 100.00	\$ 200.60	50.00	\$ 100.00	\$ 100.00
gifts	\$1,590.00	\$ 200.00	\$ 150.00	\$ 200.00	700.00	\$ -	
Computer Software & Supplies	\$200.00	\$ -	\$ 200.00	\$ -	\$ -		
Photo film/processing	\$2,465.00	\$ 425.00	\$ 250.00	\$ -	\$ 500.00	\$ 300.00	
Recruiting (background checks)	\$2,402.43	\$ 400.00	\$ 200.00	\$ 252.43	\$ 400.00	\$ 150.00	
Miscellaneous expenses	\$0.00	\$ -	\$ -	\$ -	\$ -	\$ -	
<b>Total Operating Expenses</b>	<b>\$905,373.17</b>	<b>\$ 83,721.00</b>	<b>\$ 68,648.00</b>	<b>\$ 121,739.17</b>	<b>\$ 108,578.00</b>	<b>\$ 79,752.00</b>	
<b>Net Income (Loss)</b>	<b>\$279,189.84</b>	<b>\$ 30,344.35</b>	<b>\$ 49,825.19</b>	<b>\$ (880.71)</b>	<b>\$ 79,292.35</b>	<b>\$ 15,352.00</b>	
<b>Cost per camper</b>	\$ 998.21	\$ 890.65	746.17	\$ 1,031.69	\$ 969.45	\$ 1,096.26	
Other Stipends		Other Stipends	Other Stipends	Other Stipends	Other Stipends	Other Stipends	Other Stipends
Treasurer	\$ 200.00	\$ 200.00	Procurement \$300.00	Lab Tours/Sched \$300.00	IT/Surveys \$500.00	IT \$ 500.00	IT \$ 500.00
			Photo/Video \$300.00	Asst/Soc Med \$500.00	Logistics/JCs \$500.00	Photo/JC wkshop \$ 300.00	Photo/JC wkshop \$ 300.00
			10 Counselors \$1,000.00	Addl Labs \$100.00	Treasurer \$ -	Coop learn wkshop \$ 200.00	Coop learn wkshop \$ 200.00
			IT Asst \$300.00	Sr Couns \$100.00		Pub Relations \$ 100.00	Pub Relations \$ 100.00
			Treasurer \$ -	Treasurer \$400.00		Camp Treasurer \$ 200.00	Camp Treasurer \$ 200.00
		<b>Total</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>
		\$ 200.00	\$1,900.00	\$1,400.00	\$1,000.00	\$ 1,300.00	

Preliminary Budget 2017-18		a	Sonoma	Curie	Hopper	Whittier
<b>Attendees</b>						
# of Campers			90 @1000	80 @1000	78 @1000	87
# of Camp Directors			2	1	2	1
# of Teachers	@1400		5 @1400	6 @1400	6 @1400	6 @1400
# of Staff			1	6	1	4
# of Dorm Moms			9	7	7	8 @200
# of Jr/Sr Counselors			7	8	7	14
<b>Total of Attendees</b>	103		114	108	101	120
<b>Previous Year Carryover (Reserves)</b>	26,468.00		\$ 18,785.57	\$ 24,282.94	\$ 20,000.00	\$ 42,705.15
<b>Revenue &amp; Support</b>						
Camper Fees (# campers x \$900-\$1000)	70,200.00		\$ 90,000.00	\$ 80,000.00	\$ 78,000.00	\$ 78,300.00
Additional funding (branch/other)	\$ -		\$ 1,450.00	\$ -	\$ -	\$ -
Corporate grants through AAUW	1,500.00		\$ 1,500.00	\$ 10,000.00	\$ 5,000.00	\$ -
<b>Total Funds</b>	<b>\$ 98,168.00</b>		<b>\$ 111,735.57</b>	<b>\$ 114,282.94</b>	<b>\$ 103,000.00</b>	<b>\$ 121,005.15</b>
<b>Operating Expenses</b>						
1% Admin Fee transferred to 5044	\$ 702.00		\$ 900.00	\$ 800.00	\$ 780.00	\$ 783.00
Total Stipends	\$ 12,700.00		\$ 12,700.00	\$ 17,200.00	\$ 14,100.00	\$ 17,700.00
Director		\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00
Core Teachers		\$ 7,000.00	\$ 8,400.00	\$ 8,400.00	\$ 8,400.00	\$ 8,400.00
Workshops		\$ 2,000.00	\$ 2,600.00	\$ 1,600.00	\$ 2,000.00	\$ 2,000.00
Nurse		\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 500.00
Dorm Moms		\$ 900.00	\$ 700.00	\$ 700.00	\$ 1,600.00	\$ 1,600.00
Others (describe*)		\$ -	\$ 2,700.00	\$ 600.00	\$ 2,700.00	\$ 2,700.00
Printing & production (Tshirts, logo items)	\$ 3,000.00		\$ 1,400.00	\$ 2,500.00	\$ 2,500.00	\$ 2,000.00
Postage & shipping	\$ 300.00		\$ 50.00	\$ 200.00	\$ 110.00	\$ 200.00
Copying/Duplicating	\$ 100.00		\$ 100.00	\$ 300.00	\$ 200.00	\$ 300.00
Travel - airfare			\$ -	\$ 1,000.00	\$ 130.00	\$ -
Travel - ground (mileage, car rental)	\$ 2,000.00		\$ 3,300.00	\$ 2,300.00	\$ 2,200.00	\$ 1,300.00
staff mileage		\$ 1,300.00	\$ 2,000.00	\$ 2,200.00	\$ 1,300.00	\$ 1,300.00
car rental (provide explanation)		\$ 2,000.00	\$ 300.00	\$ -		
Travel - lodging (hotels)				\$ 600.00		
Travel - meals (not through campus)	\$ 3,800.00		\$ -	\$ 300.00	\$ 800.00	\$ 350.00
field trip		-	\$ -	\$ 600.00		
staff development			\$ 300.00	\$ 200.00		350.00
Camps, conference, convention & meetings	\$ 50,100.00		\$ 72,000.00	\$ 63,830.00	\$ 66,100.00	\$ 56,500.00
campus expenses		\$ 72,000.00	\$ 62,830.00	\$ 65,100.00	\$ 45,000.00	
rentals: equipment, cart, storage, bus			\$ 1,000.00	\$ 1,000.00	\$ 4,000.00	
admission fees			\$ -		\$ 7,500.00	
Professional fees (e.g. photographer)						\$ 800.00
Supplies - general	\$ 6,600.00		\$ 2,520.00	\$ 6,400.00	\$ 4,790.00	\$ 1,600.00
office supplies		\$ 500.00	\$ 4,000.00	\$ 1,000.00	\$ 200.00	
equipment purchase		\$ 500.00	\$ 2,000.00	\$ 3,000.00	\$ -	
teaching materials		\$ 1,200.00	\$ 200.00	\$ 720.00	\$ 1,200.00	
nurse supplies		\$ 120.00	\$ 100.00	\$ 30.00	\$ 200.00	
gifts		\$ 200.00	\$ 100.00	\$ 40.00	\$ -	
Computer Software & Supplies						\$ -
Photo film/processing	\$ 300.00		\$ 250.00	\$ 50.00	\$ 90.00	\$ 300.00
Recruiting (background checks)	\$ 150.00		\$ 400.00	\$ 200.00	\$ 100.00	\$ 150.00
Miscellaneous expenses	\$ -		\$ -	\$ -	\$ -	\$ -
<b>Total Operating Expenses</b>	<b>\$ 79,752.00</b>		<b>\$ 93,620.00</b>	<b>\$ 95,680.00</b>	<b>\$ 91,900.00</b>	<b>\$ 81,983.00</b>
<b>Net Income (Loss)</b>	<b>\$ 18,416.00</b>		<b>\$ 18,115.57</b>	<b>\$ 18,602.94</b>	<b>\$ 11,100.00</b>	<b>\$ 39,022.15</b>
<b>Cost per camper</b>	1,022.46		1,040.22	\$ 1,193.72	\$ 1,178.21	\$ 942.33
<b>Other Stipends</b>						
	\$ 500.00	Other Stipends		Other Stipends:	Other Stipends	Other Stipends
	\$ 300.00	None	\$0.00	Registrar	\$100.00	Asst
	\$ 200.00			Treasurer	\$200.00	JC Mgr
	\$ 100.00			Photographer	\$300.00	Treasurer
	\$ 200.00			IT		Sr Couns (4)
				Media/visits		
				Sr. Couns (2)		
				Asst to Dir		
	\$ 1,300.00	<b>Total</b>	\$0.00	<b>Total</b>	<b>Total</b>	<b>Total</b>
				\$2,700.00	\$600.00	\$2,700.00



# Strategic Plan



## April 2017 Strategic Plan Update

### I. Build membership in AAUWCA through retention and recruitment.

#### I-A Provide tools and resources to help branches recruit members for a statewide increase of 2%.

Action Items	Responsible Committee	Deadline	Status
1. Committee to make scripted personal contact to each Branch Membership VP to introduce themselves and establish on relationship on all things membership (e.g., progress, recruitment methods, branch needs, etc.)	Membership	10/8/2016	<b>October 2016 Update</b> Expected completion 10/8/16. <b>January 2017 Update</b> <b>Complete.</b> Continuing contacts if they have questions or issues.
2. Follow-up IA1 with an email containing a link to appropriate National or State pages and encourage continuing communication. Ask Branch Membership VPS to keep a tally of all new members and those not renewing.	Membership	10/8/2016	<b>October 2016 Update</b> Expected completion 10/8/16 and ongoing for rapport/support. <b>January 2017 Update</b> <b>Completed;</b> ongoing if MVPs have questions or issues.
3. Solicit member and branch officer input on an article to be published in the <i>California Perspective</i> and/or Board-to-Board.	Membership	Ongoing	<b>October 2016 Update</b> Written, but not sent - planning to send soon. <b>January 2017 Update</b> Used article for <i>California Perspective</i> instead; sending to branches isn't working because can't coordinate and no guarantee it will be used by branches. <b>April 2017 Update</b> Complete. Using Pamela Perkins-Dwyer's story in the <i>California Perspective</i> .
4. Send a Board-to-Board monthly email containing ideas on recruitment and retention.	Membership	Ongoing	<b>October 2016 Update</b> Haven't gotten to yet. <b>January 2017 Update</b> Getting that information is tricky and impractical. <b>April 2017 Update</b> Since action item changed, easier to complete. Ongoing each month.
5. Create and present Diversity and Inclusion information for annual meeting	Membership/ Diversity	4/22/2017	<b>October 2016 Update</b> <b>January 2017 Update</b> No progress. <b>April 2017 Update</b> Change action item to "Convention". Finding new Diversity Subcommittee Chair due to nonresponse.
6. Encourage use of list of national members in each district for branch membership recruitment	Membership	Ongoing	<b>October 2016 Update</b> Sent instructions to Committee on how MVPs can get the list. <b>January 2017 Update</b> Completed. Used B2B.



			<b>April 2017 Update</b> Completed in one B2B, but will send reminder.
7. NPR PSA message available to branches for distribution.	D&M	4/1/2017	<b>October 2016 Update</b> No progress made as yet. April '17 still ETA. <b>January 2017 Update</b> No update submitted. <b>April 2017 Update</b> No progress possible - we must be a 501c3.
8. Send PDFs (2 versions) of the Development and Marketing brochure.	D&M	10/1/2016	<b>October 2016 Update</b> Their original plan appears impossible - other solutions being sought. <b>January 2017 Update</b> Complete. A PDF version of the M&D brochure is available on the website. Thanks to Sandi Gabe and Jim Holzgrafe for working hard to make this happen.
<b>I-B Provide tools and resources to assist branches in retaining membership at 90%.</b>			
Action Items	Responsible Committee	Deadline	Status
1. Encourage all branches to include online payment option	Membership	2/5/2017	<b>October 2016 Update</b> Need to collaborate with Finance. <b>January 2017 Update</b> No progress. <b>April 2017 Update</b> No progress, need to collaborate with Finance. May need to remove item.
2. Send branches information on how to obtain ADA accommodations for members with disabilities	Membership	Ongoing	<b>October 2016 Update</b> Will work on through B2Bs, monthly email to branches, and article for branch newsletters (1A3 and 1A4) - will get information from ADA site and LB member, Cacilia Kim. <b>January 2017 Update</b> No progress. <b>April 2017 Update</b> No progress.
3. Encourage branches to connect new members with veteran members of similar interests	Membership	Ongoing	<b>October 2016 Update</b> Will work on through B2Bs, monthly email to branches, and article for branch newsletters (1A3 and 1A4). <b>January 2017 Update</b> Completed. January B2B.
4. Encourage branches to form interest groups specifically for younger women	Membership/ Diversity	Ongoing	<b>October 2016 Update</b> Will work on through B2Bs, monthly email to branches, and article for branch newsletters (1A3 and 1A4). <b>January 2017 Update</b>

			Semi-completed (encouraged to recruit younger members). B2B and <i>California Perspective</i> . <b>April 2017 Update</b> Semi-completed (encouraged to recruit younger members). Articles included in B2B and <i>California Perspective</i> .
5. Determine how to best measure diversity in branches/state to inform future goals	Membership/ Diversity	Jan- tentative	<b>October 2016 Update</b> Ongoing. <b>January 2017 Update</b> Waiting on response from subcommittee. <b>April 2017 Update</b> No progress, finding new diversity subcommittee chair.
6. Develop orientation materials for branch membership VPs and direct branch membership VPs to existing materials	Membership	Ongoing	<b>October 2016 Update</b> Completed through follow-up emails sent to MVPs in 1A1 and 1A2. <b>January 2017 Update</b> Completed. <b>April 2017 Update</b> Completed through email contact with MVPs. May need to remove or combine with 1A1.

## I-C Model behaviors that enhance the visibility and appeal of AAUW.

Action Items	Responsible Committee	Deadline	Status
1. Encourage branches to collaborate/outreach at least one community event and report back to the state	Membership	11/15/16	<b>October 2016 Update</b> Completed via <i>California Perspective</i> article and first B2B. <b>January 2017 Update</b> Completed.
2. Outreach to branch Membership VPs to survey branch progress on membership growth, retention, and needs	Membership	4/15/2017	<b>October 2016 Update</b> First contact with MVPs; ongoing. <b>January 2017 Update</b> Completed and ongoing.
3. Send branches information on how to outreach via social media (e.g., LinkedIn, Twitter, Facebook, etc.)	Membership/ Communications	12/15/16	<b>October 2016 Update</b> Incomplete. <b>January 2017 Update</b> Communications Update: "Tech Corner" containing information on common communication tools including pros, cons and costs developed and posted on website. <b>April 2017 Update</b> Complete.
4. Send an article on membership retention to branch newsletter editors, coordinating with Branch Support, Leadership Development, and Programming	Membership	02/15/17	<b>October 2016 Update</b> Once article written (see 1A3). <b>January 2017 Update</b> See 1A3. Completed.

5. Initiate a collection of actions (with description & "how to" as needed) that will inspire and assist AAUW members to "walk the (AAUW Value Promise) talk." Design to be completed by Jan 15, 2017; 10 actions and plan for maintenance completed by April 15. Survey to test "inspire and assist" est. July 2017.	Branch Support	10/15/16	<p><b>October 2016 Update</b> Little progress - hope to have an outline/structure defined by 10/15.</p> <p><b>January 2017 Update</b> Branch Support Update: Reworked initial structure. Need to review concept w/Membership and reword action item.</p> <p><b>April 2017 Update</b> Design complete. Actions consolidated to 8, Maintenance Plan complete. Feedback and updates to be gathered in Leadership Training workshops (Mar-May). Additional task added - find online location for Collection.</p>
6. Encourage branches to use Social Media. Be an example to the branches	D & M	Ongoing	<p><b>October 2016 Update</b> LACIC is currently using Facebook and is revitalizing its website. Looking for connection with other branches and interbranch councils to encourage them.</p> <p><b>January 2017 Update</b> Communications Update: We use Facebook, Twitter, and Instagram and have a web presence. In order to highlight the success of these items we will include a highlight of a successful use of the tools in the monthly B2B publications.</p> <p><b>April 2017 Update</b> Complete. Highlighted the use of evite in the April B2B. Will highlight additional methods in the May and June B2B.</p>
I-D Provide tools and resources to increase California C/U partners by 20%.			
Action Items	Responsible Committee	Deadline	Status
1. Encourage branches to collaborate on at least one event at a C/U campus	Membership/C/U	Ongoing	<p><b>October 2016 Update</b> September B2B encouraged branches to table on campus. Future B2B and <i>California Perspective</i> articles will encourage other event participation.</p> <p><b>January 2017 Update</b> Completed.</p> <p><b>April 2017 Update</b> Completed via B2B articles (encouraged branches to collaborate on Equal Pay Day campus event in April; sponsor a student for NCCWSL; participate in Smart Start as a Facilitator or Ambassador; an article on "Thinking about having an event on a campus but not sure what to do?"; encouraged branches to have a C/U Coordinator)</p>

2. Create a list of community colleges that match with branch(es) and communicate to branch(es). Send link to "How to recruit a C/U partner" publication	Membership/C/U	01/15/17	<p><b>October 2016 Update</b> This list is progressing and will be finished by the due date.</p> <p><b>January 2017 Update</b> Working on this.</p> <p><b>April 2017 Update</b> In progress (have to match 140 branches with 250 colleges and universities). For now, sending information to C/U Coordinators on viewing "How to Recruit a C/U Partner that is on the website."</p>
3. Create brief outline of C/U value to branch and to college	Membership/C/U	10/08/16	<p><b>October 2016 Update</b> In progress and we would like to put it on the website when we are finished.</p> <p><b>January 2017 Update</b> Ongoing through B2B and <i>California Perspective</i>.</p> <p><b>April 2017 Update</b> Ongoing through B2B (esp. March) and <i>California Perspective</i>. Encouraging C/U Coord. to look at the website for revised "Off the Shelf, Out of the Box," "C/U Coordinators Handbook," and "How to recruit a C/U Partner."</p>
4. Encourage support for NCCWSL, Elect Her, SmartStart, Action Newsletter, Campus Project Grants, and Give a Grad a Gift with C/U campuses as recruitment tools for E-Student Affiliates	Membership/C/U	Ongoing	<p><b>October 2016 Update</b> The Fall <i>California Perspective</i> article encouraged support for NCCWSL. Other B2B and <i>California Perspective</i> articles will encourage support for the other programs.</p> <p><b>January 2017 Update</b> Completed. Ongoing through B2B and <i>California Perspective</i>.</p> <p><b>April 2017 Update</b> Completed. Ongoing through B2B, <i>California Perspective</i>, C/U Coord. Handbook, and "How to Recruit a C/U Partner."</p>
5. Create a Google Hangout for all parties to share ideas and issues - branches and/or C/U chairs, student organizations, and C/U partners.	Membership/C/U	10/08/16	<p><b>October 2016 Update</b> From Tina: Since you can only have 10 people "hanging out" we do not think this can be used for C/U Coordinators or C/U partners. It could be used for student organizations as there are 12 of those organizations in California.</p> <p><b>January 2017 Update</b> Ongoing through B2B and <i>California Perspective</i>. Apparently Google Hangout is too confusing. Need to revisit. Maybe change to a Facebook page.</p> <p><b>April 2017 Update</b> Complete. This option is not going to work.</p>

6. Encourage branches to sponsor student affiliate members or graduate students to attend NCCWSL.	Membership/C/U	Oct-Ongoing	<p><b>October 2016 Update</b> Fall <i>California Perspective</i>. The committee is attempting to reach all the partner schools that have not renewed (21 at this moment), through contacting branches and the schools, to encourage renewal. We are contacted by branches with questions and requests for support and we work with those branches as the need arises.</p> <p><b>January 2017 Update</b> Ongoing through B2B and <i>California Perspective</i>.</p> <p><b>April 2017 Update</b> Completed via B2B and contact with members of branches, student orgs, and C/U institutions. Ongoing - subcommittee members are also talking to and answering questions for members of branches, student orgs, reps from institutions, and C/U Coords, and facilitating Smart Start workshops. Contacted partner colleges and universities in the Fall that had not renewed with very good results from our efforts.</p>
7. Provide a local "Give a Grad a Gift" brochure to the branches and C/U partners	D & M	01/01/17	<p><b>October 2016 Update</b> The brochure has not been developed but tools have been created for branches. This quarter's focus will be the creation of the brochure.</p> <p><b>January 2017 Update</b> A rough draft brochure will be available at the January board meeting.</p> <p><b>April 2017 Update</b> Closed until after the National Convention in June 2017.</p>
I-E Increase the number of YWTF chapters to a total of 5.			
Action Items	Responsible Committee	Deadline	Status
1. Educate and inform AAUW CA membership about YWTF and the relation to AAUW branches through at least 2 <i>California Perspective</i> articles, emails and phone calls as necessary.	YWTF	06/10/17	<p><b>October 2016 Update</b> Article in fall <i>California Perspective</i>, participated in conference call set up by national with members from CA and beyond, provided start up information to 2 branch members.</p> <p><b>January 2017 Update</b> Returned only one email this quarter with info re: local YWTF efforts in the LA area.</p> <p><b>April 2017 Update</b> Informal conversations with members regarding YWTF and its purpose and role with AAUW.</p>

2. Serve as a liaison to emerging YWTF chapters throughout the state, providing information about AAUW CA and branches as well as support.	YWTF	6/1/2017	<b>October 2016 Update</b> Ongoing support via email with SF and Stockton Chapters, discussion with Sac State student affiliate about collaborating on chapter formation for graduates. <b>January 2017 Update</b> Continued support of Stockton YWTF- participated in chapter conference call. <b>April 2017 Update</b> Ongoing support via emails and Facebook of existing chapters as needed. In contact with National about YWTF future.
3. Foster collaboration between at least 5 YWTF chapters and nearby AAUW CA branches by connecting key parties and providing support via email and/or phone.	YWTF	6/1/2017	<b>October 2016 Update</b> No update submitted. <b>January 2017 Update</b> Continued encouragement of collaboration between Stockton AAUW and Stockton YWTF. Included Stockton YWTF in lobbying pilot group as well as on conference call with PP staff in DC. <b>April 2017 Update</b> Working with AAUW Sacramento on how to support possible Sac State chapter efforts in creating YWTF chapter.
4. Offer physical support to emerging YWTF chapters at events as necessary and practical.	YWTF	6/1/2017	<b>October 2016 Update</b> No update submitted. <b>January 2017 Update</b> Need has not yet arisen. <b>April 2017 Update</b> Attending YWTF Stockton Launch event April 30.

**II. Develop and promote AAUWCA programs that support equity for women and girls to advance the mission of AAUW.**

**II-A 20 branches will participate in Speech Trek.**

Action Items	Responsible Committee	Deadline	Status
1. Recruit branches through B2B and <i>California Perspective</i>	Speech Trek	3/1/2017	<b>October 2016 Update</b> 16 branches are planning to participate. <b>January 2017 Update</b> 18 branches are planning to participate. <b>April 2017 Update</b> Complete. 16 branches sent in their 1st place videos. Obviously the other two branches did not hold contest. The top five finalists have been chosen and notified.
2. Identify additional sponsorship	Speech Trek	4/1/2017	<b>October 2016 Update</b> Shelley Mitchell continues to work on this. <b>January 2017 Update</b>



			<p>Maura Jones has donated \$1000 to help pay for the lapel microphones at the state competition.</p> <p><b>April 2017 Update</b> Complete. A check for \$1000, written by the Half Moon Bay branch has been sent into SPF and itemized for Speech Trek. That money will be used to supplement the annual meeting costs. Looks promising that Adobe will sponsor Speech Trek in the coming year.</p>

## II-B Increase participation in financial literacy programs by 10% (Flip, Start Smart, Money Trek, Work Smart)

Action Items	Responsible Committee	Deadline	Status
1. Seek grant money to support additional resource development	Program	ongoing	<p><b>October 2016 Update</b> No update submitted.</p> <p><b>January 2017 Update</b> Committee members continue to solicit.</p> <p><b>April 2017 Update</b> No funds received to date although committee continues efforts.</p>
2. Revise all modules to make more descriptive and attractive	Program	4/1/2017	<p><b>October 2016 Update</b> Modules examined and changes suggested. Final approval and posting in the works.</p> <p><b>January 2017 Update</b> Subcommittee editing with initial submissions due January 30.</p> <p><b>April 2017 Update</b> Completed.</p>
3. Create new modules for retirees and widows	Program	Sept. 2017	<p><b>October 2016 Update</b> No update submitted.</p> <p><b>January 2017 Update</b> Subcommittee gathering info.</p> <p><b>April 2017 Update</b> Still in idea/info gathering stage.</p>
4. Publicize resources such as Bizkids, etc.	Program	ongoing	<p><b>October 2016 Update</b> No update submitted.</p> <p><b>January 2017 Update</b> Financial literacy chair has publicized on website and via articles.</p> <p><b>April 2017 Update</b> Financial literacy rep has info on website.</p>

## II-C 20 branches will submit for mission-based program recognition.

Action Items	Responsible Committee	Deadline	Status
1. Contact branch presidents and program chairs to encourage submissions	Program	10/01/16	<p><b>October 2016 Update</b> B2B articles.</p> <p><b>January 2017 Update</b></p>

			B2B and <i>California Perspective</i> Articles. Individual contacts in February. <b>April 2017 Update</b> B2b/ <i>California Perspective</i> . Committee assigned to contact via phone or email branch presidents.
2. Re-evaluate program of the month	Program	6/1/2017	<b>October 2016 Update</b> Awaiting submissions. <b>January 2017 Update</b> Applications submitted and approved. <b>April 2017 Update</b> No updates submitted.
3. Develop guidelines for mission based programs	Program	10/01/16	<b>October 2016 Update</b> Helene Carr, in process. <b>January 2017 Update</b> Helene is finalizing information. <b>April 2017 Update</b> Work in progress by Helene Carr.
4. Educate members on program resources	Program	ongoing	<b>October 2016 Update</b> Website rewrite. <b>January 2017 Update</b> B2B and <i>California Perspective</i> articles. <b>April 2017 Update</b> b2b, <i>California Perspective</i> , website.
<b>II-D Each year branches will deliver 50% of their programs as mission-based.</b>			
Action Items	Responsible Committee	Deadline	Status
1. Request schedules from branches	Program		<b>October 2016 Update</b> Requested Oct B2B. <b>January 2017 Update</b> No update submitted. <b>April 2017 Update</b> Of samples received 100% met or exceed target.
2. Provide information and encourage participation in Leadership: Yesterday, Today, tomorrow	Program	ongoing	<b>October 2016 Update</b> <i>California Perspective</i> article, 2 B2B articles, conference call 9/17/16. <b>January 2017 Update</b> <i>California Perspective</i> article, b2b, conference calls on 10/25/11/22 and 12/17 with notes by host. <b>April 2017 Update</b> <i>California Perspective</i> , b2b. Conference calls completed for chapters 1-7. Scheduled to complete book study in June (accelerated timeline).
3. Provide information on international women's issues and	Program	03/31/17	<b>October 2016 Update</b> Subcommittee researching info. <b>January 2017 Update</b>





## April 2017 Strategic Plan Update

suggestions for programs for International Women's Day			Information on issues posted to web. Subcommittee developing list of programs for International Women's Day to be posted to website. <b>April 2017 Update</b> Postings on website.

### II-E Present an annual meeting/convention with an overall evaluation of "good" or above and 60% of branches attending.

Action Items	Responsible Committee	Deadline	Status
1. Set focus in consultation per P&P	Program	5/1/2017	<b>October 2016 Update</b> Applicable? <b>January 2017 Update</b> Completed.
2. Contact presenters and speakers	Program	8/1/2017	<b>October 2016 Update</b> Not applicable. <b>January 2017 Update</b> Completed. <b>April 2017 Update</b> Completed.
3. Encourage branches to attend	Program	ongoing	<b>October 2016 Update</b> Applicable? <b>January 2017 Update</b> Committee are encouraging via IBC and other meetings. <b>April 2017 Update</b> Complete. Communications Update: Invitation sent to all Branch Leadership as well as all members in the 3 branches with participating Speech Trek contestants. Event posted on website and Facebook.
4. Find sponsors or receive grants to lower the cost of the Annual Meeting to a reasonable amount.	D & M	01/01/17	<b>October 2016 Update</b> No progress to date but several possible sponsor have been identified. <b>January 2017 Update</b> Maura Jones will be donating \$1000 from Adobe for the annual meeting. <b>April 2017 Update</b> No additional donations to date. Working on a list of potential donors to pass on from corporations sponsoring other Women's Events.

### III. Foster professional growth of new and current leaders to enable branches and the state to further the mission of AAUW.

#### III-A Develop and refine branch leadership.

Action Items	Responsible Committee	Deadline	Status
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1. Develop workshops, venues & dates	Leadership	Dec. B2B, California Perspective	<p><b>October 2016 Update</b> No update submitted.</p> <p><b>January 2017 Update</b> Four workshops have been scheduled March-May 2017.</p> <p><b>April 2017 Update</b> Held the West Bay Leadership Day on March 11th. 28 registered and it was well received. Other Days are upcoming. Have had difficulty in getting the Southeast IBC/San Diego IBC to commit to May 6.</p>
2. Develop Job-Alike-Just in Time Video	Leadership	June 1, 2017	<p><b>October 2016 Update</b> No update submitted.</p> <p><b>January 2017 Update</b> Most presenters have been notified - they will be developed in the New Year and hopefully completed by June 2017.</p> <p><b>April 2017 Update</b> Planning to have the President, Treasurer videos filmed by Kim Wilber sometime at the annual meeting.</p>
III-B Plan and conduct leadership development in a minimum of six geographically diverse regions.			
Action Items	Responsible Committee	Deadline	Status
1. Plan workshops for North, Far North, Central Coast, San Diego, LA & East N.	Leadership	12/15/2016	<p><b>October 2016 Update</b> No update submitted.</p> <p><b>January 2017 Update</b> North (Redding), East Bay/Central, Los Angeles and West Bay leadership days have been scheduled. Santa Barbara/SLO and San Diego are still pending.</p> <p><b>April 2017 Update</b> Far North (Redding) May 6 was cancelled. West Bay, Los Angeles, East Bay and Santa Barbara are all scheduled and registration has begun.</p>
2. Select venue & date	Leadership	12/15/2016	<p><b>October 2016 Update</b> No update submitted.</p> <p><b>January 2017 Update</b> March 11th (West Bay), Los Angeles (March 25th), East Bay (April 1st), Redding (May 6th).</p> <p><b>April 2017 Update</b> West Bay had 28 attendees and was successful. Upcoming Days are on the website and registration has begun. Pending is Southeast/San Diego and Redding.</p>

3. Distribute and market publicity on leadership events to entities outside of AAUW.	D & M	ongoing - based on dates of Leadership Days	<b>October 2016 Update</b> No leadership days have been identified. <b>January 2017 Update</b> The committee will begin work after the next conference call. <b>April 2017 Update</b> Complete. Communications Update: Event opened to public on Eventbrite and posted on front page of website.
4. Investigate possibility of CEUs for attendance at leadership days and/or state convention.	D & M	TBD	<b>October 2016 Update</b> No progress to date. <b>January 2017 Update</b> No progress to date. <b>April 2017 Update</b> No progress to date.
5. Collect (in person when possible) IBC/branch input regarding content, format and other aspects of the training, to help develop a product of high value to the users.	Branch Support	October 15, 2016	<b>October 2016 Update</b> No update provided. <b>January 2017 Update</b> Completed.
III-C Provide Job-Alike-Just in Time Video Tutorial for incoming officers.			
Action Items	Responsible Committee	Deadline	Status
1. Identify Presenters	Leadership	10/15/16	<b>October 2016 Update</b> No update submitted. <b>January 2017 Update</b> Presenters are identified and most have been notified. <b>April 2017 Update</b> Hopefully, President & Treasurer will be filmed by Kim Wilber at the annual meeting.
2. Survey branches for leadership development training preferences and needs – topics, style, setting, and location	Branch Support	10/15/16	<b>October 2016 Update</b> Request and instructions sent to all IBC Chairs and Branch Liaisons late July/early Aug. Calls made & reminders sent early/mid Sept. To Date: 11 branches and 3 IBCs responded with data. 4 IBCs replied IBC meetings late Sept and will send data after. <b>January 2017 Update</b> Completed. Nov. 1, 2016.
3. Create Consistent Format	Kim Wilber	01/15/17	<b>October 2016 Update</b> No update submitted. <b>January 2017 Update</b> No update submitted. <b>April 2017 Update</b> No update submitted.

### III-D Develop leadership training that will mobilize younger members/new members to be involved.

Action Items	Responsible Committee	Deadline	Status
1. Gather statistics of younger/newer branch members	Leadership Membership	02/01/17	<b>October 2016 Update</b> Incomplete. <b>January 2017 Update</b> No update submitted. <b>April 2017 Update</b> Complete. Was discussed at January board meeting that it was not feasible to gather this information.
2. Instruct branches on how to engage younger women	Leadership	on-going	<b>October 2016 Update</b> No update submitted. <b>January 2017 Update</b> Developing Workshop for Leadership Days entitled "Empower, Engage & Retain Younger Members for March 25th Los Angeles. <b>April 2017 Update</b> Workshop was well received at the West Bay Leadership Day. Presenters there were YWFT San Francisco and YWTF Stockton. Los Angeles has a full panel of LGBTQ, Muslim, Hispanic and Black Lives Matter.

### III-E Encourage leadership growth through local lobbying efforts.

Action Items	Responsible Committee	Deadline	Status
1. Identify up to 10 branches who are interested in lobbying at the local level.	L & A Subcommittee	10/01/16	<b>October 2016 Update</b> As of 9/30, 5-6 branches identified, still reaching out to additional branches. <b>January 2017 Update</b> Pilot group formed with 9 branches and 1 YWTF chapter. <b>April 2017 Update</b> Goal achieved.
2. Mentor/educate interested branch members about lobbying and advocacy best practices through program in a box, webinars, web links, leadership day workshops.	L & A Subcommittee	02/01/17	<b>October 2016 Update</b> Article in B2B garnered several interested branches, reaching out to target others. <b>January 2017 Update</b> Emails outlining plans for subcommittee/pilot group sent to all members of group, tour of Capitol planned and executed with approximately 20 members representing 6/10 branches, article in <i>California Perspective</i> regarding Capitol tour. <b>April 2017 Update</b> Email contact with pilot group as we wait for PP committee's legislative package. Created and held workshop at East Bay Leadership Day on

			Lobbying and Advocacy. Found lots of interest in our efforts.
3. Track progress and report to PP committee at least quarterly.	L & A Subcommittee	06/01/17	<b>October 2016 Update</b> No update submitted. <b>January 2017 Update</b> Email with progress noted sent to PP committee in January. <b>April 2017 Update</b> Email to be sent in the next week with updates.
4. Collaborate w lobbyist on strategies and procedures for involving local members in lobbying efforts.	L & A Subcommittee	10/01/16	<b>October 2016 Update</b> Conference call set with Lobbyist and subcommittee for Oct 5. <b>January 2017 Update</b> Conference call held between lobbyist, subcommittee leaders, PP committee chair and DC based grassroots advocacy chair for AAUW re: materials, webinars avail to use for lobbying education. <b>April 2017 Update</b> Discussions at PP meeting with Lobbyist. Reaching to DC based grassroots advocacy chair for additional support.
<b>IV. Increase donations to the AAUW Fund.</b>			
<b>IV-A Introduce members to fellowship and grant recipients.</b>			
Action Items	Responsible Committee	Deadline	Status
1. Encourage fellows to present a short video of themselves and their research to post on the website.	Fund (with Web Team)	11/01/16	<b>October 2016 Update</b> Fellowship recipients contacted say they're too busy or don't have access to video equipment. Committee working on videos of Fund luncheons. <b>January 2017 Update</b> Fellows contacted indicated they are busy with travel and studies. Committee feels that the luncheon videos will suffice. Videos of Fellowship recipients who attended Fund luncheons and their presentations are on AAUW CA website. <b>April 2017 Update</b> Completed via videos of Fund luncheons.
2. Schedule AAUW Fund recipients to speak at branches and IBC meetings	Fund	June 2016 (ongoing)	<b>October 2016 Update</b> 1 recipient scheduled to speak in November. An LAF litigant scheduled to speak in January and February. 7 requests for 2017 pending.

			<b>January 2017 Update</b> 19 speaking engagements are scheduled at branches in 2017 and 3 requests are pending. 3 recipients spoke at branches in November and December. <b>April 2017 Update</b> 30 speaking engagements scheduled for 2017 and 2 requests pending. 3 recipients spoke at branches in November and December.
3. Post information about Fellowship and Grant recipients studying in California in 2016-17 on AAUWCA website	Fund (with Web Team)	12/01/16	<b>October 2016 Update</b> Information sent to Web team. They are waiting until the site is moved to its new home before they post it. <b>January 2017 Update</b> Completed. 11/16.
4. Have Fund luncheons regionally in California.	Fund	06/01/17	<b>October 2016 Update</b> 2 luncheons scheduled in October and 1 scheduled in February. 1 LAF luncheon scheduled in January. <b>January 2017 Update</b> 1 LAF luncheon is scheduled in January in Pomona and 1 Fund luncheon is scheduled in February with Central Coast IBC. 2 luncheons held in October with 250 members attending and 13 Fellowship and Grant recipients making presentations. <b>April 2017 Update</b> Complete. 60 members attended LAF luncheon in January in Pomona and 80 members attended Fund luncheon, which featured LAF litigant, in February.

## IV-B Streamline the ability to donate.

Action Items	Responsible Committee	Deadline	Status
1. Accept credit card payments			<b>October 2016 Update</b> Link to National site on Fund page. <b>January 2017 Update</b> Completed 11/16.
2. Have a donate button on the website.		08/01/16	<b>October 2016 Update</b> Link to National site on Fund page. <b>January 2017 Update</b> Completed 11/16.
3. Encourage CA branches to donate to the AAUW Fund as well as to AAUWCA unfinished endowments.	Fund	06/01/17	<b>October 2016 Update</b> One endowment scheduled to be completed by end of October. Donations at the end of 2nd quarter exceed donations for all of 2016. <b>January 2017 Update</b>

			Jean Aldrich endowment completed. 12/16. As of the end of the 3rd quarter, \$1, 514, 218.33 has been contributed to AAUW by CA members and branches, far exceeding 2015 donations. <b>April 2017 Update</b> \$1,958,609.27 contributed to the AAUW Fund by CA members and branches in 2016.
4. All board members donate to the AAUW Fund, amount at their discretion.	Fund (with Board)	12/01/16	<b>October 2016 Update</b> Will have information in February if not before. <b>January 2017 Update</b> As of end of 3rd quarter, 8 board members have donated to AAUW Fund. <b>April 2017 Update</b> 11 of 12 board members donated to the AAUW Fund in 2016.

## IV-C Educate members about the AAUW Fund.

Action Items	Responsible Committee	Deadline	Status
1. Increase educational materials sent to branches.	Fund	June 2017 (ongoing)	<b>October 2016 Update</b> Information included in B2B and in emails to branch Fund V.P.s or anyone requesting it. <b>January 2017 Update</b> Materials continue to be provided. Committee chair spoke at Rancho Bernardo branch meeting in November. <b>April 2017 Update</b> Information provided through <i>California Perspective</i> , B2B, state website, emails and phone calls. Ongoing.
2. Educate members about the philanthropic aspects of the AAUW mission and the concept of unrestricted giving.	Fund	June 2017 (ongoing)	<b>October 2016 Update</b> Information included in B2B and in emails to branch Fund V.P.s <b>January 2017 Update</b> See above. <b>April 2017 Update</b> Ongoing.
3. Film the Fund luncheon(s) for posting on YouTube	D & M	10/01/16	<b>October 2016 Update</b> <b>January 2017 Update</b> Completed. 10/16.

## V. Advocate for legislation and policies that promote equity for all women and girls.

### V-A Advocate AAUW CA positions on pertinent legislation regarding at least 3 policy issues.

Action Items	Responsible Committee	Deadline	Status
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1. Confirm public policy priorities with member input by sending out a survey to be completed by each branch	Public Policy	Fall 2016	<p><b>October 2016 Update</b> Oct B2B notified branches of meeting approach to reviewing and revising priorities. Dec 20, 2016 deadline. Reporting form to be sent to branches by October 10.</p> <p><b>January 2017 Update</b> Input and draft document completed December 2016.</p> <p><b>April 2017 Update</b> Proposed PP Priorities for 2017-19 published in winter <i>California Perspective</i>. Member vote on proposed priorities will take place in May.</p>
2. Identify, take positions, and monitor legislation in California consistent with AAUW CA public policy priorities.	Public Policy	03/31/17	<p><b>October 2016 Update</b> This will be part of the new legislative session which begins in January 2017.</p> <p><b>January 2017 Update</b> Public Policy Committee will meet with lobbyist in March 2017.</p> <p><b>April 2017 Update</b> The Committee met with lobbyist on March 10/11, 2017. Bills were reviewed. Committee determined priority bills for our advocacy efforts in the current legislative session. The April 2017 Board to Board communication was a summary of the Committee's meeting and issue areas of the priority bills. A bill list will be available through the AAUW CA website.</p>
3. Use Action Alerts and social media to provide legislative information to members and to encourage members to communicate with legislators/governor.	Public Policy	ongoing	<p><b>October 2016 Update</b> Action alerts have been issued on priority bills in August and September 2016. Shannon Smith-Crowley has issued "tweets" on several pieces of legislation in September.</p> <p><b>January 2017 Update</b> No update submitted.</p> <p><b>April 2017 Update</b> As bills move through the Legislature and on to the Governor, Shannon Smith-Crowley will notify PP Co-Chairs of the need for member action and Action Alerts will be sent out. Shannon will also use Twitter on some pieces of legislation. In the March 2017 Board to Board, we reported suggestions given in a public policy conference call with national for using media, including social media, in advocacy efforts.</p>
4. Develop a Public Policy Brochure stating our priorities for 2017 – 2019.	Public Policy	04/01/17	<p><b>October 2016 Update</b> The brochure will be developed and printed following the receipt of member input.</p> <p><b>January 2017 Update</b></p>





## April 2017 Strategic Plan Update

			Member input completed and draft document developed December 2016. Brochure will be printed following member vote in the spring. <b>April 2017 Update</b> Brochure will be printed following the member vote in May 2017. Brochure will be available for July Leadership Training event.

### V-B Implement national voter education program in 50 branches.

Action Items	Responsible Committee	Deadline	Status
1. Study and take positions on qualified 2016 initiatives prior to Nov election.	Public Policy		<b>October 2016 Update</b> Missing due to input error of President. <b>January 2017 Update</b> Completed November 2016. Information printed in <i>California Perspectives</i> and posted on website. <b>April 2017 Update</b> Completed November 2016. The next time frame for ballot measures is November 2018, unless the Legislature places a special measure on the ballot before that date.
2. Provide branches with resource information about the November 2016 election.	Public Policy	Fall 2016	<b>October 2016 Update</b> Missing due to input error of President. <b>January 2017 Update</b> Election information provided via branch messages, B2B, <i>California Perspectives</i> , and website. Completed November 2016.
3. Committee members will work with Branch Support to contact IBCs and branches to offer assistance and stimulate participation in Get-Out-the Vote (GOTV) activities.	Public Policy	Fall 2016	<b>October 2016 Update</b> Missing due to input error of President. <b>January 2017 Update</b> Completed November 2016.
4. Use Google group and other contact options to solicit reports on branch participation.	Public Policy	Fall 2016	<b>October 2016 Update</b> Missing due to input error of President. <b>January 2017 Update</b> Completed November 2016. Used B2B and branch messages to request election activity reports. Report form emailed to all branches. 33 branches reported. <b>April 2017 Update</b> Completed November 2016. Forms developed for branch survey can be refined and used to obtain branch input in the future.

### V-C Observe Pay Equity Day with at least 15 branches holding events and at least 70 highlighting Pay Equity Day (PED) in their newsletters.

Action Items	Responsible Committee	Deadline	Status
1. Send a pay equity insert email to all branches	D & M	04/01/17	<p><b>October 2016 Update</b> No update submitted.</p> <p><b>January 2017 Update</b> Planning is in progress regarding content of message.</p> <p><b>April 2017 Update</b> No action was taken.</p>
2. Provide information resources and on ways branches can support PED.	Public Policy	February March 2017	<p><b>October 2016 Update</b> Resources will be posted on the website and the March B2B will include reference to that web page.</p> <p><b>January 2017 Update</b> April 4 is PED. Links to state and national resources will be sent to branches in February.</p> <p><b>April 2017 Update</b> February Board to Board message reminded branches to begin planning for Pay Equity Day activities. Article sent to branches in February that outlined ways to highlight Pay Equity Day and provided resources. Part of that article was suggested for publication in branch newsletters. Pay Equity Day was April 4, 2017.</p>
3. Write an article on PED for branches to use in their newsletters.	Public Policy	02/01/17	<p><b>October 2016 Update</b> A member of the PP Committee has taken responsibility for writing the article in February to be sent to the branches in March 2017.</p> <p><b>January 2017 Update</b> Article will be sent in February and posted on website.</p> <p><b>April 2017 Update</b> Article on PED was sent to branches in February 2017. A portion of that article was appropriate for publication in Branch newsletters.</p>
4. Use Google group and other contact options to solicit reports on branch participation.	Public Policy	Mar-Apr 2017	<p><b>October 2016 Update</b> PP Committee will work with the Communications Committee to set up this program. Due to the extra work for Communications in August - October, we have not begun work on this at this time.</p> <p><b>January 2017 Update</b> PP Committee will work with Communication Committee on this task.</p> <p><b>April 2017 Update</b> The Committee has not set up a Google Group at this time. We have asked the web team to send out specific messages to branch PP Chairs and Presidents (as some branches do not have PP</p>



## April 2017 Strategic Plan Update

			Chairs). Establishing a Google Group is still a goal.
V-D Develop and implement plan for branches to distribute new Title IX resources to public school districts in their communities			
Action Items	Responsible Committee	Deadline	Status
1 Work with the AAUW CA Title IX Coordinator.	Public Policy	ongoing	<p><b>October 2016 Update</b> Sue Miller has been in contact with the Coordinator to set up a process for work on Title IX.</p> <p><b>January 2017 Update</b> Title IX Coordinator is now under Public Policy. Sue Miller is working with coordinator - ongoing.</p> <p><b>April 2017 Update</b> Sue Miller continues to contact Title IX Coordinator.</p>
2. Provide information to branches on Title IX compliance requirements.	Public Policy	11/01/17	<p><b>October 2016 Update</b> Information has been posted on the AAUW website.</p> <p><b>January 2017 Update</b> Material is available on AAUW national website. Branches have been directed to this site.</p> <p><b>April 2017 Update</b> Completed Dec 2016. However, as Title IX issues develop, the PP Committee will inform branches. Information on Title IX is available on both the AAUW California and National websites.</p>
3. Solicit reports from branches on their participation.	Public Policy	Spring 2017	<p><b>October 2016 Update</b> This will take place in 2017. A process for obtaining the reports has not yet been developed.</p> <p><b>January 2017 Update</b> A report form similar to that used for the election activities report will be developed and emailed to all branches.</p> <p><b>April 2017 Update</b> The Committee will be developing the report form in conjunction with the Communications Committee. The target date is June 2017.</p>



## April 2017 Strategic Plan Update

### VI. Develop governance policies and fiscal strategies to provide responsible stewardship of the resources of AAUWCA.

#### VI-A Determine 3 areas of controllable costs for reasonable/competitive bids annually.

Action Items	Responsible Committee	Deadline	Status
1. Determine areas	Finance	10/31/16	<b>October 2016 Update</b> Need to assess impact of actions by Communications Chair. Still seeking competitive bids for insurance. <b>January 2017 Update</b> Complete. Limited to insurance. <b>April 2017 Update</b> Complete. Based on discussion with insurance broker and our committee member that is a licensed insurance broker, as no insurance company would bid on our insurance needs last year other than Philadelphia due to the open claim at that time, now with another open claim, we believe that no one again will bid on our insurance proposal other than Philadelphia.
2. Develop strategies/Seek competitive bids	Finance	03/31/17	<b>October 2016 Update</b> No update submitted. <b>January 2017 Update</b> Insurance bid not through our broker will be obtained from one insurer. <b>April 2017 Update</b> See above.
3. Adjust FY 2017/18 Budget	Finance	05/31/17	<b>October 2016 Update</b> No update submitted. <b>January 2017 Update</b> Will not be done until 07/2017. <b>April 2017 Update</b> See above.

#### VI-B Increase participation in MPP 10% from 2016 level.

Action Items	Responsible Committee	Deadline	Status
1. Determine branches not participating	Finance	10/01/16	<b>October 2016 Update</b> Completed 7/20/16 <b>January 2017 Update</b> Complete.
2. Contact all branches not participating with benefits of MPP	Finance	10/31/16	<b>October 2016 Update</b> Subject of late September/early October call with Finance Committee <b>January 2017 Update</b> Not all finance committee members have completed this task. <b>April 2017 Update</b> Completed in January 2017.

3. Follow up with the 20 branches with highest membership	Finance	12/31/16	<b>October 2016 Update</b> No update submitted. <b>January 2017 Update</b> Still awaiting completion finals report from committee members. <b>April 2017 Update</b> Completed in January 2017.
4. Ask National for MPP participants	Finance	03/31/17	<b>October 2016 Update</b> No update submitted. <b>January 2017 Update</b> No change. <b>April 2017 Update</b> Complete. 65 Branches now signed up for MPP.
5. Assess steps for next year	Finance	06/30/17	<b>October 2016 Update</b> No update submitted. <b>January 2017 Update</b> No change. <b>April 2017 Update</b> Continue to use B2B to encourage MPP in future.
<b>VI-C Evaluate policies and procedures for state projects as necessary.</b>			
Action Items	Responsible Committee	Deadline	Status
1. Revise TT P & P, taking out unnecessary references to SPF.	SPOC	10/01/16	<b>October 2016 Update</b> Complete – September 2016. <b>January 2017 Update</b> Complete.
2. Update TT P & P with an anti-discrimination section	SPOC	10/01/16	<b>October 2016 Update</b> Complete – September 2016. <b>January 2017 Update</b> Complete.
3. Develop a model for interviewing TT girls	SPOC	01/01/17	<b>October 2016 Update</b> In progress. <b>January 2017 Update</b> Complete.
4. Finish ADA training video		04/01/17	<b>October 2016 Update</b> In progress. <b>January 2017 Update</b> Work has not progressed on this item. <b>April 2017 Update</b> In progress.
5. Develop guidelines to evaluate dorm moms, teachers, classes and overall camp programs	SPOC	04/01/17	<b>October 2016 Update</b> In progress. <b>January 2017 Update</b> TT leaders have asked us not to do this. Camp directors have their own ways of evaluating. <b>April 2017 Update</b> This goal has been eliminated.

6. Send TT and ST P & P to branches	SPOC	10/01/16	<b>October 2016 Update</b> Delayed due to update of TT P&P – December 2016. <b>January 2017 Update</b> Speech Trek P&P have been sent to branches. Tech Trek P&P are being revised. <b>April 2017 Update</b> Tech Trek P & P have not been finalized due to the changes happening at the national level.
7. 20 branches will participate in Speech Trek	SPOC	01/01/17	<b>October 2016 Update</b> 16 currently. <b>January 2017 Update</b> 18 currently. <b>April 2017 Update</b> Complete. 16 participated.
8. Research alternate funding for Speech Trek	SPOC	01/01/17	<b>October 2016 Update</b> Shelley Mitchell is working on this. <b>January 2017 Update</b> Shelley Mitchell continues her work. <b>April 2017 Update</b> Complete. \$1000 received from Maura Jones and Adobe.
9. Procure policy and procedure documents for state projects and review for compliance with state general policies and procedures	Governance	04/01/17	<b>October 2016 Update</b> No update submitted. <b>January 2017 Update</b> TT P&P's have been reviewed and revised to reflect areas of responsibility for AAUW CA per LOA with National. Will be presented at board mtg. for action. <b>April 2017 Update</b> Complete.

## VI-D Establish new state projects.

Action Items	Responsible Committee	Deadline	Status
1. Develop a policy and a form that branches can use to submit proposals for new project grants	SPOC	04/01/17	<b>October 2016 Update</b> Complete – September 2016. <b>January 2017 Update</b> Complete. <b>April 2017 Update</b> One grant awarded.

## VI-E Assure that all AAUW CA governance documents are aligned with mandatory National AAUW wording and State of California corporate regulations for non-profit entities.

Action Items	Responsible Committee	Deadline	Status
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1. Bring Articles of Incorporation and Bylaws into alignment with required wording for a PUBLIC BENEFIT CORPORATION.	Governance	Dec 31st 2016 when full membership vote not required. May 21st 2017 for items requiring full membership vote	<p><b>October 2016 Update</b> In process, pending Oct. discussion with legal representation with National.</p> <p><b>January 2017 Update</b> Received A of C from all but one incorporated branch --- that one is being supplied by the CA SOS office and has yet to arrive. Considering it's missing indicates not current changes and the branch is probably OK. Needed to procure these before we addressed the state issue as we planned to deal with branch problems at the same time as the state. Have determined there are no issues with the incorporated branches with their A/C and the attorney is moving forward with the CA SOS to hopefully resolve the issue without requiring a membership vote. Attorney has been directed that we must know where we stand ASAP.</p> <p><b>April 2017 Update</b> Attorney has sent letter to AG, determination will be forthcoming in about a month. Action to be taken will be determined by the response of the AG and SOS.</p>
2. Review all policies and procedures for AAUW CA for compliance and continuity	Governance	05/01/17	<p><b>October 2016 Update</b> In process. May 21, 2017 for any items requiring a full membership vote.</p> <p><b>January 2017 Update</b> Ongoing.</p> <p><b>April 2017 Update</b> Ongoing.</p>
3. If required, manage the communications to the general membership for a required vote on the change in the Articles of Incorporation.	Governance	05/31/17	<p><b>October 2016 Update</b> No update submitted.</p> <p><b>January 2017 Update</b> Pending --- attorney working with SOS office at this time.</p> <p><b>April 2017 Update</b> Pending.</p>
4. Prepare recommendations for future revisions to bylaws.	Governance	04/01/17	<p><b>October 2016 Update</b> No update submitted.</p> <p><b>January 2017 Update</b> Pending resolution of Articles of Incorporation issue. Have ID'd a couple of items for future consideration.</p> <p><b>April 2017 Update</b> One recommendation being brought forth at board meeting pertinent to the nominations committee chair and need for a broader base of selection for the position.</p>



5. Review the list of branch documents on file with National to id those that pose problems	Governance	10/01/16	<b>October 2016 Update</b> Will be completed by 10/31/16. <b>January 2017 Update</b> Moratorium still in place. <b>April 2017 Update</b> Moratorium on changes lifted, branches notified, branches moving forward to meet the June deadline negotiated with the National Governance Officer. All branches have AA agreements on file with National.
6. Contact those branches whose governance documents are not in compliance and assist them in bringing their documents into compliance.	Governance	03/31/17	<b>October 2016 Update</b> No update submitted. <b>January 2017 Update</b> Moratorium still in place. <b>April 2017 Update</b> Ongoing with committee members spear heading this piece.
7. Upon completion of action items 1 & 2 confer with National to assure that all AAUW-CA branch documents on file at the close of the AAUW year are in full compliance.	Governance	06/15/17	<b>October 2016 Update</b> No update submitted. <b>January 2017 Update</b> Pending. <b>April 2017 Update</b> Pending determination from CA AG & SOS.

**VII. Support branches, board, and committees communication needs through efficient use of technology and available staff resources.**

**VII-A Acknowledge all communication requests within 1 business day indicating who the request is assigned to and anticipated completion date.**

Action Items	Responsible Committee	Deadline	Status
1. Develop roles and responsibilities for communication team members for processing requests	Communications	09/30/16	<b>October 2016 Update</b> In progress. Will be finalized with website migration. <b>January 2017 Update</b> Help Desk tool implemented to allow receipt and processing of all requests. Roles and Responsibilities for Communications team members identified and documented. Complete.
2. Develop request process	Communications	09/30/16	<b>October 2016 Update</b> Complete. Will continue to use web team email process. <b>January 2017 Update</b> Complete.
3. Develop capability to track and respond to requests	Communications	09/30/16	<b>October 2016 Update</b> Complete. Tracking form initiated. <b>January 2017 Update</b> Complete.



4. Develop posting guidelines for AAUW - CA website posting	Communications	09/30/16	<p><b>October 2016 Update</b> Deferred until after website in production.</p> <p><b>January 2017 Update</b> Submission process established and posted in two areas of the website. Guidelines for social media posting being evaluated. Will review and leverage guidelines from AAUW National.</p> <p><b>April 2017 Update</b> Identified online resources that can be used to create social media posting guidelines. Communications team is reviewing and adjusting for our use with anticipated completion by June 2017.</p>
5. Develop roles and guidelines for posting to social media sites (website, Facebook, Twitter etc) including appropriate content and style guides	Communications	04/01/17	<p><b>October 2016 Update</b> No update submitted.</p> <p><b>January 2017 Update</b> Guidelines for social media posting being evaluated. Will review and leverage guidelines from AAUW National.</p> <p><b>April 2017 Update</b> Identified online resources that can be used to create social media posting guidelines. Communications team is reviewing and adjusting for our use with anticipated completion by June 2017.</p>

## VII-B Implement website redesign to resolve unsupported server technology

Action Items	Responsible Committee	Deadline	Status
1. Submit proposal for website redesign	Communications	08/01/16	<p><b>October 2016 Update</b> Complete. Proposal submitted and approved at July BOD meeting.</p> <p><b>January 2017 Update</b> Complete.</p>
2. Survey Branch Leadership and Board members on website. B2B recipient's, Full Board	Communications	08/01/16	<p><b>October 2016 Update</b> Complete. Proposal submitted and approved at July BOD meeting...</p> <p><b>January 2017 Update</b> Complete.</p>
3. In conjunction with Web consultant, create and manage project plan	Communications	08/15/16	<p><b>October 2016 Update</b> Complete. Project initiated.</p> <p><b>January 2017 Update</b> Complete. Website migrated 10/17.</p>
4. Implement website redesign	Communications	09/30/16	<p><b>October 2016 Update</b> In progress. Anticipated delivery October 2016.</p> <p><b>January 2017 Update</b> Complete. Website migrated 10/17.</p>

## VII-C Maximize use of Google for Business

Action Items	Responsible Committee	Deadline	Status
1. Evaluate use of alias model for emails	Communications	08/01/16	<b>October 2016 Update</b> Complete. Reviewed all aliases and removed unneeded addresses. <b>January 2017 Update</b> Complete.
2. Evaluate use of groups for effective communication across organization	Communications	08/01/16	<b>October 2016 Update</b> Complete. Reviewed all groups and resolved issues with newsletter groups. <b>January 2017 Update</b> Complete.
3. Evaluate use of related tools such as hangouts, and drive	Communications	04/01/17	<b>October 2016 Update</b> No update submitted. <b>January 2017 Update</b> Communications team and Board using Google docs and other tools such as join.me and skype. Complete.
4. Investigate Google grants for free advertising on their site.	D & M	04/01/17	<b>October 2016 Update</b> No progress to date. <b>January 2017 Update</b> Thanks to Sandi Gabe for investigating further with Google to ascertain that we MUST be a 501.3 to use their free advertising program. Completed 12/16.

## VII-D Engage IBCs, branches and the board in determining communication needs and submitting content for publications and online presence

Action Items	Responsible Committee	Deadline	Status
1. Survey IBCs, branches and board leadership to determine communication needs	Communications	01/31/17	<b>October 2016 Update</b> No update submitted. <b>January 2017 Update</b> Survey created. 1. Website survey completed in August 2. <i>California Perspective</i> survey designed and will be included in Winter <i>California Perspective</i> and sent out electronically in January. 3. Survey about B2B utilization anticipated in January. <b>April 2017 Update</b> <i>California Perspective</i> Survey distributed and results summarized. B2B survey distribution delayed until 2017-2018 fiscal year.
2. Create an action plan in response to survey results	Communications	02/28/17	<b>October 2016 Update</b> No update submitted. <b>January 2017 Update</b>

			<p>1. Website survey results used in website redesign</p> <p>2. CA California Perspective survey results will be evaluated and reported at April board meeting.</p> <p>3. B2B Survey results will be evaluated and reported at April board meeting.</p> <p><b>April 2017 Update</b> California Perspective survey results created and submitted to AAUW CA Board for review and action in April 2017. See attachment. B2B survey process will be moved to 2017-2018 and prioritized with the goals established for next year. Several surveys were sent to branch leaders and members this year and we are approaching a time when branch leaders need to focus on entering Branch Officer Report changes.</p>
3. Develop mechanism to solicit contributions to Board to Board	Communications	10/01/16	<p><b>October 2016 Update</b> Complete. Initiated reminder system to encourage submissions.</p>
4. Create list of publication dates for use by communications team	Communications	09/01/16	<p><b>October 2016 Update</b> Complete. Posted to website calendar.</p>
5. Identify editing team participants and develop a procedure for document review	Communications	08/15/16	<p><b>October 2016 Update</b> Complete.</p>
6. Develop process to solicit content to keep website fresh.	Communications	03/31/17	<p><b>October 2016 Update</b> No update submitted.</p> <p><b>January 2017 Update</b> Published an article in December B2B to solicit additional team members to work with Committee chairs to keep website material fresh. Current Communications Committee members assigned to act as liaisons to state committees with the goals of 1) understanding committee communication needs and review and incorporate them in the website and 2) encourage periodic website updates to keep information on website current.</p> <p><b>April 2017 Update</b> All committee chairs notified of their Communications Team liaison. Some teams have met with their liaison but most have not. The communications team would like to meet with committees during the Leadership Day to review their website presence with the committee. Committee liaisons will be adjusted to reflect addition of two committee members.</p>

VII-E Develop a records retention and document access policy (broader than the website) and apply to website			
Action Items	Responsible Committee	Deadline	Status
1. Categorize types of information displayed on website	Communications	10/01/16	<b>October 2016 Update</b> Complete. Only sensitive documents will require password protection. <b>January 2017 Update</b> Complete. Reviewed with BOD in October Meeting.
2. Recommend security process for website	Communications	10/01/16	<b>October 2016 Update</b> In progress. Will be communicated to Board at October meeting. <b>January 2017 Update</b> Complete. Reviewed with BOD in October Meeting.
3. Incorporate access process in website redesign	Communications	10/01/16	<b>October 2016 Update</b> Complete. Only sensitive documents will require password protection. <b>January 2017 Update</b> Complete.
VII-F Inform branch and state leadership of available communications tools			
Action Items	Responsible Committee	Deadline	Status
1. Develop reference guide to state and national communications tools and include in fall admin packet	Communications	08/20/16	<b>October 2016 Update</b> Complete. Included in packet. <b>January 2017 Update</b> Complete.
2. Develop educational materials about available communications mechanisms and how to make the most of them.	Communications	12/31/16	<b>October 2016 Update</b> No update submitted. <b>January 2017 Update</b> "Tech Corner" containing information on common communication tools including pros, cons and costs developed and posted on website. <b>April 2017 Update</b> Complete. Tech Corner will continue to be updated.