



October 2017
Board Meeting Packet

October 21-22, 2017

The Bay Club
2131 Shelter Island Drive
San Diego, California 92106
www.bayclubhotel.com

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BOARD MEETING AGENDA

October 21, 2017 9:00 am

October 22, 2017 9:00 am

- I. Welcome/Roll Call (5 minutes)
- II. Introduction of Visitors/Guests (5 minutes)
- III. Consent Agenda (5 minutes)
 - A. Board Minutes July 14-16, 2017
 - B. Board Minutes August 18, 2017 electronic vote
 - C. ExComm Minutes August 31, 2017
 - D. Appointments for Committees
- IV. Board Reports
 - A. President Elect – Cathy Foxhoven & Jane Niemeier – 15 minutes
 - B. AAUW Fund – Sharon Westafer – 5 minutes
 - C. Branch Support – Ainsley Nies – 5 minutes
 - D. Communications – Sandi Gabe – 15 minutes
 - E. Convention – Kathleen Doty – 15 minutes
 - F. Finance – Pat Ferrer – 30 minutes
 - G. Leadership Development – Cathy Foxhoven – 5 minutes
 - H. Membership – Deanna Arthur – 5 minutes
 - I. Nominations & Elections – Donna Lilly – 15 minutes
 - J. Program – Jane Niemeier & Stormy Miller – 15 minutes
 - K. Public Policy – Charmen Goehring/Nancy Mahr – 5 minutes
 - L. Special Projects Oversight Committee – Dianne Owens – 15 minutes
 - M. President – Donna Mertens – 15 minutes
 - N. Governance – Sue Cochran – 10 minutes
- V. Finalize & Adopt Strategic Plan for 2017-18
- VI. Discuss Open Issues (60 minutes)



AAUW CA Board of Directors
Regular Meeting Minutes
Marriott Hotel Sacramento
July 14-16, 2017

Attendance:

Donna Mertens, President
Cathy Foxoven, Co-President Elect
Jane Niemeier, Co-President Elect
Pat Ferrer, CFO
Deanna Arthur, Secretary
Sandi Gabe
Charmen Goehring
Nancy Mahr
Stormy Miller (Saturday & Sunday)
Dianne Owens
Ainsley Nies
Sharon Westafer

Non-voting:

Dawn Johnson, Parliamentarian
Janice Lee, Meetings Planner
Tina Byrne, C/U Representative (Friday Only)
Sue Cochran (Saturday and Sunday)
Judy Horan (Friday Only)
Ele Lavender (Friday Only)
Kim Wilbur, Office Manager (Friday
and Saturday only)

Meeting was called to order by President Donna Mertens on Friday, July 14, 2017, at 1:00 p.m.

Roll call was taken and attendees were asked what constituted their AAUW passion. The Tech Trek Alumnae Group; increasing AAUW visibility, making the value promise a reality, and to guide and facilitate our branches were among the topics shared.

State Mission for the Year: Attendees were reminded that a new AAUW California mission was adopted at the June Board Retreat. AAUW California facilitates the branches in meeting the vision and mission of AAUW. (This mission was revised and appears again later in the minutes.)

Sandi Gabe and Dawn Johnson facilitated the strategic plan goals discussion. A revised strategic plan is available online.

The group progressed to a discussion of the board retreat brainstorming.

The Tech Trek MOU (Memo of Understanding) was discussed. There was a discussion about the changes that the state wanted to make to the document: the recognition that CA was the state responsible for the beginning of Tech Trek. The major donor meetings planned by Kim Churches have been delayed. They will only meet regarding the Tech Trek MOU. Abigail Lewis (AAUW staff) will be attending the meeting with Kim Churches and the state board.

The schedule of events for Leadership Day was reviewed. It will begin with the meetings of the new work groups. Dawn Johnson and Sandi Gabe will facilitate the group meetings for two of the proposed work groups: the Branch Support Team and the Mission Based Programs Team. The Administration Program Team members will disperse to the other groups.

After Leadership Day ends and a short break, the board will meet until 5.

Sandi will distribute a document to each group to use to update their strategic plan goals during their committee meeting.

Donna removed the Appointments for Committees from the Consent Agenda. The consent agenda was approved.

Committee Member List was revised. Donna Lily – Nominating Committee Chair; Add Lynne Batchelor to Membership and Remove Sharon Siebert; Add to Leadership Development – Elaine Wong Eakin.

Motion #1 – Nancy Mahr moved to accept the revised list of committee members. ADOPTED.

PRESIDENT'S REPORT

There has been no activity on the Solo case.

Since the resignation of Alex Bellenger, Donna has done much work on trying to find a replacement for Alex. Donna recommended that the board accept Stormy Miller as a new state board member.

MOTION #2 – Deanna Arthur moved to accept President Merten's recommendation to fill the board vacancy with Stormy Miller. ADOPTED .

Fund – Sharon Westafer gave the dates for the 3 funds luncheons.

Seal Beach - October 15, 2017.

South San Francisco, October 28, 2017.

Danville – October 29, 2017.

There has been consideration of raising the fees for the luncheon.

Development & Marketing - Nothing new to report. This is from the final June' 17 Committee Report.

Finance – Pat nothing new to report.

Pat shared information about the Wonder Woman Tech Event August 18-20.

Motion #3 – The Finance Committee recommends that the AAUW CA Board of Directors adopt the FY 2017/2018 Budget. ADOPTED with one abstention by Stormy Miller.

Motion #4 – The Chief Financial Officer proposes that the 2016 California Convention and 2017 Annual Meeting Losses, \$27,232.35, absorbed by the Operations Checking Account (15180) be reimbursed by the Convention Checking Account (15170) \$3,748.35, and Reserved Operations Account. ADOPTED

Pat disclosed that there was a loss of some data from Quicken to Quickbooks. There is no money that has disappeared just data.

LEADERSHIP – Nothing additional to report.

MEMBERSHIP - Nothing new to report.

PUBLIC POLICY - Nancy reported that we had 2 legislators that attended the Tech Trek Camps. Standard letters are being sent to the branches so they can copy and send them to their local legislators to invite them to visit the camps.

SPOC (Special Projects Oversight Committee) – ADA training was sent on video for use at the Tech Trek Camps.

ADA Guidelines can be found on the National Website.

GOVERNANCE – They are looking at the policies and procedures for total revision in January 2018.

PROGRAM – Nothing new to report.

The meeting was recessed at 5:00 P.M.

The meeting resumed Saturday afternoon at 3:15 P.M.

LEADERSHIP DAY comments:

- Donna reminded committee chairs they are allowed to reject vitas.
- Public Policy (Charmen and Nancy) commented their committee was really short on time.
- Governance (Sue Cochran) was happy to see people were talking to each other. They were not in silos.
- Membership – Please include the egg diagram in the admin, packet.

BRANCH SUPPORT – Nothing additional

COMMUNICATIONS –

Sandi went over how to work with Asana (the online project management and task scheduling software for the BOD (Board of Directors) including how to track their tasks.

There are 10 branches that have not completed the BORs (Board Officer Reports) some of which were Atascadero, Glendale, Morro Bay, Petaluma, Oroville, and Pacifica.

The meeting recessed at 5:05 P.M.

The meeting resumed at 9:45 A.M. Sunday morning.

Donna passed out the Evaluation Form and the Conflict of Interest Form to be completed by the board members.

Dawn led a discussion of the Leadership Day process:

Schedule and Logistics

- There was a consensus that the team meeting was too long and the committee meeting was too short.
- Moving the tables to accommodate the teams was disruptive and wasted time.
- It would have been better to have goals for the meeting with time limits.
- Committees were confused about the process for updating their strategic plan documents.

Facility

- Technology was not available.
- Privacy for the meetings was a problem.
- The lack of a shuttle was not a problem.
- Adjust the schedule to allow the committee members to meet informally and bond.
- Logistics – the moving of the wall and the time it took to adjust the committees was a problem.

Sandi trained at the retreat on how to update the strategic report. There was a lot of value in the team meetings.

There were lessons learned:

- We need a better agenda.
- Method to incorporate what we learned from our team meeting.
- There was not enough time.
- We need to develop an evaluation tool for our committee members.
- Do we need to return to a 2 day format?

MOTION #5 – Sandi Gabe moved that we suspend the Policy and Procedures for 12 months pertaining to the location of the subcommittees to allow for the re-location of sub-committee if needed to determine the relocation effectiveness under recommendation of the Governance Chair.

ADOPTED

Sandi Gabe presented the Strategic Plan. Sandi would like to fine-tune the committee goals with each committee chair after the meeting.

Many goals from the first year have been completed. Sandi suggested we need to make our goals S.M.A.R.T (Specific, Measurable, Achievable, Realistic, Timely). Some of our goals are 1 year and there are other goals that are 2 year. This will need to be clarified in the strategic plan.

Sandi Gabe gave examples of Committee Goals.

Communications Goals:

- B2B shorter and snappier.
- Bidding out the Perspective.
- 2 Webinars.
- 1 Town Hall Meeting.
- Peer Groups (Good method for board visibility).

The AAUW California mission was further refined to read: AAUW California facilitates the California branches in meeting the vision and mission of AAUW by providing programs, education and resources.

Board members were reminded to make their strategic plan goals tie back to the missions.

Wrap Up: Donna Mertens, President

Donna stated we have completed our agenda and the BOD has updated the Strategic Plan. She asked the board members to check the revised Strategic Plan when they receive it and be prepared to update it by the October Board Meeting.

The meeting was adjourned at 10:57 AM.

Respectfully submitted,

Deanna Arthur
Secretary

DRAFT



August 18, 2018

ELECTRONIC VOTE

Deanna Arthur asked for an electronic vote to be initiated to approve the following motion.

Motion #6 I move that the AAUW-CA Board approve the Tech Trek MOU as attached.

Motion passed unanimously by the California State Board of Directors.

Signed,

Deanna Arthur
AAUW CA Secretary



AAUW Tech Trek Memorandum of Understanding

Purpose

This agreement (“Agreement”) between AAUW, Inc. (“AAUW”) and AAUW-CA (mutually the “Parties”) addresses the implementation of AAUW’s Tech Trek program (“Tech Trek”), a week-long STEM camp for girls. This Agreement establishes the terms by which AAUW permits the Organizing Affiliate to utilize the AAUW name, registered trademarks, content, and materials provided by AAUW (collectively, “Licensed Materials”) in conjunction with the implementation of the program.

AAUW and AAUW-CA agree to accept the responsibilities set forth here:

I. AAUW Responsibilities

- Recognize the following in all promotional and historically documented materials:
 - The Tech Trek program was founded and created in California by AAUW-CA and Marie Wolbach with an AAUW Community Action Grant in 1997, with the first camp starting in 1998.
 - AAUW-CA branches nurtured and financially supported the growth of the Tech Trek program to ten camps on eight university campuses.
 - The name Tech Trek was used in California for 15 years before the camps were transferred to AAUW, Inc. In 2013, all new camps following the Tech Trek model started using the Tech Trek name.
- Provide AAUW-CA access to the annually updated Licensed Materials;
 - Draft of the updated Licensed Materials to be distributed to AAUW-CA prior to AAUW Tech Trek Camp Director meeting in Fall 2017.
 - Finalized version to be distributed by December 1, 2017.
- Provide AAUW-CA with AAUW Tech Trek logo and national program sponsor logos as needed;
- Host Tech Trek local site website on AAUW platform;
- Maintain relationship with a background check vendor;
- Solicit funding from outside sponsors with opportunities for AAUW-CA to participate in grant funded opportunities as available;
- Host monthly conference calls for all local sites from January to May 2018;
- Host online donation collection, and routine accounting and distribution of funds collected;
- Secure group insurance policy and offer inclusion to AAUW-CA for a stated fee; and,

- Provide evaluation survey tools and data analysis reports for grant funded classes and workshops.
- All online donations received by the national office will be sent via check to AAUW-CA SPF on a monthly basis

II. AAUW-CA Responsibilities:

Project Implementation

- Adhere to protocols and processes detailed in the AAUW national Tech Trek program tool kit;
 - AAUW-CA will provide oversight of the individual California camps and branch processes to ensure that they are in compliance with the AAUW Tech Trek Toolkit. This will be accomplished through the AAUW-CA Tech Trek Coordinator and the State Projects Oversight Committee.
- The state president will sign Tech Trek program contracts with colleges and university sites;
- Submit final camp report to AAUW national office within two months of completion of program;
- Engage AAUW-CA state board, local AAUW branches, state/branch college/university chair, and local AAUW college/university representatives in outreach for AAUW national Tech Trek program success;
- Retain an adequate and reasonable insurance policy for local Tech Trek sites. If AAUW-CA chooses to opt in to the AAUW national policy that is purchased for the Tech Trek camps they will be required to pay a fee that covers a portion of the policy cost; and,
- Use the AAUW national Tech Trek logo and all national funder logos on all camp materials following the style guide provided by the AAUW national office.

Curriculum

- The AAUW-CA Tech Trek Coordinator will ensure all AAUW-CA Tech Trek camps:
 - Review all curricula proposed by presenters for rigor and age appropriate content;
 - Confirm that the overall curriculum contains a minimum of one computer science and one engineering class in the schedule;
 - Ensure curriculum reflects AAUW's desire to expose attendees to STEM college majors and careers in which women are underrepresented; and,
 - Ensure that AAUW mission is communicated in the curriculum.

Technical Support/Communication

- The AAUW-CA Tech Trek Coordinator will ensure that each camp director will participate in at least one conference call per month with AAUW staff from January to May 2018; and,

- The AAUW-CA Tech Trek Coordinator will submit the name of a designated website editor to the IT Department staff at the AAUW national office. (Permanent permission to edit site website will be given to designee.)

Budget and Financial Procedures

- AAUW-CA Special Projects Fund will be the local fiscal agent responsible for all payment and deposit transactions.
- The AAUW-CA Financial Liaison will ~~track~~ monitor income and expenses of local Tech Trek camp budgets.
- Camp treasurers will keep detailed records of deposits and payments for individual camps.

III. Copyright and Related Matters

AAUW-CA acknowledges that copyright, trademark, and all rights of the AAUW Tech Trek logo are the property of AAUW and that AAUW is hereby authorizing AAUW-CA to use the logo in hosting the AAUW Tech Trek program under the terms and conditions specified in contract.

IV. Confidentiality and Non-Disclosure

AAUW-CA shall not use or disclose the Licensed Materials other than for the specific purpose of managing the camp as set forth in this Agreement. AAUW-CA shall not disclose the Licensed Materials or the format, content, or other collateral provided to AAUW-CA by AAUW to any person or entity outside AAUW-CA.

V. Prohibited Actions

AAUW-CA agrees not to: (a) sell or transfer, re-license, or (b) commercially exploit AAUW Tech Trek Workshops and logo. This does not preclude AAUW-CA from creating an additional state or camp logo.

VI. Indemnity

The Parties each agree to indemnify, defend and hold harmless the other party, its present and former officers, employees, students and agents, from all costs, expenses (including attorneys' fees), interest, losses, obligations, liabilities, and damages paid or liability that is incurred by either of the Parties, and that arise out of or are in connection with or are for the purpose of avoiding any and all claims, demands, actions, causes of action, suits, appeals, and proceedings, all whether groundless or not, or the settlement thereof, based on any actual or alleged injuries, damages or liability of any kind whatsoever (including, without limitation, personal injury, death, property damage, breach of warranty, or breach of contract) arising directly or indirectly, out of this Agreement, **to the extent allowed by the laws of the District of Columbia.**

VII. Default/Breach of Contract

If either party shall fail to perform any of its obligations under this Agreement, the nondefaulting party may give written notice of the default to the defaulting party. Unless such default is corrected within sixty (60) days after receipt of such notice, the notifying party may thereafter terminate this Agreement.

VIII. Miscellaneous

This Agreement may be amended only in a written document signed by both Parties.

By signing below I agree to all the above terms and conditions, as well as safety and liability guidelines in the AAUW Tech Trek Tool Kit.

This MOU is in effect from the date of signing until August 15, 2018.

This Agreement is authorized by AAUW.

Kimberly Churches, Chief Executive Officer, AAUW

Date

This Agreement is authorized by AAUW-CA.

Donna Mertens, AAUW-CA State President

Date

Please return this signed Agreement via email to stem@aauw.org



**AAUW CA Board of Directors
Executive Committee Meeting Minutes
Conference Call
August 31, 2017**

Attendance:

Donna Mertens, President
Cathy Foxhoven, Co-President Elect – 7:10 arrival
Jane Neimeier, Co-President Elect
Patricia Ferrer, CFO
Deanna Arthur, Secretary

The meeting was called to order at 7:05 p.m.

Pat Ferrer asked for the meeting to discuss the requested additional fees by the CPA for the audit. Even with the requested increase his fee is less than the prior auditor. The reason for the increase was the loss that he took from the work he had to do to complete the audit last year. The auditor's review is expected by the middle of October.

Motion 7: Pat Ferrer moved that the Executive Committee approve the signing of the 2017 Engagement letter from Fritzsche and Associates that includes an increase of \$500.00 for services for the FY 2016/2017 review and tax services. Motion passed unanimously.

Donna Mertens gave an update on the Solo case.

Donna Mertens then discussed the vote necessary to move us forward to a public benefit corporation. Once the vote has a positive response, we go to the attorney to file the correct paperwork. The paperwork will then be sent to be filed with the appropriate office of the State of California.

Signed,

Deanna Arthur, AAUW-CA Secretary



Appointments – October BOD

Branch Support Committee

- Sue Guilford
- Kay Odgers
- Sandra Boswell

Membership Committee

- Billie Lee Langley

Nominations & Elections Committee

- Bakula Maniar
- Billie Lee Langley

Program Committee

- Esperanza Aceves

Title IX Coordinator

- Alicia Hetman



October 2017 Quarterly Committee Report

Committee Name: Co-President Elect

Submitter: Cathy Foxhoven

Updates not included in Strategic Plan:

- None.

Items for Board Discussion:

- 1. Discuss possible dates for 2018-2019 Annual Meeting & 2019-2020 Convention.
- 2. Discuss procedures for "Call for Committees" and P&P.

Motions

- None Submitted



October 2017 Quarterly Committee Report

Committee Name: AAUW Fund

Submitter: Sharon Westafer

Updates not included in Strategic Plan:

- Second quarter branch donation reports distributed to branches. (8/17)
- In process of planning AAUW Fund luncheons for October. (8/17-10/17)
- Chair contacted all 2017-2018 Fellowship and Grant recipients and working with them on speaking engagements and attendance at Fund luncheons. (Ongoing)
- Committee member Judy Horan gave Fund presentation at Palm Springs branch. 9/17

Items for Board Discussion:

- None Submitted

Motions

- None Submitted



October 2017 Quarterly Committee Report

Committee Name: Branch Support

Submitter: Ainsley Nies

Updates not included in Strategic Plan:

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

- In-Person Visits – Q1 objective 3 visits
 - Unable to make any in-person visits due to few branch summer meetings and personal commitments.
- Communication to Branch Support Comm. (IBC Chairs & Branch Liaisons)
 - Q1 objective – submit updates to Branch Knowledge Sharing
 - Update collected, not yet submitted. Needs photo and description.
- Communication as Branch Liaison
 - Q1 objective - 1 Branch Liaison communication per area
 - None (Tahoe/Truckee, North San Joaquin, South San Joaquin, or Redding)
- Responded to Branch Requests/Questions
 - Continued communication with Monterey Bay IBC Branch Liaison regarding Salinas branch difficulties and merger possibilities. Concern how to keep spaces for Tech Trek girls at camp.
- Also question about guidelines/boundaries when representing AAUW as a conference speaker.
 - Worked with Judy Berdis (Willits), North Coast Branch Liaisons and Sue Cochran to shepherd Willits through reorganizing/returning to branch status. Currently working on final (we hope) step of reactivating members.
 - Gather new ideas for Branch Knowledge Sharing and Be the Change Collection

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

- In-Person Visits – Q2 objective 3 visits
 - 1 visit to be as Branch Liaison
- Communication to Branch Support Comm. (IBC Chairs & Branch Liaisons)
 - Q1 objective – Send Summary of July Leadership Day & implications.
- Communication as Branch Liaison (Tahoe/Truckee, North San Joaquin, South San Joaquin, Redding)
- Director Activities: Attended meeting with Kim Churches July 27.

Items for Board Discussion:

- None Submitted

Motions

- None Submitted



October 2017 Quarterly Committee Report

Committee Name: Communications

Submitter: Sandi Gabe

Updates not included in Strategic Plan:

- California Perspective
 - The fall issue of the California Perspective was printed in full color (previously printed in two colors: black and green) and distributed to 14,551 members and supporters electronically via Sendy, our new email system.
 - 36.31% (5,268) opened
 - 4.7% (682) clicked the link to the online document
 - .36% (52) bounced
 - .14% (52) unsubscribed
 - .13% (19) marked as spam
 - Distributed 85 via Mailchimp as they were rejected by Sendy
 - 60% (53) opened
 - 19.5% (19) clicked the link to the online document
 - Distributed via hard copy to 9,761 members
 - Processed the bounces and unsubscribed requests
 - Added a step to the process to scrub the mailing list from National with a commercial service as it had a >6% bounce rate which will result in us being designated as spam. Contacted National to determine if we could have access to their list after they scrub it. They do not save the list after it's scrubbed and they run the process with each mailing.
 - Initiated a help desk ticket with website vendor to address the reason that 85 members were not loaded through Sendy.
- Convention
 - Created a logo for use on publicity items, created initial posts for convention announcement, call for presentations.
- Website consultations
 - Funds luncheon
 - Speech Trek
 - Financial Literacy
 - Program of the Quarter
 - Bingo Game
- Branch newsletters
 - Worked with Google to adjust process to require all newsletters be moderated and released to group as many branches send emails that are not related to newsletters to the box.
 - Communicated with branch newsletter editors to request that they send newsletters to group box to support review being done by program group for program of the quarter.



October 2017 Quarterly Committee Report

- Produced and distributed the state directory and admin packet to branch presidents and state committee members if requested.
 - A survey was sent to each branch and state leader requesting that they verify their contact information in order to reduce the number of incorrect entries
 - We moved to an opt-in process this year for those receiving hard copies in an effort to reduce printing and mailing costs.
 - The version posted on the website has member addresses while the printed version only contains emails and phone numbers.
- Articles of Incorporation Vote
 - Created materials to support vote (survey monkey, postcard, website posting)
 - Executed and tabulated vote results
- Office Support
 - Purchased computer and printer. Migrated data and set up for use.
 - Reviewed and followed up on open AAUW CA Office voicemail and email messages.
- Website Team Development
 - Three team members attended WordCamp conference in Sacramento to improve our website maintenance skills. The team developed some additional action items to improve the website and discovered that all media images used on the site need to be modified to include an alternative text for ADA compliance.

Items for Board Discussion:

- Review role of Communication Team Liaison (CTL).
- Review goal of B2B submission guidelines.

Motions

- None Submitted



October 2017 Quarterly Committee Report

Committee Name: Convention 2018

Submitter: Kathleen Doty

Updates not included in Strategic Plan:

- None

Items for Board Discussion:

- 2018 Convention Budget

Motions

Motion 1: The 2018 Convention Committee moves adoption of the Proposed 2018 Convention Budget.

Motion 1 Description: Refer to budget with commentary/justifications.

- Refer to budget with commentary/justifications.

2018 AAUW CA Convention (Educated. Reasoned. Active)

REVENUE

Registration	\$51,700 *a
Food Functions	\$35,245 *b



Total Revenue **\$86,945**

EXPENSES

Audio/Visual	\$10,000
Decorations	\$750
Food and Beverage	\$48,745 *c
Per Diem	\$2,600 *d
Program Printing	\$1,000 *e
Tote Bags	\$1,000 *f
Name Tags	\$100
SnapShots	\$500
Room Nights	\$2,000 *d
Travel	\$2,500 *d
Speaker	\$10,000
Postage	\$2,750 *g
Printing	\$4,000 *g
Miscellaneous	\$1,000

Total Expenses **\$86,945**

Profit(Loss) \$0

*a: Based on attendance of 250 broken out as follows: 20 Early Registration Only (\$199 ea), 80 Regular Registration Only (\$224 ea), 20 Early Reg Pkg A (\$187 ea), 80 Regular Reg Pkg A (\$162 ea), 10 Early Reg Pkg B (\$212 ea), 40 Regular Reg Pkg B (\$187 ea). Note: Registration \$ represent the total fee minus the a la carte meal fee(s) if meals are included.

*b: Based on the following estimates: Friday Brunch, 65; Friday Dinner, 110; Saturday Lunch, 150; Saturday Dinner, 150; Sunday Lunch, 110.

*c: Food and Beverage expense is greater than Food Function revenue due to the inclusion of breakfast Saturday and Sunday for all registered attendees.

*d: 2016 expenses for BOD convention (not BOD Meeting) per diem, travel and room nights were, as near as I can calculate, \$4,500. The room night expense for 2018 is much lower (by approx. \$40 per night). Amounts allocated to Per Diem, Travel, and Room Nights should cover BOD members costs stipulated in P&P as well as approx. 5 complimentary meals at each function plus room nights and travel expenses for up to 3 additional people if necessary.

*e: Rounded up from 2016's actual cost of \$895.13

*f: Rounded up from 2016's actual cost of \$851.51

*g: This is printing and postage for the winter Perspective which includes the "invitation to attend" and is to be included in the Convention budget per P&P.



October 2017 Quarterly Committee Report

Committee Name: Finance

Submitter: Pat Ferrer

Updates not included in Strategic Plan:

- All vouchers for July BOD and Leadership Day received and paid by 9/9/2017. All invoices for insurance and fund assessment completed by 9/7/2017. All bank accounts reconciled through 9/30/2017 and reports prepared. Documentation for review of FY 2016/2017 and preparation of Federal and FTB tax returns near completion.

Items for Board Discussion:

- Brief discussion of participation at the Wonder Women Tech Conference held August 18, 19, and 20, 2017 at the Long Beach Convention Center.

Motions

- None Submitted

AAUW California
Statement of Financial Position
As of September 30, 2017

	<u>Total</u>
ASSETS	
Current Assets	
Bank Accounts	
Petty Cash	14.00
UBS KH 15181 (Checking)	76,903.66
UBS SJ 15166 (Rest Ops)	0.00
Cash	6,473.62
Exchange Traded Products	13,370.40
Fixed Income	71,334.45
Mutual Funds	80,648.78
Total UBS SJ 15166 (Rest Ops)	\$ 171,827.25
UBS SJ 15169 (Rest Project)	0.00
Cash	5,508.89
Exchange Traded Products	9,934.95
Fixed Income	53,052.85
Mutual Funds	60,301.89
Total UBS SJ 15169 (Rest Project)	\$ 128,798.58
UBS SJ 15170 (Conv/Conf)	0.00
Convention Checking	22,061.52
Fixed Income Fund	31,964.40
Total UBS SJ 15170 (Conv/Conf)	\$ 54,025.92
Total Bank Accounts	\$ 431,569.41
Accounts Receivable	
Accounts Receivable	38,824.47
Total Accounts Receivable	\$ 39,261.55
Other Current Assets	
Rent Deposit	396.00
Total Other Current Assets	\$ 396.00
Total Current Assets	\$ 471,226.96
Fixed Assets	
Accumulated Depreciation	-2,888.20
Furniture and Equipment	4,007.98
Total Fixed Assets	\$ 1,119.78
TOTAL ASSETS	\$ 472,346.74
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
UBS VISA Credit Card	5,462.53
Total Credit Cards	\$ 5,462.53
Total Current Liabilities	\$ 5,462.53

Total Liabilities	\$	5,462.53
Equity		
Change in Investments		-4,276.57
Designated Net Assets		0.00
Conf and Conv		27,268.00
Total Designated Net Assets	\$	27,268.00
Retained Earnings		67,439.15
Unrestricted Net Assets		257,800.84
Net Revenue		118,652.79
Total Equity	\$	466,884.21
TOTAL LIABILITIES AND EQUITY	\$	472,346.74

AAUW California
Budget vs. Actuals: FY 2017 2018 Budget
July 2017 - June 2018

	Total				
	Actual	Budget	Over (Under) Budget	% of Budget	Note
Revenue					
Convention Income	\$ -	75,000.00	(75,000.00)	0.00%	a
Funds Assessment	6,994.43	6,655.00	339.43	105.10%	
Funds Luncheon Income	945.00	12,645.00	(11,700.00)	7.47%	
Grant income		1,000.00	(1,000.00)	0.00%	b
Total Insurance Income	46,611.56	46,805.00	(193.44)	99.59%	
Interest Income	11.53	9.75	1.78	118.26%	
Leadership Days Income		2,000.00	(2,000.00)	0.00%	
Total Membership Income	185,384.00	217,000.00	(31,616.00)	85.43%	
Miscellaneous Income	15.00		15.00		
Other		5,000.00	(5,000.00)	0.00%	c
Prior Year Carryover		8,356.95	(8,356.95)	0.00%	d
Total Revenue	\$ 239,961.52	\$ 374,471.70	\$ (134,510.18)	64.08%	
Gross Profit	\$ 239,961.52	\$ 374,471.70	\$ (134,510.18)	64.08%	
Expenditures					
Assesments - Funds	\$ -	\$ 6,655.00	\$ (6,655.00)	0.00%	
Auditing & Tax Prep		5,300.00	(5,300.00)	0.00%	
Bank Fees	38.00	18.00	20.00	211.11%	e
CA Convention Expenses	4,562.92	75,000.00	(70,437.08)	6.08%	a
Committee Expenses					
Branch Support		1,500.00	(1,500.00)	0.00%	
Communication	116.50	930.00	(813.50)	12.53%	
Executive Committee	816.30	150.00	666.30	544.20%	f
Finance		15.00	(15.00)	0.00%	
Funds		550.00	(550.00)	0.00%	
Governance		150.00	(150.00)	0.00%	
Leadership		500.00	(500.00)	0.00%	
Marketing and Development	732.20	300.00	432.20	244.07%	g
Membership		300.00	(300.00)	0.00%	
Nominations and Elections Committee	6.86		6.86		
Program		300.00	(300.00)	0.00%	
Public Policy	213.43	5,000.00	(4,786.57)	4.27%	
State Project Oversight		800.00	(800.00)	0.00%	
Young Women's Task Force (YWTF)		300.00	(300.00)	0.00%	
Total Committee Expenses	\$ 1,885.29	\$ 10,795.00	\$ (8,909.71)	17.46%	
Dues to other orgs	125.00	375.00	(250.00)	33.33%	
Election Expense	412.18	2,000.00	(1,587.82)	20.61%	
Equip Lease	729.66	1,430.00	(700.34)	51.03%	h
Funds Luncheon Expenses	1,014.31	12,645.00	(11,630.69)	8.02%	i
Insurance Exp	44,674.00	46,805.00	(2,131.00)	95.45%	
Leadership Days Expense		2,000.00	(2,000.00)	0.00%	
Legal Fees		5,000.00	(5,000.00)	0.00%	
Lobbyist	20,000.00	62,000.00	(42,000.00)	32.26%	
Miscellaneous Exp		1,000.00	(1,000.00)	0.00%	
Total Payroll Expenses	8,290.88	38,000.00	(29,709.12)	21.82%	
Permits & Fees		100.00	(100.00)	0.00%	
Postage & Shipping	3,726.68	9,000.00	(5,273.32)	41.41%	
President's Travel	723.50	4,000.00	(3,276.50)	18.09%	
Printing and Copies	4,517.94	13,550.00	(9,032.06)	33.34%	
Purchases	1,892.02	3,000.00	(1,107.98)	63.07%	
Rent Expense	2,760.00	9,350.88	(6,590.88)	29.52%	

Repairs and Maintenance		100.00	(100.00)	0.00%
State Projects Grant		1,000.00	(1,000.00)	0.00%
Storage	354.00	1,458.00	(1,104.00)	24.28%
Supplies	736.60	1,500.00	(763.40)	49.11%
Taxes		150.00	(150.00)	0.00%
Telephone	104.00	312.00	(208.00)	33.33%
Travel			0.00	
April BOD		11,400.00	(11,400.00)	0.00%
BOD - Travel		500.00	(500.00)	0.00%
Ex Comm Travel	898.22		898.22	
January BOD		6,500.00	(6,500.00)	0.00%
July BOD	24,081.43	20,000.00	4,081.43	120.41%
New Board Retreat		8,200.00	(8,200.00)	0.00%
October BOD	1,500.00	7,600.00	(6,100.00)	19.74%
Total Travel	\$ 26,479.65	\$ 54,200.00	\$ (27,720.35)	48.86%
Unallocated Reserve		527.82	(527.82)	0.00%
Web	2,429.75	6,700.00	(4,270.25)	36.26%
Workers Comp Insurance	247.49	500.00	(252.51)	49.50%
Total Expenditures	\$ 125,703.87	\$ 374,471.70	\$ (248,767.83)	33.57%
Net Operating Revenue	\$ 114,257.65	\$ -	\$ 114,257.65	
Other Revenue				
Dividend Income	\$ 1,144.98		\$ 1,144.98	
Investment Interest Income	7.04		7.04	
Unrealized Gains	7,402.43		7,402.43	
Unrealized Losses	(1,542.02)		(1,542.02)	
Total Other Revenue	7,012.43	0.00	7,012.43	
Other Expenditures				
Management Fees	866.69		866.69	
Total Other Expenditures	866.69	0.00	866.69	
Net Other Revenue	6,145.74	0.00	6,145.74	
Net Revenue	\$ 120,403.39	\$ -	\$ 120,403.39	

d

Note

- Convention income and expense budget to be decided at October BOD
- Grant income will come from our reserved projects fund
- Credit card points
- Two bills were received in the last two months that belonged to 2016/2017. Updated carryover reduced to \$1700
- Includes late fee and bank charges for check issuance and mailing.
- Executive committee travel includes travel to Kim Churches meeting and will also include cost for interview panel.
- Includes \$500 for advertisement in EdSource 40th anniversary program. Remainder is WWT costs.
- Lease terminates at the end of November but additional costs may be incurred to ship copier back, etc.
- Project profit of \$2,043.71 to be sent to AAUW Fund w/Fund Assessment Income



October 2017 Quarterly Committee Report

Committee Name: Leadership Development

Submitter: Cathy Foxhoven

Updates not included in Strategic Plan:

- Wrote Perspective Fall Article
- Continued B2B reports
- Assisting Sharon Westafer with AAUW Funds Luncheon at Basque Cultural Center
 - Providing table decorations for Funds Luncheon
 - Planning on filming speakers
 - Providing microphones for the speakers
 - Recruited three others to help with registration
 - Contacted San Mateo/San Francisco IBC to encourage attendance at Funds Luncheon
 - Wrote article on Funds Luncheon for San Mateo Bay Leaves
- Developed and submitted AAUW Jeopardy Game for Convention.
- Communicating with Jane in planning the Presidents' Luncheon and other upcoming duties and responsibilities.
- Have been actively recruiting for Meetings Planner.
- Reworked "Engage, Empower & Retain New Members" with Ainsley Nies - changed name to AAUW - Advancing Equality for All. Submitted as a plenary for convention.
- Working with Sue Cochran on the P&P's job descriptions, as well as a separate article for Jan. Perspective.
- Reading newsletters and submitting suggestions of outstanding MBP's to Program Chairs.
- Continued mentoring of Marlene Cain, new ST coordinator.
- Have been assisting Sandi Gabe with submissions for "Leader on Loan".
- Tentatively scheduled to speak at Pleasant Hill/Martinez branch in March.
- Read administrative assistant resumes and submitted tally to Donna Mertens.
- Developed survey for Leadership Day attendees.
- Discussed with communications (Elaine Wong) updating website, as well as procedure for sending out survey.
- Have been reading branch newsletters to get to know if they have leadership training needs.

Items for Board Discussion:

- Discuss possible dates for 2018-2019 Annual Meeting & 2019-2020 Convention.
- Discuss procedures for "Call for Committees" and P&P.
- Will need to explain committee job descriptions to the board.

Motions

- None Submitted



October 2017 Quarterly Committee Report

Committee Name: Membership

Submitter: Deanne Arthur

Updates not included in Strategic Plan:

- Paperwork has been received from National for the closure of the Arcadia and Fullerton branches. Paperwork has also been received for the successful name change of the Whittier Branch to the Greater Whittier Branch.
- We need an appropriate mechanism for the state to recognize GGG state members. Currently, there is no way to add them to the state list unless they join a branch. We need a P&P or another route for this information to travel.

Items for Board Discussion:

- Discuss the Give a Grad a Gift state membership status.

Motions

- None Submitted



October 2017 Quarterly Committee Report

Committee Name: Program

Submitter: Jane Niemeier

Updates not included in Strategic Plan:

- We have obtained prizes for the Branch Bingo. The plan is to give certificates to all branches that complete the bingo cards and then have a drawing for the prizes. We also plan to have a drawing for a grand prize that we will give away at the convention.

Items for Board Discussion:

- We would like to propose having one plenary each day and to have a block of six concurrent workshops running each day. Other questions: Are we paying mileage for non-members who give a plenary or a speech?

Motions

- None Submitted



October 2017 Quarterly Committee Report

Committee Name: State Project Oversight Committee (SPOC)

Submitter: Dianne Owens

Updates not included in Strategic Plan:

- The State Project Oversight Committee (SPOC) met for the first time at Leadership Day on July 15, 2017 in Sacramento. Present were Rozanne Child, Carol Holzgrafe, both committee members, Marlene Cain and Liz Jordan from Speech Trek, Harriet Tower and Kaye Kidwell from Tech Trek. Susan Negrete, committee member, wasn't able to attend and Jane Niemeier and Sandi Gabe were facilitating their respective committees. CA President, Donna Mertens was also present for our meeting and briefed us on the Tech Trek (TT) Memorandum of Understanding (MOU) between AAUW CA and AAUW, Inc. and the Agreement between AAUW CA and AAUW-CA Special Projects Fund (SPF).
- We spent our time together brainstorming and grouping our ideas into goals and objectives for the AAUW year using the ICA (Institute of Cultural Affairs) method. These are reflected in our Strategic Plan for the year.
- The committee has met twice via conference call, September 2 and 20th and plans to meet via Skype on October 12 to discuss the Policies and Procedures (P&Ps) which will be developed from the TT MOU and SPF agreement. When the AAUW TT Toolkit is released we will be meeting to discuss additional P&Ps.
- As Chair of the SPOC Committee I attended the October 7 meeting in San Jose of the TT Camp Directors and Treasurers.

Items for Board Discussion:

- None Submitted

Motions

- None Submitted



October 2017 Quarterly Committee Report

Committee Name: President

Submitter: Donna Mertens

Updates not included in Strategic Plan:

- I will update the board on the progress of the Tech Trek transition, the current personnel issue and the Solo case.

Items for Board Discussion:

- None Submitted

Motions

- None Submitted



Strategic Plan

Year 2

2017-2018



October 2017 Strategic Plan Update – Year Two (2017-2018)

Action Items	Responsible Committee	Deadline	Summary
I. Build membership in AAUW CA through retention and recruitment.			
I-A Provide tools and resources to help branches recruit members for a statewide increase of 2 %.			
1. Committee to make scripted personal contact via phone to each Branch Membership VP to introduce themselves and establish a relationship related to membership topics such as recruitment methods, branch needs, etc.	Membership	10/31/17	October 2017 Update The branches have been distributed to the various committee members along with the phone call script and follow up email. There is nothing more valuable than personal contact and making each member feel valued.
2. Follow-up with an email to Branch Membership VPs containing a link to appropriate National or State pages.	Membership	11/30/17	October 2017 Update Follow-up email has been sent to the committee members - This task is in process. We may take a little longer than the 11/30/17 date to complete.
3. Encourage communication between the branches and the state.	Membership	6/31/18	October 2017 Update This is being done via the communications script, B2B, and Perspective submissions. We continue to be open to branch visits and phone calls.
4. Ask Branch Membership VPS to keep a tally of all new members and those not renewing and send to the membership team.	Membership	4/30/18	October 2017 Update This is begin done with the initial phone contact and follow-up email.
5. Solicit member and branch officer input for an article to be published in the Winter and Spring Perspective and/or Board-to-Board.	Membership	6/31/18	October 2017 Update This is begin done with the initial phone contact and follow-up email.
6. Create and present Diversity and Inclusion information for convention.	Membership/ Diversity	1/31/17	October 2017 Update Mitra Baghdadi (diversity chair) and Alex Bellenger are currently working on an RFP for convention. They are also developing a Survey for distribution to the membership.
7. Encourage use of list of national members in each district for branch membership recruitment via the B2B and articles in the Perspectives.	Membership	6/30/17	October 2017 Update No progress to date. This will be a second quarter task.
8. Distribute national video to branches and encourage distribution to local media.	Membership	6/30/17	October 2017 Update No progress to date.
9. Encourage branches to form interest groups specifically for younger women via 4 B2B messages.	Membership/ Diversity	6/30/17	October 2017 Update November or December target date for this goal.

Action Items	Responsible Committee	Deadline	Summary
I-B Provide tools and resources to assist branches in retaining membership at 90%.			
1. Send branches information on how to obtain ADA accommodations for members with disabilities.	Membership	9/30/17	October 2017 Update This task has been delayed until November B2B.
2. Encourage branches to connect new members with veteran members of similar interests via a buddy program.	Membership	12/31/17	October 2017 Update Winter Perspective Article or a future B2B article.
3. Determine how to best measure diversity in branches/state to inform future goals.	Membership/ Diversity	6/30/18	October 2017 Update The diversity chair (Mitra Baghdadi) is currently working on this task. This will be the survey that will be available by State Convention in April.
4. Develop orientation materials for branch membership VPs and direct branch membership VPs to existing materials.	Membership	6/30/18	October 2017 Update No progress to date.
I-C Model behaviors that enhance the visibility and appeal of AAUW.			
1. Encourage branches to collaborate on at least one event at a C/U campus share the information with the membership team.	Membership/ C/U	9/30//17	October 2017 Update We have encouraged branches to send a student to NCCWSL, to table at a school, and let students know about Fellowships and Grants.
I-D Provide tools and resources to increase California C/U partners by 20%.			
1. Create a list of colleges and universities that match with branch(es) and communicate to branch(es).	Membership/ C/U	6/30/18	October 2017 Update This is an ongoing task but a list will be available for the State Board by year's end.
2. Create brief outline of C/U value to branch and to C/U Partners and distribute to branches.	Membership/ C/U	11/1/17	October 2017 Update This task is in process and Tina and her committee will have it done for 1/1/18.
3. Publish 4 article encouraging branch support for NCCWSL, SmartStart, Campus Action Newsletter, Campus Project Grants, e-student affiliates and Give a Grad a Gift.	Membership/ C/U	6/30/18	October 2017 Update C/U published a NCWHSTL article in the Fall Perspective and an estudent article in the B2B have made an excellent start to the completion of this goal.
4. Develop an electronic communication mechanism to share ideas related to C/U Partnerships.	Membership/ C/U	11/1/17	October 2017 Update Tina will work with the Communications Committee to make this goal a reality.
5. Provide a local "Give a Grad a Gift" brochure to the branches and C/U partners.	Membership/ C/U	4/1/18	October 2017 Update No progress on this yet.

Action Items	Responsible Committee	Deadline	Summary
I-E Encourage and support Increase the number of YWTF chapters.			
1. Educate and inform AAUW CA membership about YWTF and the relation to AAUW branches through at least 2 Perspective articles. Follow-up with emails and phone calls as necessary.	Membership/ YWTF	6/10/18	October 2017 Update Article will be submitted to next Perspective. Spoke to CHAR branch and included info regarding YWTF
2. Serve as a liaison to emerging YWTF chapters throughout the state, providing information about AAUW CA and branches as well as support.	Membership/ YWTF	6/10/18	October 2017 Update Working to clarify list of prospective members from National office.
3. Foster collaboration between YWTF chapters and nearby AAUW CA branches by connecting key parties and providing support via email and/or phone.	Membership/ YWTF	6/10/18	October 2017 Update No further action until prospective list is solidified.
4. Offer physical support to emerging YWTF chapters at events as necessary and practical.	Membership/ YWTF	6/10/18	October 2017 Update Attended Stockton YWTF Quarterly Roundtable at end of July. Contributed personal funds to chapter.
II. Develop and promote AAUW CA programs that support equity for women and girls to advance the mission of AAUW.			
II-A 20 branches will participate in Speech Trek.			
1. Recruit branches through B2B and Perspective in -2017-2018.	Speech Trek	3/1/18	October 2017 Update Have publicized in B2B, intent to participate forms are coming in
II-B Increase participation in financial literacy programs.			
1. Seek grant money to support additional resource development and presentations	Program	6/30/18	October 2017 Update In progress. No grants found during the first Q (7/1-9/30)
2. Create Money Trek modules for retirees and widows.	Program	6/30/18	October 2017 Update In progress (Jan and Bakula)
3. Publicize resources in B2B and Perspective.	Program	6/30/18	October 2017 Update Articles written related to FL for B2B & Perspective
4. Present an overview of Financial Literacy and how to navigate the website at convention.	Program	4/15/18	October 2017 Update In progress. FL team along with Program chairs are reviewing PowerPoint material and resources to use during convention presentation.
II-C 20 branches will submit for mission-based program recognition.			
1. Define Mission Based Program recognition.	Program	8/31/17	October 2017 Update Complete - on the website

Action Items	Responsible Committee	Deadline	Summary
2. Contact branch presidents and program chairs to encourage submission of newsletters.	Program	9/1/17	October 2017 Update Complete- have received 57 newsletters this quarter
3. Educate members on program resources using B2B.	Program	6/30/18	October 2017 Update Have written articles about AAUW CA book club and Branch Bingo
4. Select Program of the Quarter.	Program	3/1/18	October 2017 Update Seven programs selected for first quarter. Information shared via B2B and via the website
II-D Present a State Convention with an overall evaluation of "good" or above and 50% of branches attending.			
1. Contact presenters and speakers.	Program	12/1/17	October 2017 Update Awaiting more RFPs
II-E Create state-level mission-based activities to engage and support branches.			
1. Establish an online book club to discuss Malala as a continuation of Leadership yesterday, Today, and Tomorrow.	Program	10/15/17	October 2017 Update Complete. Established through GoodReads. Information shared via B2B and on website.
2. Create and distribute branch bingo - Mission based electronic engagement activity.	Program	3/1/18	October 2017 Update Two rounds, round one to begin in October. Publicized via B2B and website.
3. Provide information on International women's issues and suggestions for programs for International Women's Day.	Program	1/8/18	October 2017 Update In progress (Indrani)
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.			
1. Develop technology workshops and deliver through Leader on Loan.	Leadership	10/31/17	October 2017 Update Pending until new administrative assistant is hired.
2. Develop and deliver workshop for Far North branches.	Leadership	3/1/18	October 2017 Update Redding is in process of determining a date for Leadership Day.
3. Survey 2016-2017 workshop attendees to determine effectiveness of Leadership Development programs.	Leadership	12/1/17	October 2017 Update Survey is created and will be sent out to attendees of 2017 Leadership Days on Nov. 1st.

Action Items	Responsible Committee	Deadline	Summary
III-B Provide job-a-like video tutorial for incoming officers.			
1. Make job-a-like videos available for IBC/Branch meetings.	Leadership	10/31/17	October 2017 Update Four job-alike videos are on website. Attempting to get the Secretary video uploaded. Recruiting someone to do job-alike for membership.
III-C Plan and conduct leadership workshops for branch training.			
1. Create at least 1 workshop (Jeopardy) on topics such as: Acronyms, AAUW History, Public Policy Priorities, Where to find information, Visuals, Celebrity Nuggets.	Leadership	12/1/17	October 2017 Update Completed September 2017.
2. Submit RFP's for "Board Alignment" workshop and "Empower, Engage & Retain New Members" for a plenary.	Leadership	12/1/17	October 2017 Update Completed September 2017. Renamed "AAUW - Advancing Equity for All.
IV. Increase donations to the AAUW Fund.			
IV-A Introduce members to fellowship and grant recipients.			
1. Schedule AAUW Fund recipients to speak at 30 branch and IBC meetings.	Fund	6/30/18	October 2017 Update 6 Fellows scheduled for branch meetings in 2017-2018. 1 request pending. All recipients invited to Fund luncheons; 15 attending, 3 pending, 8 unable to attend.
2. Hold 4 Fund luncheons regionally in California in 2017-2018.	Fund	10/29/17	October 2017 Update 4 luncheons scheduled; 1 in Southern CA, 2 in Northern CA and one on Central coast.
3. Video record 4 Fund luncheons and post to AAUW CA Website.	Fund	6/1/18	October 2017 Update Pending
IV-B Streamline the ability to donate.			
1. Encourage CA branches to donate a total of \$1.8m to the AAUW Fund, AAUW CA unfinished endowments and Tech Trek, through B2B, emails and presentations at branches, in 2017-2018.	Fund	6/1/18	October 2017 Update Total contributions ending June 30, 2017: \$859,089.01
2. All board members donate to the AAUW Fund, amount at their discretion.	Fund	12/31/17	October 2017 Update 5 of 12 board members have donated as of June 30, 2017

Action Items	Responsible Committee	Deadline	Summary
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.			
1. Identify, take positions, on California legislation consistent with AAUW CA public policy priorities.	Public Policy	3/31/18	October 2017 Update Task assigned for 2018
2. Use Action Alerts and social media to provide legislative information to members and to encourage members to communicate with legislators/governor.	Public Policy	9/30/17	October 2017 Update 2 Action Alerts sent out in July/Aug on bill pending in Legislature; 2 Action Alerts sent out in Oct. on bills sent to the Governor.
V-B Implement national voter education program in 50 branches.			
1. Provide branches with resource information about the November 2017 election.	Public Policy	10/31/17	October 2017 Update Article in Sept Perspective; reminder message in Oct B2B
2. 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	10/31/17	October 2017 Update Committee members contacted their IBCs and member branches in September to introduce themselves as liaisons from the PP Committee and offer support
3. Use Google group and other contact options to solicit reports on branch participation.	Public Policy	12/31/17	October 2017 Update Reports requested in Dec. for the Nov 2017 election. Just asking for reports was not successful
V-C Support branches in observing Pay Equity Day (PED), with at least 15 branches holding events and at least 70 highlighting PED in their newsletters.			
1. Provide information resources on ways branches can support PED.	Public Policy	2/1/18	October 2017 Update Task assigned for 2018
2. Write an article on PED for branches to use in their newsletters.	Public Policy	2/1/18	October 2017 Update Task assigned for 2018
V-D Develop and implement plan for branches to distribute new Title IX resources to public school districts in their communities.			
1. Send targeted email to branch public policy chairs with information on Title IX compliance requirements.	Public Policy	11/1/17	October 2017 Update New Title IX Coordinator will oversee this task
2. Identify how many branches have contacted a school about Title IX.	Public Policy	3/1/18	October 2017 Update Will work with Coordinator to develop reporting method

Action Items	Responsible Committee	Deadline	Summary
V-E Increase branch advocacy efforts regarding public policy priorities.			
1. Mentor/educate branch members regarding branch advocacy best practices through program in a box, webinars, newsletter articles, web links and/or workshops.	Public Policy	2/2/18	October 2017 Update Oct 2017 B2B encouraged branches to meet with legislators; 3 branches have requested training. Spoke to CHAR branch regarding public policy and advocacy opportunities. Working with Sacramento branch to form advocacy direction for their PP committee.
2. Encourage specific branches to meet with targeted local legislative offices regarding identified bills.	Public Policy	8/31/17	October 2017 Update This action is dependent on direction from our Legislative Advocate. She did not make such a request this legislative session. We are ready to take action when directed.
VI. Develop governance policies and fiscal strategies to provide responsible stewardship of the resources of AAUW CA.			
VI-A Clarify responsibilities, purposes, goals and policies and procedures with branches for Tech Trek (TT) and Speech Trek (ST).			
1. Send TT and ST P & P to branches via B2B.	SPOC	7/30/18	October 2017 Update Will be discussed at upcoming committee meetings.
2. Committee members visit 3 Tech Trek Camps by the end of the fiscal year.	SPOC	6/30/18	October 2017 Update This will be decided as we get closer to summer and the camps as only three will be before June 30.
3. Collaborate with the governance committee to update TT and ST policies and procedures.	SPOC	1/15/18	October 2017 Update Will be working on this in October and November.
4. Prepare frequently asked questions regarding Special Projects Oversight Committee (SPOC) and distribute via B2B.	SPOC	4/1/18	October 2017 Update Frequently asked questions regarding TT are being answered by Tech Trek Coordinator.
5. Prepare camp compliance list for camp visits by committee members.	SPOC	4/1/18	October 2017 Update Will be done after new TT Toolkit is released in November.
6. Review and update camp budget procedures, if necessary.	SPOC	10/1/17	October 2017 Update Need to move date to 1/15/18 because of October and November TT/ SPF meetings scheduled.
7. Review TT Toolkit after AAUW National revision to ensure it incorporates CA processes and procedures.	SPOC	1/15/18	October 2017 Update This will be done in November/December.

Action Items	Responsible Committee	Deadline	Summary
8. Notify branches of all changes to policies and procedures via B2B or Perspective.	SPOC	4/1/18	October 2017 Update Will follow update to P&Ps this fall.
VI-B Strengthen communications between SPOC and branches and between SPOC and camp directors.			
1. Document past achievements of SPOC and distribute via B2B.	SPOC	1/10/18	October 2017 Update Will work on this in November/December.
2. Use B2B and Perspective to communicate with branches and camps, for both Tech Trek and Speech Trek.	SPOC	6/30/18	October 2017 Update Will accomplish this in the spring.
VI-C Assure that all AAUW CA governance documents are aligned with mandatory National AAUW wording and State of California corporate regulations for non-profit entities.			
1. Bring Articles of Incorporation and Bylaws into alignment with required wording for a PUBLIC BENEFIT CORPORATION.	Governance	1/5/18	October 2017 Update Pending discussion with legal counsel.
2. Review all AAUW CA policies and procedures for compliance and continuity.	Governance	6/15/18	October 2017 Update Will commence review after Jan. board meeting.
3. If required, manage the communications to the general membership for a required vote on the change in the Articles of Incorporation.	Governance	10/15/17	October 2017 Update In process, preliminary communication in October B2B regarding outcome. Next steps pending discussions with legal counsel.
4. Prepare recommendations for future revisions to bylaws.	Governance	3/31/18	October 2017 Update On hold until status issue resolved.
5. Review the list of branch documents on file with National to identify those that pose problems.	Governance	6/30/18	October 2017 Update All branch bylaws in CA are in compliance with National as of 9/30/2017.
6. Contact branches whose governance documents are not in compliance and assist them in bringing their documents into compliance.	Governance	9/30/17	October 2017 Update Completed.
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	6/30/18	October 2017 Update On hold pending resolution of mutual v. public benefit issue.
VII. Develop governance policies and fiscal strategies to provide responsible stewardship of the resources of AAUW CA.			
VII-A Evaluate investment strategy, advisor and update policy as needed.			
1. Review investment strategy.	Finance	8/31/17	October 2017 Update

Action Items	Responsible Committee	Deadline	Summary
			Completed. Policy updated and sent to Governance 9/9/2017.
2. Assess value of managed portfolio.	Finance	8/31/17	October 2017 Update Completed. Will be discussed at January BOD along with proposed policy changes.
3. Update policy as needed.	Finance	2/28/18	October 2017 Update Will be finalized as discussion at January BOD.
VII-B Evaluate insurance coverage for sufficiency or excess coverage.			
1. Review coverage.	Finance	10/31/17	October 2017 Update In process.
2. Discuss with broker.	Finance	10/31/17	October 2017 Update In process.
3. Develop recommendations for FY 2018-2019 coverage.	Finance	3/31/18	October 2017 Update To be completed after #1 and #2 are done.
VIII. Support branches, board, and committees communication needs through efficient use of technology and available staff resources.			
VIII-A Engage IBCs, branches and the board in determining communication needs and submitting content for publications and online presence.			
1. Redesign B2B Publication to improve readability.	Communications	12/31/17	October 2017 Update B2B template created with B2B header and links to website, and social media icons at the bottom.
2. Evaluate effectiveness of communication team/committee chair liaison roles and modify as needed.	Communications	12/31/17	October 2017 Update Complete. Communication Team Liaison (CTL) roles and responsibilities revised and distributed to full board. CTLs assigned and expected to make initial contact with committee assignment by 10/15. Membership: Made contact with Kathy Andreini, Co-Chair of Membership, last spring and identified revisions and new approaches to website content. Proposed rewrites are in progress. Speech Trek: No direct contact with chair yet, but extensively reviewed the Speech Trek materials for the website prior to publication.

Action Items	Responsible Committee	Deadline	Summary
3. Develop guidelines submitting content to B2B.	Communications	9/30/17	October 2017 Update Complete. Guidelines created and distributed to full board.
4. Develop guidelines for submitting content to California Perspective.	Communications	10/30/17	October 2017 Update In progress. Will build upon B2B guidelines.
5. Develop guidelines for submitting content for website.	Communications	10/30/17	October 2017 Update Draft created for review by Communication Team.
6. Evaluate and improve production schedule California Perspective.	Communications	2/28/18	October 2017 Update No action.
7. Evaluate competitive pricing for the California Perspective production.	Communications	1/30/18	October 2017 Update Documenting production process.
VIII-B Inform branch and state leadership of available communications tools.			
1. Create a new board member packet describing Communication tools.	Communications	12/31/17	October 2017 Update No action.
2. Create and deliver technology session at the annual convention.	Communications	4/30/18	October 2017 Update No action.
3. Develop one technology-based peer group and conduct 1-2 sessions.	Communications	2/1/18	October 2017 Update No action.
VIII-C Migrate email system to "Sentry".			
1. Identify AAUW California tasks in Sentry project.	Communications	7/1/17	October 2017 Update Complete. Project plan created.
2. Migrate existing mailing lists to Sentry.	Communications	7/15/17	October 2017 Update Complete. All lists migrated to new email platform.
3. Test migration.	Communications	8/15/17	October 2017 Update Complete. AAUW did the majority of the testing and identified several issues that need addressing: 1. BOR documentation needs to be created to guide how the application is used. 2. Email bounce process is needed to assure that we are not identified as spam and our emails are rejected 3. Opt out process needed for large distributions 4. Email scrubbing process needed to assure that undeliverable emails are not sent. >1K messages determined to be invalid in

Action Items	Responsible Committee	Deadline	Summary
			September California Perspective distribution.
VIII-D Strengthen Social Media Presence.			
1. Recruit team members for specific Social Media responsibilities.	Communications	8/15/17	October 2017 Update Complete. Nancy Turner engaged to do Facebook posts.
2. Work with the Governance and Public Policy Committees to define a Facebook posting policy or procedure.	Communications	12/1/17	October 2017 Update No action.
3. Develop a Communications team social media procedure.	Communications	10/1/17	October 2017 Update Draft started. Will be reviewed at October Communication Team Meeting.
4. Increase Twitter followers from 200 to 400.	Communications	6/30/18	October 2017 Update No action.
5. Increase Facebook "likes" from 1,700 to 2,100.	Communications	6/30/18	October 2017 Update Requested Branch Boards "like" AAUW CA page. People who comment on the page are invited to "like" the page. Total "likes" as of 10/1 1806.
6. Demonstrate social media success to branches by communicating increase in Facebook and twitter engagement through 1 B2B article.	Communications	6/30/18	October 2017 Update Article included in September Board to Board.
IX. Illustrate the Board's relevance and value to the Branches.			
IX-A Develop, package and deliver best practices.			
1. Develop best practices checklist for branch treasurers.	Finance	3/31/18	October 2017 Update
2. Create a California-specific logo.	Communications	2/28/17	October 2017 Update No action.
3. Review and revise "Value for your Dues" document.	Communications	2/28/17	October 2017 Update No action.
4. Develop a marketing plan.	Communications	2/28/17	October 2017 Update No action.
IX-B Facilitate use of Social Media for Branch Networking and Sharing.			
1. Develop capacity for members to communicate directly via the AAUW State website.	Communications	3/1/18	October 2017 Update No action.
IX-C Encourage Tech Trek.			
1. Link legislators with Tech Trek camps.	Public Policy	6/31/2018	October 2017 Update None action.



October 2017 Strategic Plan Update – Year Two (2017-2018)

Action Items	Responsible Committee	Deadline	Summary
IX-D Increase AAUW California board visibility.			
1. Provide Board Member bios and share via the website, B2B or other mechanisms.	Communications	6/31/2018	October 2017 Update No Action.
2. Conduct 1 virtual town hall meeting.	President	1/31/18	October 2017 Update Will plan to advertise in Perspective & B2B.
3. Create at least 1 peer group to assist in educating branches about job alike training.	Leadership	NEED A DATE	October 2017 Update No action.
IX-E Develop a plan to establish a presence and table AAUW information at conferences that attract the type of people who might join AAUW.			
1. Identify and participate in at least 2 tabling activities.	Board	6/31/2018	October 2017 Update No action.



Strategic Plan

Year 1

2016-2017

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	Updates
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	October 2016 update Expected completion 10/8/16. January 2017 Update Completed; continuing contacts if they have questions or issues. April 2017 Update Complete July 2017 Update Complete
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	October 2016 update Expected completion 10/8/16 and ongoing for rapport/support. January 2017 Update Completed; ongoing if MVPs have questions or issues. April 2017 Update Complete July 2017 Update Complete
3. Solicit member and branch officer input on an article to be published in the Perspective and/or Board-to-Board.	Membership	Ongoing	October 2016 update Written, but not sent - planning to send soon. January 2017 Update Used article for Perspective instead; sending to branches isn't working because can't coordinate and no guarantee it will be used by branches. April 2017 Update Complete. Using Pamela Perkins-Dwyer's story in the California Perspective. July 2017 Update Complete
4. Send a Board-to-Board monthly email containing ideas on recruitment and retention.	Membership	Ongoing	October 2016 update Haven't gotten to yet. January 2017 Update Getting that information is tricky and impractical. April 2017 Update Since action item changed, easier to complete. Ongoing each month. July 2017 Update Ongoing. June B2B is on Give a Grad a Gift membership and Shape the Future membership redemption. October 2017 Update Complete

5. Create and present Diversity and Inclusion information for annual meeting	Membership/ Diversity	4/22/2017	October 2016 update January 2017 Update No progress. April 2017 Update Change action item to "Convention". Finding new Diversity Subcommittee Chair due to nonresponse. July 2017 Update Diversity Subcommittee Chair found. Will submit vita. October 2017 Update Goal was not complete due to lack of Diversity Subcommittee chair.
6. Encourage use of list of national members in each district for branch membership recruitment	Membership	Ongoing	October 2016 update Sent instructions to Committee on how MVPs can get the list. January 2017 Update Completed. Used B2B. April 2017 Update Completed in one B2B, but will send reminder. July 2017 Update Complete.
7. NPR PSA message available to branches for distribution.	D&M	4/1/2017	October 2016 update No progress made as yet. April '17 still ETA. January 2017 Update No update submitted. April 2017 Update No progress possible - we must be a 501c3. July 2017 Update No update submitted. October 2017 Update Complete. Unable to accomplish as we must a 501(c)(3) to qualify.
8. Send PDFs (2 versions) of the Development and Marketing brochure.	D&M	10/1/2016	October 2016 update Their original plan appears impossible - other solutions being sought. January 2017 Update Complete. A PDF version of the M&D brochure is available on the website. Thanks to Sandi Gabe and Jim Holzgraf for working hard to make this happen. April 2017 Update Complete July 2017 Update Complete

I-B Provide tools and resources to assist branches in retaining membership at 90%.

Action Items	Responsible Committee	Deadline	Updates
1. Encourage all branches to include online payment option	Membership	2/5/2017	October 2016 update Need to collaborate with Finance.

			<p>January 2017 Update No progress.</p> <p>April 2017 Update No progress, need to collaborate with Finance. May need to remove item.</p> <p>July 2017 Update No progress.</p> <p>October 2017 Update Closed. Duplicate of Finance Goal.</p>
2. Send branches information on how to obtain ADA accommodations for members with disabilities	Membership	Ongoing	<p>October 2016 update 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.</p> <p>January 2017 Update No progress.</p> <p>April 2017 Update No progress.</p> <p>July 2017 Update Working with Sue Cochran and items to send the branches. Have to pass on to Deanna.</p> <p>October 2017 Update Incomplete. Will create 2017-2018 goal.</p>
3. Encourage branches to connect new members with veteran members of similar interests	Membership	Ongoing	<p>October 2016 update Will work on through B2Bs, monthly email to branches, and article for branch newsletters (1A3 and 1A4).</p> <p>January 2017 Update Completed. January B2B.</p> <p>April 2017 Update Complete</p> <p>July 2017 Update Complete</p>
4. Encourage branches to form interest groups specifically for younger women	Membership/ Diversity	Ongoing	<p>October 2016 update Will work on through B2Bs, monthly email to branches, and article for branch newsletters (1A3 and 1A4).</p> <p>January 2017 Update Semi-completed (encouraged to recruit younger members). B2B and Perspective.</p> <p>April 2017 Update Semi-completed (encouraged to recruit younger members). Articles included in B2B and California Perspective.</p> <p>July 2017 Update Complete</p>
5. Determine how to best measure diversity in branches/state to inform future goals	Membership/ Diversity	Jan-tentative	<p>October 2016 update Ongoing.</p> <p>January 2017 Update Waiting on response from subcommittee.</p> <p>April 2017 Update</p>

			<p>No progress, finding new diversity subcommittee chair.</p> <p>July 2017 Update Found new subcommittee chair. Will submit vita soon. New diversity chair should work on this.</p> <p>October 2017 Update Goal was not complete due to lack of Diversity Subcommittee chair.</p>
6. Develop orientation materials for branch membership VPs and direct branch membership VPs to existing materials	Membership	Ongoing	<p>October 2016 update Completed through follow-up emails sent to MVPs in 1A1 and 1A2.</p> <p>January 2017 Update Completed.</p> <p>April 2017 Update Completed through email contact with MVPs. - may need to remove or combine with 1A1.</p> <p>July 2017 Update Complete</p>

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

Action Items	Responsible Committee	Deadline	Updates
1. Encourage branches to collaborate/outreach at least one community event and report back to the state	Membership	11/15/2016	<p>October 2016 update Completed via Perspective article and first B2B.</p> <p>January 2017 Update Completed.</p> <p>April 2017 Update Complete</p> <p>July 2017 Update Complete</p>
2. Outreach to branch Membership VPs to survey branch progress on membership growth, retention, and needs	Membership	4/15/2017	<p>October 2016 update First contact with MVPs; ongoing.</p> <p>January 2017 Update Completed and ongoing.</p> <p>April 2017 Update Complete</p> <p>July 2017 Update Complete</p>
3. Send branches information on how to outreach via social media (e.g., LinkedIn, Twitter, Facebook, etc.)	Membership/ Communications	12/15/2016	<p>October 2016 update Incomplete.</p> <p>January 2017 Update Communications Update: "Tech Corner" containing information on common communication tools including pros, cons and costs developed and posted on website.</p> <p>April 2017 Update Complete.</p> <p>July 2017 Update Complete.</p>

4. Send an article on membership retention to branch newsletter editors, coordinating with Branch Support, Leadership Development, and Programming	Membership	2/15/2017	<p>October 2016 update Once article written (see 1A3).</p> <p>January 2017 Update See 1A3. Completed.</p> <p>April 2017 Update Complete</p> <p>July 2017 Update Complete</p>
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	10/15/2016	<p>October 2016 update Little progress - hope to have an outline/structure defined by 10/15.</p> <p>January 2017 Update Branch Support Update: Reworked initial structure. Need to review concept w/Membership and reword action item.</p> <p>April 2017 Update 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> <p>July 2017 Update Feedback and updates collected in Leadership Training workshops (Mar-May) as well as some branch visits. Working with Sandi on best online location for Collection.</p> <p>October 2017 update Complete</p>
6. Encourage branches to use Social Media. Be an example to the branches	D & M	ongoing	<p>October 2016 update LACIC is currently using Facebook and is revitalizing its website. Looking for connection with other branches and interbranch councils to encourage them.</p> <p>January 2017 Update Communications Update: We use Facebook, Twitter, 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>April 2017 Update Complete. Highlighted the use of evite in the April B2B. Will highlight additional methods in the May and June B2B.</p> <p>July 2017 Update Complete</p>

I-D Provide tools and resources to increase California C/U partners by 20%.

Action Items	Responsible Committee	Deadline	Updates
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1. Encourage branches to collaborate on at least one event at a C/U campus	Membership/C/U	Ongoing	<p>October 2016 update September B2B encouraged branches to table on campus. Future B2B and Perspective articles will encourage other event participation.</p> <p>January 2017 Update Completed.</p> <p>April 2017 Update 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> <p>July 2017 Update Complete</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	1/15/2017	<p>October 2016 update This list is progressing and will be finished by the due date.</p> <p>January 2017 Update Working on this.</p> <p>April 2017 Update 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> <p>July 2017 Update Ongoing</p> <p>October 2017 Update Closed. Add new goal next year.</p>
3. Create brief outline of C/U value to branch and to college	Membership/C/U	10/8/2016	<p>October 2016 update In progress and we would like to put it on the website when we are finished.</p> <p>January 2017 Update Ongoing through B2B and Perspective.</p> <p>April 2017 Update Ongoing through B2B (esp. March) and Perspective. 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> <p>July 2017 Update Information on workbook put on the website.</p> <p>October 2017 Update Complete</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>October 2016 update The Fall Perspective article encouraged support for NCCWSL. Other B2B and Perspective articles will encourage support for the other programs.</p> <p>January 2017 Update Completed. Ongoing through B2B and Perspective.</p> <p>April 2017 Update Completed. Ongoing through B2B, Perspective, C/U Coord. Handbook, and "How to Recruit a C/U Partner."</p> <p>July 2017 Update Complete</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	10/8/2016	<p>October 2016 update 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>January 2017 Update Ongoing through B2B and Perspective. Apparently Google Hangout is too confusing. Need to revisit. Maybe change to a Facebook page.</p> <p>April 2017 Update Complete. This option is not going to work.</p> <p>July 2017 Update Complete</p>
6. Encourage branches to sponsor student affiliate members or graduate students to attend NCCWSL.	Membership/C/U	Oct-Ongoing	<p>October 2016 update Fall Perspective. 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>January 2017 Update Ongoing through B2B and Perspective.</p> <p>April 2017 Update 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> <p>July 2017 Update Complete</p>

7. Provide a local “Give a Grad a Gift” brochure to the branches and C/U partners	D & M	1/1/2017	<p>October 2016 update 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>January 2017 Update A rough draft brochure will be available at the January board meeting.</p> <p>April 2017 Update Closed until after the National Convention in June 2017.</p> <p>July 2017 Update No brochure, but in B2B and Perspective, talk about give a grad a gift.</p> <p>October 2017 update Closed. New goal will be established next year.</p>
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I-E Increase the number of YWTF chapters to a total of 5.

Action Items	Responsible Committee	Deadline	Updates
1. Educate and inform AAUW CA membership about YWTF and the relation to AAUW branches through at least 2 Perspective articles, emails and phone calls as necessary.	YWTF	6/10/2017	<p>October 2016 update Article in fall Perspective, participated in conference call set up by national with members from CA and beyond, provided start up information to 2 branch members.</p> <p>January 2017 Update Returned only one email this quarter with info re: local YWTF efforts in the LA area.</p> <p>April 2017 Update Informal conversations with members regarding YWTF and its purpose and role with AAUW.</p> <p>July 2017 Update Article in last Perspective regarding YWTF Stockton, responded to emails generated as result of article. Ongoing via emails, articles, visits with branches.</p> <p>October 2017 update Complete. 2 new YWTF chapters established.</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	<p>October 2016 update Ongoing support via email with SF and Stockton Chapters, discussion with Sac State student affiliate about collaborating on chapter formation for graduates.</p> <p>January 2017 Update Continued support of Stockton YWTF- participated in chapter conference call.</p> <p>April 2017 Update Ongoing support via emails and Facebook of existing chapters as needed. In contact with National about YWTF future.</p> <p>July 2017 Update</p>

			Ongoing support via email, Facebook communication. Support from National has been stagnant. October 2017 Update Complete.
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	October 2016 update No update submitted. January 2017 Update 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. April 2017 Update Working with AAUW Sacramento on how to support possible Sac State chapter efforts in creating YWTF chapter. July 2017 Update YWTF SF leader participated as workshop leader at Leadership Training Day-thanks, Cathy! Ongoing email support. October 2017 Update Complete.
4. Offer physical support to emerging YWTF chapters at events as necessary and practical.	YWTF	6/1/2017	October 2016 update No update submitted. January 2017 Update Need has not yet arisen. April 2017 Update Attending YWTF Stockton Launch event April 30. July 2017 Update Ongoing communication with YWTF Stockton. October 2017 Update Complete.

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	Updates
1. Recruit branches through B2B and Perspective	Speech Trek	3/1/2017	October 2016 update 16 branches are planning to participate. January 2017 Update 18 branches are planning to participate. April 2017 Update 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. July 2017 Update

			16 branches actually competed. Two branches never sent in their 1st place winners. New ST coordinator will contact those branches and try to assist them in the coming year.
2. Identify additional sponsorship	Speech Trek	4/1/2017	<p>October 2016 update Shelley Mitchell continues to work on this.</p> <p>January 2017 Update Maura Jones has donated \$1000 to help pay for the lapel microphones at the state competition.</p> <p>April 2017 Update 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> <p>July 2017 Update Complete. Shelley Mitchell is once again attempting to get a grant/sponsorship through Cal Humanities.</p>

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

Action Items	Responsible Committee	Deadline	Updates
1. Seek grant money to support additional resource development	Program	ongoing	<p>October 2016 update No update submitted.</p> <p>January 2017 Update Committee members continue to solicit.</p> <p>April 2017 Update No funds received to date although committee continues efforts.</p> <p>July 2017 Update No funds to date.</p> <p>October 2017 Update Complete. Donation received.</p>
2. Revise all modules to make more descriptive and attractive	Program	4/1/2017	<p>October 2016 update Modules examined and changes suggested. Final approval and posting in the works.</p> <p>January 2017 Update Subcommittee editing with initial submissions due January 30.</p> <p>April 2017 Update Completed.</p> <p>July 2017 Update Complete.</p>
3. Create new modules for retirees and widows	Program	Sept. 2017	<p>October 2016 update No update submitted.</p> <p>January 2017 Update Subcommittee gathering info.</p> <p>April 2017 Update Still in idea/info gathering stage.</p>

			July 2017 Update Needs to be continued to next year.
4. Publicize resources such as Bizkids, etc.	Program	ongoing	October 2016 update No update submitted. January 2017 Update Financial literacy chair has publicized on website and via articles. April 2017 Update Financial literacy rep has info on website. July 2017 Update Website and Perspective used. Ongoing publicity. October 2017 Update Incomplete. New goal will be added next year.

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

Action Items	Responsible Committee	Deadline	Updates
1. Contact branch presidents and program chairs to encourage submissions	Program	10/1/2016	October 2016 update B2B articles. January 2017 Update B2B and Perspective Articles. Individual contacts in February. April 2017 Update B2b/perspective. Committee assigned to contact via phone or email branch presidents. July 2017 Update Branches submitted for awards. October 2017 Update Complete.
2. Re-evaluate program of the month	Program	6/1/2017	October 2016 update Awaiting submissions. January 2017 Update Applications submitted and approved. April 2017 Update Applications submitted July 2017 Update Concept needs to be explored in July. If kept must change way to organize. October 2017 Update Complete.
3. Develop guidelines for mission based programs	Program	10/1/2016	October 2016 update Helene Carr, in process. January 2017 Update Helene is finalizing information. April 2017 Update Work in progress by Helene Carr. July 2017 Update

			Helene agreed to update original but I recommend that committee rewrite in July instead. October 2017 Update Incomplete. New goal will be added next year.
4. Educate members on program resources	Program	ongoing	October 2016 update Website rewrite. January 2017 Update B2B and Perspective articles. April 2017 Update b2b, perspective, website. July 2017 Update B2B, Perspective, website. October 2107 Update Complete.

II-D Each year branches will deliver 50% of their programs as mission-based.

Action Items	Responsible Committee	Deadline	Updates
1. Request schedules from branches	Program		October 2016 update Requested Oct B2B. January 2017 Update April 2017 Update Of samples received 100% met or exceed target. July 2017 Update Despite individual contacts only 1/6 responded all of whom had 100%. October 2107 Update Complete.
2. Provide information and encourage participation in Leadership: Yesterday, Today, tomorrow	Program	ongoing	October 2016 update Perspective article, 2 B2B articles, conference call 9/17/16. January 2017 Update Perspective article, b2b, conference calls on 10/25/11/22 and 12/17 with notes by host, April 2017 Update Perspective, b2b. Conference calls completed for chapters 1-7. Scheduled to complete book study in June (accelerated timeline). July 2017 Update Final call on 7/27. Two year project so next year Malala for Leadership today needs to be studied. October 2107 Update Complete. Monthly virtual book group meetings held. Year 2 will be an online book club

3. Provide information on international women's issues and suggestions for programs for International Women's Day	Program	3/31/2017	<p>October 2016 update Subcommittee researching info.</p> <p>January 2017 Update Information on issues posted to web. Subcommittee developing list of programs for International Women's Day to be posted to website.</p> <p>April 2017 Update Postings on website.</p> <p>July 2017 Update Website updated.</p> <p>October 2017 Update Complete.</p>
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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	Updates
1. Set focus in consultation per P&P	Program	5/1/2017	<p>October 2016 update Applicable?</p> <p>January 2017 Update Completed.</p> <p>April 2017 Update Complete</p> <p>July 2017 Update Complete</p>
2. Contact presenters and speakers	Program	8/1/2017	<p>October 2016 update Not applicable.</p> <p>January 2017 Update Completed.</p> <p>April 2017 Update completed</p> <p>July 2017 Update Complete</p>
3. Encourage branches to attend	Program	ongoing	<p>October 2016 update Applicable?</p> <p>January 2017 Update Committee are encouraging via IBC and other meetings.</p> <p>April 2017 Update 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.</p> <p>July 2017 Update Complete</p>

4. Find sponsors or receive grants to lower the cost of the Annual Meeting to a reasonable amount.	D & M	1/1/2017	<p>October 2016 update No progress to date but several possible sponsor have been identified.</p> <p>January 2017 Update Maura Jones will be donating \$1000 from Adobe for the annual meeting.</p> <p>April 2017 Update No additional donations to date. Working on a list of potential donors to pass on from corporations sponsoring other Women's Events.</p> <p>July 2017 Update No update submitted.</p>
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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	Updates
1. Develop workshops, venues & dates	Leadership	Dec. B2B, Perspective	<p>October 2016 update No update submitted.</p> <p>January 2017 Update Four workshops have been scheduled March-May 2017.</p> <p>April 2017 Update 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> <p>July 2017 Update Five leadership days were completed by May 20th. Planning on doing a leadership day in the North (Redding) in the Fall and possible San Diego.</p> <p>October 2017 Update Complete.</p>
2. Develop Job-Alike-Just in Time Video	Leadership	1-Jun-17	<p>October 2016 update No update submitted.</p> <p>January 2017 Update Most presenters have been notified - they will be developed in the New Year and hopefully completed by June 2017.</p> <p>April 2017 Update Planning to have the President, Treasurer videos filmed by Kim Wilber sometime at the annual meeting.</p> <p>July 2017 Update</p>

To date, three videos have been filmed: Secretary, Programs & non-traditional boards. Pending are Treasurer, Membership and Big/Small Boards.

October 2017 Update

Close. New goal will be established next year.

III-B Plan and conduct leadership development in a minimum of six geographically diverse regions.

Action Items	Responsible Committee	Deadline	Updates
1. Plan workshops for North, Far North, Central Coast, San Diego, LA & East N.	Leadership	12/15/2016	<p>October 2016 update No update submitted.</p> <p>January 2017 Update 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>April 2017 Update Far North (Redding) May 6 was cancelled. West Bay, Los Angeles, East Bay and Santa Barbara are all scheduled and registration has begun.</p> <p>July 2017 Update Please refer to III, #1 - same information.</p> <p>October 2017 Update Complete.</p>
2. Select venue & date	Leadership	12/15/2016	<p>October 2016 update No update submitted.</p> <p>January 2017 Update March 11th (West Bay), Los Angeles (March 25th), East Bay (April 1st), Redding (May 6th).</p> <p>April 2017 Update 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> <p>July 2017 Update West Bay, Los Angeles, East Bay, Riverside & Santa Barbara all received Leadership Days. Evaluations will be shared at the Leadership Weekend.</p> <p>October 2017 Update Complete.</p>
3. Distribute and market publicity on leadership events to entities outside of AAUW.	D & M	ongoing - based on dates of Leadership Days	<p>October 2016 update No leadership days have been identified.</p> <p>January 2017 Update The committee will begin work after the next conference call.</p> <p>April 2017 Update Complete. Communications Update: Event opened to public on Eventbrite and posted on front page of website.</p> <p>July 2017 Update</p>

			Complete
4. Investigate possibility of CEUs for attendance at leadership days and/or state convention.	D & M	TBD	October 2016 update No progress to date. January 2017 Update No progress to date. April 2017 Update No progress to date. July 2017 Update No update submitted. October 2017 Update Complete.
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	15-Oct-16	October 2016 update January 2017 Update Completed. April 2017 Update Complete July 2017 Update Complete
III-C Provide Job-Alike-Just in Time Video Tutorial for incoming officers.			
1. Identify Presenters	Leadership	10/15/2016	October 2016 update No update submitted. January 2017 Update Presenters are identified and most have been notified. April 2017 Update Hopefully, President & Treasurer will be filmed by Kim Wilber at the annual meeting. July 2017 Update Ainsley Nies - Non-traditional branches, Kathleen Doty, Secretary, Cathy Foxhoven, Program, Donna Mertens, Treasurer, Kathy Andreini, Membership, Dianne Owens, large & small boards. The last 3 are still pending. October 2017 Update Complete.
2. Survey branches for leadership development training preferences and needs – topics, style, setting, and location	Branch Support	10/15/2016	October 2016 update 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. January 2017 Update Completed. Nov. 1, 2016. April 2017 Update Complete July 2017 Update Complete
3. Create Consistent Format	Kim Wilber	1/15/2017	October 2016 update No update submitted.

			January 2017 Update April 2017 Update July 2017 Update The editing for these will be done in the office using Windows Moviemaker. Per my previous, informal status report, all videos should be ready to post by September 1st. October 2017 Update Complete.
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III-E Encourage leadership growth through local lobbying efforts.

Action Items	Responsible Committee	Deadline	Updates
1. Identify up to 10 branches who are interested in lobbying at the local level.	L & A Subcommittee	10/1/2016	October 2016 update As of 9/30, 5-6 branches identified, still reaching out to additional branches. January 2017 Update Pilot group formed with 9 branches and 1 YWTF chapter. April 2017 Update Goal achieved. July 2017 Update Complete
2. Mentor/educate interested branch members about lobbying and advocacy best practices through program in a box, webinars, web links, and leadership day workshops.	L & A Subcommittee	2/1/2017	October 2016 update Article in B2B garnered several interested branches, reaching out to target others. January 2017 Update 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 Perspective regarding Capitol tour. April 2017 Update 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. July 2017 Update Ongoing email support of pilot branches. Should this be moved to the PP committee? October 2017 Update Complete.
3. Track progress and report to PP committee at least quarterly.	L & A Subcommittee	6/1/2017	October 2016 update No update submitted. January 2017 Update Email with progress noted sent to PP committee in January. April 2017 Update Email to be sent in the next week with updates. July 2017 Update

			Update to be given to committee on Leadership Day. October 2017 Update Complete.
4. Collaborate w lobbyist on strategies and procedures for involving local members in lobbying efforts.	L & A Subcommittee	10/1/2016	October 2016 update Conference call set with Lobbyist and subcommittee for Oct 5. January 2017 Update 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. April 2017 Update Discussions at PP meeting with Lobbyist. Reaching to DC based grassroots advocacy chair for additional support. July 2017 Update Email discussion with Shannon and Alicia ongoing re best way for branches to be involved and helpful. Should this be moved to the PP committee? October 2017 Update Complete.

IV. Increase donations to the AAUW Fund.

IV-A Introduce members to fellowship and grant recipients.

Action Items	Responsible Committee	Deadline	Updates
1. Encourage fellows to present a short video of themselves and their research to post on the website.	Fund (with Web Team)	11/1/2016	October 2016 update Fellowship recipients contacted say they're too busy or don't have access to video equipment. Committee working on videos of Fund luncheons. January 2017 Update 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. April 2017 Update Completed via videos of Fund luncheons. July 2017 Update Complete
2. Schedule AAUW Fund recipients to speak at branches and IBC meetings	Fund	June 2016 (ongoing)	October 2016 update 1 recipient scheduled to speak in November. An LAF litigant scheduled to speak in January and February. 7 requests for 2017 pending. January 2017 Update

			<p>19 speaking engagements are scheduled at branches in 2017 and 3 requests are pending. 3 recipients spoke at branches in November and December.</p> <p>April 2017 Update 30 speaking engagements scheduled for 2016-2017. 3 recipients spoke at branches in November and December. 2 engagements pending.</p> <p>July 2017 Update 32 speakers scheduled.</p> <p>October 2017 Update Complete.</p>
3. Post information about Fellowship and Grant recipients studying in California in 2016-17 on AAUWCA website	Fund (with Web Team)	12/1/2016	<p>October 2016 update Information sent to Web team. They are waiting until the site is moved to its new home before they post it.</p> <p>January 2017 Update Completed. 11/16.</p> <p>April 2017 Update Complete</p> <p>July 2017 Update Complete</p>
4. Have Fund luncheons regionally in California.	Fund	6/1/2017	<p>October 2016 update 2 luncheons scheduled in October and 1 scheduled in February. 1 LAF luncheon scheduled in January.</p> <p>January 2017 Update 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.</p> <p>April 2017 Update Complete. 60 members attended LAF luncheon in January in Pomona and 80 members attended Fund luncheon, which featured LAF litigant, in February.</p> <p>July 2017 Update Complete</p>

IV-B Streamline the ability to donate.

Action Items	Responsible Committee	Deadline	Updates
1. Accept credit card payments			<p>October 2016 update Link to National site on Fund page.</p> <p>January 2017 Update Completed 11/16.</p> <p>April 2017 Update Complete</p> <p>July 2017 Update</p>

			Complete
2. Have a donate button on the website.		8/1/2016	October 2016 update Link to National site on Fund page. January 2017 Update Completed 11/16. April 2017 Update Complete July 2017 Update Complete
3. Encourage CA branches to donate to the AAUW Fund as well as to AAUWCA unfinished endowments.	Fund	6/1/2017	October 2016 update One endowment scheduled to be completed by end of October. Donations at the end of 2nd quarter exceed donations for all of 2016. January 2017 Update 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. April 2017 Update \$1,958,609.27 contributed to the AAUW Fund by CA members and branches in 2016. July 2017 Update Complete
4. All board members donate to the AAUW Fund, amount at their discretion.	Fund (with Board)	12/1/2016	October 2016 update Will have information in February if not before. January 2017 Update As of end of 3rd quarter, 8 board members have donated to AAUW Fund. April 2017 Update 11 of 12 board members donated to the AAUW Fund in 2016. July 2017 Update 11 of 12 board members donated in 2016. October 2017 Update Complete.

IV-C Educate members about the AAUW Fund.

Action Items	Responsible Committee	Deadline	Updates
1. Increase educational materials sent to branches.	Fund	June 2017 (ongoing)	October 2016 update Information included in B2B and in emails to branch Fund V.P.s or anyone requesting it. January 2017 Update Materials continue to be provided. Committee chair spoke at Rancho Bernardo branch meeting in November. April 2017 Update Information provided through California Perspective, B2B, state website, emails and phone calls. Ongoing. July 2017 Update Web pages updated.

			October 2017 Update Complete.
2. Educate members about the philanthropic aspects of the AAUW mission and the concept of unrestricted giving.	Fund	June 2017 (ongoing)	October 2016 update Information included in B2B and in emails to branch Fund V.P.s January 2017 Update See above. April 2017 Update Ongoing. July 2017 Update Web pages updated. October 2017 Update Complete.
3. Film the Fund luncheon(s) for posting on YouTube	D & M	10/1/2016	October 2016 update January 2017 Update Completed. 10/16 April 2017 Update Complete July 2017 Update Complete

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	Updates
1. Confirm public policy priorities with member input by sending out a survey to be completed by each branch	Public Policy	Fall 2016	October 2016 update 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. January 2017 Update Input and draft document completed December 2016. April 2017 Update Proposed PP Priorities for 2017-19 published in winter Perspective. Member vote on proposed priorities will take place in May. July 2017 Update Complete
2. Identify, take positions, and monitor legislation in California consistent with AAUW CA public policy priorities.	Public Policy	3/31/2017	October 2016 update This will be part of the new legislative session which begins in January 2017. January 2017 Update Public Policy Committee will meet with lobbyist in March 2017. April 2017 Update The Committee met with lobbyist on March 10/11, 2017. Bills were reviewed. Committee

			<p>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> <p>July 2017 Update Advocate Shannon Smith-Crowley is handling our priority bills as they move through the legislature. Opportunities to address bills continue through September. Updates are added to our bill list which is accessed through the AAUW CA website.</p> <p>October 2017 Update Complete.</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>October 2016 update 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>January 2017 Update No update submitted.</p> <p>April 2017 Update 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> <p>July 2017 Update Action alerts have been issued on 3 bills at significant points in their progress through the legislature. Shannon Smith-Crowley has posted some bill information on Twitter.</p> <p>October 2017 Update Complete.</p>
4. Develop a Public Policy Brochure stating our priorities for 2017 – 2019.	Public Policy	4/1/2017	<p>October 2016 update The brochure will be developed and printed following the receipt of member input.</p> <p>January 2017 Update Member input completed and draft document developed December 2016. Brochure will be printed following member vote in the spring.</p> <p>April 2017 Update Brochure will be printed following the member vote in May 2017. Brochure will be available for July Leadership Training event.</p> <p>July 2017 Update Complete</p>

V-B Implement national voter education program in 50 branches

Action Items	Responsible Committee	Deadline	Updates
1. Study and take positions on qualified 2016 initiatives prior to Nov election.	Public Policy		<p>October 2016 update Missing due to input error of President.</p> <p>January 2017 Update Completed November 2016. Information printed in Perspectives and posted on website.</p> <p>April 2017 Update 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.</p> <p>July 2017 Update Complete</p>
2. Provide branches with resource information about the November 2016 election.	Public Policy	Fall 2016	<p>October 2016 update Missing due to input error of President.</p> <p>January 2017 Update Election information provided via branch messages, B2B, Perspectives, and website. Completed November 2016.</p> <p>April 2017 Update Completed November 2016.</p> <p>July 2017 Update Complete</p>
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	<p>October 2016 update Missing due to input error of President.</p> <p>January 2017 Update Completed November 2016.</p> <p>April 2017 Update Complete</p> <p>July 2017 Update Complete</p>
4. Use Google group and other contact options to solicit reports on branch participation.	Public Policy	Fall 2016	<p>October 2016 update Missing due to input error of President.</p> <p>January 2017 Update Completed November 2016. Used B2B and branch messages to request election activity reports. Report form emailed to all branches. 33 branches reported.</p> <p>April 2017 Update Completed November 2016. Forms developed for branch survey can be refined and used to obtain branch input in the future.</p> <p>July 2017 Update Complete</p>

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

Action Items	Responsible Committee	Deadline	Updates
1. Send a pay equity insert email to all branches	D & M	4/1/2017	<p>October 2016 update No update submitted.</p> <p>January 2017 Update Planning is in progress regarding content of message.</p> <p>April 2017 Update No action was taken.</p> <p>July 2017 Update Article on pay equity and Equal Pay Day was sent to branches in February 2017.</p>
2. Provide information resources and on ways branches can support PED.	Public Policy	February March 2017	<p>October 2016 update Resources will be posted on the website and the March B2B will include reference to that web page.</p> <p>January 2017 Update April 4 is PED. Links to state and national resources will be sent to branches in February.</p> <p>April 2017 Update 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> <p>July 2017 Update Complete for 2017.</p>
3. Write an article on PED for branches to use in their newsletters.	Public Policy	2/1/2017	<p>October 2016 update 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>January 2017 Update Article will be sent in February and posted on website.</p> <p>April 2017 Update Article on PED was sent to branches in February 2017. A portion of that article was appropriate for publication in Branch newsletters.</p> <p>July 2017 Update Complete for 2017.</p>

<p>4. Use Google group and other contact options to solicit reports on branch participation.</p>	<p>Public Policy</p>	<p>Mar-Apr 2017</p>	<p>October 2016 update 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>January 2017 Update PP Committee will work with Communication Committee on this task.</p> <p>April 2017 Update 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 Chairs). Establishing a Google Group is still a goal.</p> <p>July 2017 Update We did not form a Google group, but have used targeted emails to reach branch Public Policy chairs. We did not obtain data on branch participation in 2017.</p>
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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	Updates
<p>1 Work with the AAUW CA Title IX Coordinator.</p>	<p>Public Policy</p>	<p>ongoing</p>	<p>October 2016 update Sue Miller has been in contact with the Coordinator to set up a process for work on Title IX.</p> <p>January 2017 Update Title IX Coordinator is now under Public Policy. Sue Miller is working with coordinator - ongoing.</p> <p>April 2017 Update Sue Miller continues to contact Title IX Coordinator.</p> <p>July 2017 Update Title IX Coordinator did not interact with the PP Committee.</p>
<p>2. Provide information to branches on Title IX compliance requirements.</p>	<p>Public Policy</p>	<p>11/1/2017</p>	<p>October 2016 update Information has been posted on the AAUW website.</p> <p>January 2017 Update Material is available on AAUW national website. Branches have been directed to this site.</p> <p>April 2017 Update Completed Dec 2016. However, as Title IX issues develop, the PP Committee will inform branches. Information on Title IX is available on</p>

			both the AAUW California and National websites. July 2017 Update Completed for 2017.
3. Solicit reports from branches on their participation.	Public Policy	Spring 2017	October 2016 update This will take place in 2017. A process for obtaining the reports has not yet been developed. January 2017 Update A report form similar to that used for the election activities report will be developed and emailed to all branches. April 2017 Update The Committee will be developing the report form in conjunction with the Communications Committee. The target date is June 2017. July 2017 Update This item was not completed.

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	Updates
1. Determine areas	Finance	10/31/2016	October 2016 update Need to assess impact of actions by Communications Chair. Still seeking competitive bids for insurance. January 2017 Update Complete. Limited to insurance. April 2017 Update 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. July 2017 Update Complete
2. Develop strategies/Seek competitive bids	Finance	3/31/2017	October 2016 update No update submitted. January 2017 Update Insurance bid not through our broker will be obtained from one insurer. April 2017 Update See above. July 2017 Update

			Even Philadelphia refused to bid on D&O insurance this year. We were able to find another insurer.
3. Adjust FY 2017/18 Budget	Finance	5/31/2017	October 2016 update No update submitted. January 2017 Update Will not be done until 07/2017. April 2017 Update See above. July 2017 Update Will evaluate with the approval of the proposed FY 2017/2018 budget. October 2017 Update Complete.

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

Action Items	Responsible Committee	Deadline	Updates
1. Determine branches not participating	Finance	10/1/2016	October 2016 update Completed 7/20/16 January 2017 Update Complete. April 2017 Update Complete July 2017 Update Complete
2. Contact all branches not participating with benefits of MPP	Finance	10/31/2016	October 2016 update Subject of late September/early October call with Finance Committee January 2017 Update Not all finance committee members have completed this task. April 2017 Update Completed in January 2017. July 2017 Update Complete
3. Follow up with the 20 branches with highest membership	Finance	12/31/2016	October 2016 update No update submitted. January 2017 Update Still awaiting completion finals report from committee members. April 2017 Update Completed in January 2017. July 2017 Update Complete
4. Ask National for MPP participants	Finance	3/31/2017	October 2016 update No update submitted. January 2017 Update No change. April 2017 Update Complete. 65 Branches now signed up for MPP.

			July 2017 Update Complete
5. Assess steps for next year	Finance	6/30/2017	October 2016 update No update submitted. January 2017 Update No change. April 2017 Update Continue to use B2B to encourage MPP in future. July 2017 Update Continue to use B2B to encourage MPP in future. October 2017 Update Complete.

VI-C Evaluate policies and procedures for state projects as necessary.

Action Items	Responsible Committee	Deadline	Updates
1. Revise TT P & P, taking out unnecessary references to SPF.	SPOC	10/1/2016	October 2016 update Complete – September 2016. January 2017 Update Complete. April 2017 Update Complete July 2017 Update Complete
2. Update TT P & P with an anti-discrimination section	SPOC	10/1/2016	October 2016 update Complete – September 2016. January 2017 Update Complete. April 2017 Update Complete July 2017 Update Complete
3. Develop a model for interviewing TT girls	SPOC	1/1/2017	October 2016 update In progress. January 2017 Update Complete. April 2017 Update Complete July 2017 Update Complete
4. Finish ADA training video		4/1/2017	October 2016 update In progress. January 2017 Update Work has not progressed on this item. April 2017 Update In progress. July 2017 Update Complete

5. Develop guidelines to evaluate dorm moms, teachers, classes and overall camp programs	SPOC	4/1/2017	<p>October 2016 update In progress.</p> <p>January 2017 Update TT leaders have asked us not to do this. Camp directors have their own ways of evaluating.</p> <p>April 2017 Update This goal has been eliminated.</p> <p>July 2017 Update Complete</p>
6. Send TT and ST P & P to branches	SPOC	10/1/2016	<p>October 2016 update Delayed due to update of TT P&P – December 2016.</p> <p>January 2017 Update Speech Trek P&P have been sent to branches. Tech Trek P&P are being revised.</p> <p>April 2017 Update Tech Trek P & P have not been finalized due to the changes happening at the national level.</p> <p>July 2017 Update Tech Trek P & P have not been finalized due to changes happening at the national level.</p> <p>October 2017 Update Complete.</p>
7. 20 branches will participate in Speech Trek	SPOC	1/1/2017	<p>October 2016 update 16 currently.</p> <p>January 2017 Update 18 currently.</p> <p>April 2017 Update Complete. 16 participated.</p> <p>July 2017 Update Complete</p>
8. Research alternate funding for Speech Trek	SPOC	1/1/2017	<p>October 2016 update Shelley Mitchell is working on this.</p> <p>January 2017 Update Shelley Mitchell continues her work.</p> <p>April 2017 Update Complete. \$1000 received from Maura Jones and Adobe.</p> <p>July 2017 Update Complete</p>
9. Procure policy and procedure documents for state projects and review for compliance with state general policies and procedures	Governance	4/1/2017	<p>October 2016 update No update submitted.</p> <p>January 2017 Update 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.</p> <p>April 2017 Update Complete.</p> <p>July 2017 Update Complete</p>

VI-D Establish new state projects.

Action Items	Responsible Committee	Deadline	Updates
1. Develop a policy and a form that branches can use to submit proposals for new project grants	SPOC	4/1/2017	October 2016 update Complete – September 2016. January 2017 Update Complete. April 2017 Update One grant awarded. July 2017 Update Complete

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	Updates
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	October 2016 update In process, pending Oct. discussion with legal representation with National. January 2017 Update 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. April 2017 Update 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. July 2017 Update No update submitted October 2017 Update Incomplete. A new goal will be opened next year.

2. Review all policies and procedures for AAUW CA for compliance and continuity	Governance	5/1/2017	<p>October 2016 update In process. May 21, 2017 for any items requiring a full membership vote.</p> <p>January 2017 Update Ongoing.</p> <p>April 2017 Update Ongoing.</p> <p>July 2017 Update No update submitted</p> <p>October 2017 Update Complete. Updated version distributed to board for review in April.</p>
3. If required, manage the communications to the general membership for a required vote on the change in the Articles of Incorporation.	Governance	5/31/2017	<p>October 2016 update No update submitted.</p> <p>January 2017 Update Pending --- attorney working with SOS office at this time.</p> <p>April 2017 Update Pending.</p> <p>July 2017 Update No update submitted</p> <p>October 2017 Update Close. New action will be created in 2017-2018 plan to complete.</p>
4. Prepare recommendations for future revisions to bylaws.	Governance	4/1/2017	<p>October 2016 update No update submitted.</p> <p>January 2017 Update Pending resolution of Articles of Incorporation issue. Have ID'd a couple of items for future consideration.</p> <p>April 2017 Update 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> <p>July 2017 Update No update submitted</p> <p>October 2017 Update Complete.</p>
5. Review the list of branch documents on file with National to id those that pose problems	Governance	10/1/2016	<p>October 2016 update Will be completed by 10/31/16.</p> <p>January 2017 Update Moratorium still in place.</p> <p>April 2017 Update 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.</p> <p>July 2017 Update No update submitted</p> <p>October 2017 Update</p>

			Complete.
6. Contact those branches whose governance documents are not in compliance and assist them in bringing their documents into compliance.	Governance	3/31/2017	October 2016 update No update submitted. January 2017 Update Moratorium still in place. April 2017 Update Ongoing with committee members spear heading this piece. July 2017 Update No update submitted October 2017 Update Close. Branches continue to be out of compliance. New action will be created in 2017-2018 to complete.
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	6/15/2017	October 2016 update No update submitted. January 2017 Update Pending. April 2017 Update Pending determination from CA AG & SOS. July 2017 Update No update submitted October 2017 Update October 2017 Update Close. New action will be created in 2017-2018 plan to complete.

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	Updates
1. Develop roles and responsibilities for communication team members for processing requests	Communications	9/30/2016	October 2016 update In progress. Will be finalized with website migration. January 2017 Update Help Desk tool implemented to allow receipt and processing of all requests. Roles and Responsibilities for Communications team members identified and documented. Complete. April 2017 Update Complete July 2017 Update Complete

2. Develop request process	Communications	9/30/2016	<p>October 2016 update Complete. Will continue to use web team email process.</p> <p>January 2017 Update Complete.</p> <p>April 2017 Update Complete</p> <p>July 2017 Update Complete</p>
3. Develop capability to track and respond to requests	Communications	9/30/2016	<p>October 2016 update Complete. Tracking form initiated.</p> <p>January 2017 Update Complete.</p> <p>April 2017 Update Complete</p> <p>July 2017 Update Complete</p>
4. Develop posting guidelines for AAUW - CA website posting	Communications	9/30/2016	<p>October 2016 update Deferred until after website in production.</p> <p>January 2017 Update 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>April 2017 Update 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> <p>July 2017 Update No progress this quarter.</p> <p>October 2017 Update Complete. Internal style guidelines created</p>
5. Develop roles and guidelines for posting to social media sites (website, Facebook, Twitter etc.) including appropriate content and style guides	Communications	4/1/2017	<p>October 2016 update No update submitted.</p> <p>January 2017 Update Guidelines for social media posting being evaluated. Will review and leverage guidelines from AAUW National.</p> <p>April 2017 Update 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> <p>July 2017 Update No progress this quarter.</p> <p>October 2017 Update Closed. New action will be opened in 2017-2018 plan</p>

VII-B Implement website redesign to resolve unsupported server technology

Action Items	Responsible Committee	Deadline	Updates
1. Submit proposal for website redesign	Communications	1-Aug-16	October 2016 update Complete. Proposal submitted and approved at July BOD meeting. January 2017 Update Complete. April 2017 Update Complete July 2017 Update Complete
2. Survey Branch Leadership and Board members on website. B2B recipient's, Full Board	Communications	1-Aug-16	October 2016 update Complete. Proposal submitted and approved at July BOD meeting... January 2017 Update Complete. April 2017 Update Complete July 2017 Update Complete
3. In conjunction with Web consultant, create and manage project plan	Communications	8/15/2016	October 2016 update Complete. Project initiated. January 2017 Update Complete. Website migrated 10/17. April 2017 Update Complete July 2017 Update Complete
4. Implement website redesign	Communications	9/30/2016	October 2016 update In progress. Anticipated delivery October 2016. January 2017 Update Complete. Website migrated 10/17. April 2017 Update Complete July 2017 Update Complete

VII-C Maximize use of Google for Business

Action Items	Responsible Committee	Deadline	Updates
1. Evaluate use of alias model for emails	Communications	8/1/2016	October 2016 update Complete. Reviewed all aliases and removed unneeded addresses. January 2017 Update Complete. April 2017 Update Complete July 2017 Update Complete

2. Evaluate use of groups for effective communication across organization	Communications	8/1/2016	October 2016 update Complete. Reviewed all groups and resolved issues with newsletter groups. January 2017 Update Complete. April 2017 Update Complete July 2017 Update Complete
3. Evaluate use of related tools such as hangouts, and drive	Communications	4/1/2017	October 2016 update No update submitted. January 2017 Update Communications team and Board using Google docs and other tools such as join.me and skype. Complete. April 2017 Update Complete July 2017 Update Complete
4. Investigate Google grants for free advertising on their site.	D & M	4/1/2017	October 2016 update No progress to date. January 2017 Update 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. April 2017 Update Complete July 2017 Update Complete

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	Updates
1. Survey IBCs, branches and board leadership to determine communication needs	Communications	1/31/2017	October 2016 update No update submitted. January 2017 Update Survey created. 1. Website survey completed in August 2. California Perspective survey designed and will be included in Winter California Perspective and sent out electronically in January. 3. Survey about B2B utilization anticipated in January. April 2017 Update Complete July 2017 Update Complete

2. Create an action plan in response to survey results	Communications	2/28/2017	<p>October 2016 update No update submitted.</p> <p>January 2017 Update 1. Website survey results used in website redesign 2. CA Perspective survey results will be evaluated and reported at April board meeting. 3. B2B Survey results will be evaluated and reported at April board meeting.</p> <p>April 2017 Update 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> <p>July 2017 Update B2B survey to be moved to 2017-2018 year.</p> <p>October 2017 Update Closed. Determined B2B survey unnecessary as enough anecdotal information has been received to guide B2B reformatting.</p>
3. Develop mechanism to solicit contributions to Board to Board	Communications	10/1/2016	<p>October 2016 update Complete. Initiated reminder system to encourage submissions.</p> <p>January 2017 Update Complete.</p> <p>April 2017 Update Complete</p> <p>July 2017 Update Complete</p>
4. Create list of publication dates for use by communications team	Communications	9/1/2016	<p>October 2016 update Complete. Posted to website calendar.</p> <p>January 2017 Update Complete.</p> <p>April 2017 Update Complete</p> <p>July 2017 Update Complete</p>
5. Identify editing team participants and develop a procedure for document review	Communications	8/15/2016	<p>October 2016 update Complete.</p> <p>January 2017 Update Complete.</p> <p>April 2017 Update Complete</p> <p>July 2017 Update Complete</p>

<p>6. Develop process to solicit content to keep website fresh.</p>	<p>Communications</p>	<p>3/31/2017</p>	<p>October 2016 update No update submitted.</p> <p>January 2017 Update 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>April 2017 Update 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> <p>July 2017 Update Several committees reviewed website details at June board retreat. The communications team is working on a process to evaluate any content submitted for appropriate publication either in B2B, <i>California Perspective</i>, or website. Establish new due date at July Leadership Meeting.</p> <p>October 2017 Update Closed. New action will be opened in 2017-2018 plan</p>
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VII-E Develop a records retention and document access policy (broader than the website) and apply to website

Action Items	Responsible Committee	Deadline	Updates
<p>1. Categorize types of information displayed on website</p>	<p>Communications</p>	<p>10/1/2016</p>	<p>October 2016 update Complete. Only sensitive documents will require password protection.</p> <p>January 2017 Update Complete. Reviewed with BOD in October Meeting.</p> <p>April 2017 Update Complete</p> <p>July 2017 Update Complete</p>

2. Recommend security process for website	Communications	10/1/2016	October 2016 update In progress. Will be communicated to Board at October meeting. January 2017 Update Complete. Reviewed with BOD in October Meeting. April 2017 Update Complete July 2017 Update Complete
3. Incorporate access process in website redesign	Communications	10/1/2016	October 2016 update Complete. Only sensitive documents will require password protection. January 2017 Update Complete. April 2017 Update Complete July 2017 Update Complete

VII-F Inform branch and state leadership of available communications tools

Action Items	Responsible Committee	Deadline	Updates
1. Develop reference guide to state and national communications tools and include in fall admin packet			Communications 8/20/2016 October 2016 update Complete. Included in packet. January 2017 Update Complete. April 2017 Update Complete July 2017 Update Complete
2. Develop educational materials about available communications mechanisms and how to make the most of them.	Communications	12/31/2016	October 2016 update No update submitted. January 2017 Update "Tech Corner" containing information on common communication tools including pros, cons and costs developed and posted on website. April 2017 Update Complete. Tech Corner will continue to be updated. July 2017 Update Complete