



January 2018
Board Meeting Packet

January 20-21, 2018

Hyatt House Santa Clara
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<https://santaclara.house.hyatt.com>



BOARD MEETING AGENDA
January 20, 2018 10:00 am
January 21, 2018 9:00 am

- I. Welcome/Roll Call (5 minutes)
 - II. Introduction of Visitors/Guests (5 minutes)
 - III. Consent Agenda (5 minutes)
 - A. Board Minutes October 21/22, 2017
 - B. Closed Session Minutes October 22, 2017
 - IV. Board Reports
 - A. President's Comments
 - B. Ex Comm – Jane Niemeier – 3 minutes
 - C. Convention – Janice Lee – 25 minutes
 - D. AAUW Fund – Sharon Westafer – 5 minutes
 - E. Branch Support – Ainsley Nies – 5 minutes
 - F. Communications – Sandi Gabe – 75 minutes
 - G. Finance – Pat Ferrer – 30 minutes
 - H. Governance – Sue Cochran – 60 minutes
 - I. Leadership Development – Cathy Foxhoven – 5 minutes
 - J. Membership – Deanna Arthur – 5 minutes
 - K. Program – Jane Niemeier & Stormy Miller – 15 minutes
 - L. Project Oversight Committee – Dianne Owens – 25 minutes
 - M. Public Policy – Charmen Goehring & Nancy Mahr – 5 minutes
 - V. Discuss Open Issues (60 minutes)
 - A. Carol's email
- Closed Session (if needed)



AAUW CA Board of Directors
Regular Meeting Minutes
The Bay Club, San Diego
October 21-22, 2017

Attendance:

Donna Mertens, President
Cathy Foxhoven, Co-President Elect
Jane Niemeier, Co-President Elect
Patricia Ferrer, CFO
Deanna Arthur, Secretary

Non-voting:

Dawn Johnson, Parliamentarian
Donna Lily, Nominations and Elections Chair
Tina Byrne, Local Arrangements Chair C/U
Representative (Sat.Only)
Kathleen Doty, Convention Planner (Saturday
only 3:00 p.m.- to 4:30 p.m.)

Sandi Gabe
Charmen Goehring
Nancy Mahr (Arrived at 9:08 a.m. Saturday)
Stormy Miller (absent – arrived for Sunday meeting)
Dianne Owens
Ainsley Nies
Sharon Westafer

Meeting was called to order by President Donna Mertens on Saturday, October 21, 2017, at 9:00 a.m.

Roll call was taken and attendees were asked to share their favorite mission-based program at the branch level.

Donna Mertens welcomed Donna Lily, Tina Byrne, and Kathleen Doty who will join us for the afternoon.

Donna Mertens asked that we accept the consent agenda with the revision of the committee member list amended to remove Esperanza from the Program Committee.

Donna brought up the devastation of the fires in the North. Several members have lost their homes. Sandi Gabe was asked to include links to resources for members who want to help with recovery in the next B2B (Board to Board) AAUW-CA newsletter.

COMMITTEE REPORTS

President Elects

They raised concern about the 2020 convention. Since National is postponing their convention by one year until 2020, it will coincide with the next AAUW-CA Convention. This may create attendance and resource problems. Should we even have a convention?

Cathy Foxhoven and Jane Niemeier still need a meetings planner.

Cathy asked for help. She needs descriptions from the committee chairs for marketing purposes that are more enticing and accurate.

AAUW Fund

There were 105 attendees at the Southern luncheons. There will be 2 Northern luncheons next weekend.

Branch Support

Ainsley had an interrupted summer/fall. There were few events to attend as branch support.

Ainsley reminded everyone to submit vouchers for their volunteer work to truly track the committee work the cost of the committee work that we do and to document the support services that AAUW-CA provides.

Communications

Sandi Gabe reviewed the goal of the Communications Committee to elevate the usefulness of our communications.

A Communications Team Liaison (CTL) has been assigned to each of the Board committees to help them with their communications needs.

CTLs have also been tasked with preparing profiles of each committee that will define their tasks and their corresponding communications needs.

Communications will be working on setting up documentation for the BOR (Branch Officer Report).

The meeting recessed for a short break.

Finance

Patricia Ferrer spoke to the Wonder Woman Event. She brought examples of the name tags. She spoke about the need for additional help at the event. It was well worth the \$200.00. Sandi Gabe asked if contacts from the event need to be added to the Perspective list.

The CFO briefed the board regarding the changes to our investment. At present we require any investment to be socially responsible. These investments are returning under market returns and also have internal management fees that are higher than those that are not designated socially responsible. She reminded the board that it is our job to be good stewards of our branch members money. In her opinion, we should give our investment manager the ability to purchase investment instruments that would return the best return on investment with low to moderate risk of loss.

At the SPF (Special Projects Fund) meeting yesterday (Friday, 10/20/17), there was a review of the Tobi Johnson bequest. President Donna Mertens made an executive decision to put a voucher in for the balance of the bequest sitting in SPF. The amount is over \$10,000.00

Sandi Gabe asked if we could renegotiate the office lease. We renegotiated a five (5) year lease last year.

SPF (Special Projects Funds) stores their documents in our storage unit. They will begin to pay for a portion of the storage rent.

SPF will also be paying for a portion of the D&O insurance.

Leadership Development

Encourage branch members to view the job training videos on the state website.

We need someone to assure that our new leaders are adequately trained for their positions.

Membership

There was a hearty discussion about the state membership for Give a Grad a Gift. There is no current procedure to assure that these individuals are added to the state membership.

Send branches ADA (Americans with Disabilities Act) information to assure their meeting facilities comply with mandated requirements.

College/University Partners

“Matching” schools to branches. Perhaps we could use the term “connect”
Create a list of branches that are working with college and universities.

The meeting recessed at noon for lunch.

The meeting resumed at 1:10 P.M.

Membership answered additional questions.

There were housekeeping changes.

Nominations and Election

Donna Lily has 1 application in hand and 1 email agreement to run. Sharon Westafer has termed out. Deanna Arthur would have to run as a Director Candidate. You cannot serve on the executive board for more than 4 years consecutively. Sandi Gabe, Stormy Miller and Ainsley Nies are available to run for reelection.

4 Directors and a Secretary need to be elected in April. (The correct information is 5 Directors and a Secretary need to be elected)

Program

Jane would like all of the directors to participate in the AAUW California Book Club.

Jane asked the directors to encourage the Branches to participate in the Branch Bingo game.

Public Policy

Ask Alicia Hetman if she would be part of the committee that will reexamine the Title IX bill that Governor Brown vetoed.

There are press releases available on the topics that we support for publication in branch newsletters. Sandi Gabe asked Nancy to provide easy to read summaries of AAUW supported bills for the website.

SPOC (State Projects Oversight Committee)

SPOC is looking for a new name.

They are trying to meet via Skype.

They are updating the Tech Trek Policy and Procedures but will not be done by the requested time.

Diane Owens will be gone the month of November.

The camps will not be allowed to run in the red. There will be 6 camps that will be charging more than the \$850 fee per camper in the upcoming year.

The transition date for the Tech Trek funds is November 1, 2017.

Kathleen Doty joined the meeting at 1:30P.M.

Donna Mertens welcomed Kathleen to the meeting at 1:55 after the completion of the SPOC report.

The meeting moved to Convention Planning.

MOTION #8 – Jane Niemeier moved the adoption of the Proposed 2018 Convention Budget on behalf of the 2018 Convention Committee. PASSED unanimously.

Discussion followed on the motion.

Billie Jean King has been asked to be the Keynote Speaker.

President's Brunch has been changed to Leadership Brunch.

There will be a Grassroots Advocacy event Friday before the evening dinner.

The Annual Meeting will be held Friday night and it is a meal function.

There was a discussion regarding the attendance of Kim Church's and Julia Brown.

Are we paying mileage to the presenters? This will be brought up for a vote at the next meeting.

There was a discussion of how to cover the registration fees charged by Eventbrite. There was no decision reached and will be brought up in January.

There was a discussion of the 12 proposals that have been received for workshop sessions at Convention. The proposals were all favorably received.

The meeting recessed at 2:44 P.M.

The meeting resumed at 3:00 P.M.

We will have vendors for Saturday only. There will be commercial and branch sales tables.

Connection Corner was discussed. We will change it and call it a Branch Brag Corner. Annsley will write a description and instructions for branches to participate.

The meeting recessed at 3:25 PM. We will resume tomorrow at 9:00 A.M. after breakfast.

The meeting was reconvened by Donna Mertens at 9:01 A.M.

The discussion moved to the strategic plan.

Changes to the Strategic Plan were discussed and Sandi Gabe will update it

Motion #9 – Sandi Gabe moved that the strategic year 2 plan be accepted as revised. The motion passed.

Donna asked for a motion to go into a closed session to discuss personnel and legal issues.

Motion #10 – Jane Niemeyer moved the board go into closed session. The motion passed unanimously.

Motion #11 - Sandi Gabe moved the board go out of the closed session. The motion passed unanimously.

Donna announced the Temecula anniversary. She asked if anyone could attend the event to represent the state board. It is a dinner on the 28th of October.

Other issues:

Ex Comm (Executive Committee) travel budget for the year will be over budget. Office salary will be under budget.

The Saturday night Gala was discussed. Sharon had concerns about the timing allotted to Funds awards at the Saturday night event.

It was suggested that we have water in the meeting room.

It was suggested we start at 10:00AM on the first day of board meetings to allow for morning travel.

The meeting was adjourned at 10:32AM by Donna Mertens.

Respectfully Submitted,

Deanna Arthur, Secretary



January 2018 Quarterly Committee Report

Committee Name: Nominations and Elections

Submitter: Donna Lilly

Updates not included in Strategic Plan:

Elections & Nominations Committee accomplished our goal of urging well-qualified candidates to complete an application form online to run for director or secretary of our great AAUW California organization for 2018-2020. Prior to the December 8th application deadline, 7 candidates applied and are campaigning to fill 5 director positions of AAUW California. One candidate applied and is campaigning for the position of Secretary.

Candidates in the order of application online receipt are Sandi Gabe, Sharyn Siebert, Ainsley Nies, Stormy Miller, Kathi Harper, Melanie Wade, Lynne Batchelor, Deanna Arthur. Campaign statements, photos and videos of these candidates are posted on the state website.

The Committee marketed the Director and Secretary position opportunities through personal emails, personal interviews, phone calls, text messages, announcements at Interbranch Council meetings, AAUW California B2B monthly publications from September through December in addition to a call for candidates posted in the fall issue of The Perspective.

Elections & Nominations Committee Chair submitted an article for publication in the winter issue of The Perspective announcing each candidate accompanied by her statement and photo. Members are reminded to vote April 22 through May 12.

Items for Board Discussion:

None submitted.

Motions

None submitted.



January 2018 Quarterly Committee Report

Committee Name: Executive Committee

Submitter: Jane Niemeier

Updates not included in Strategic Plan:

Sandi Gabe, Pat Ferrer and I traveled to Sacramento in October and interviewed five women for the administrative assistant position in the state office. Four of the five were excellent candidates, and after consultation with Donna Mertens, we hired our top choice. And she accepted.

Items for Board Discussion:

None submitted.

Motions

None submitted.



January 2018 Quarterly Committee Report

Committee Name: 2018 Convention

Submitter: Kathleen Doty

Updates not included in Strategic Plan:

Convention planning is nearly complete. Following are the events being published in the California Perspective:

Friday

- Leadership Brunch
- Public Policy Plenary
- Showing of 50/50 Day video with discussion
- Reception and Meet the Candidates
- Dinner with Kimberly Churches, CEO, AAUW, followed by the Annual Meeting

Saturday

- Marketplace and Branch Brag all day
- Women Peacebuilders Plenary
- 6 Concurrent Workshops
- Speech Trek Luncheon
- Open Space
- Receptions (No Host and Legacy/Mooneen Lecce)
- Gala Dinner

Sunday

- AAUW - Advancing Equity for All Plenary
- 6 Concurrent Workshops
- Tech Trek 20th Anniversary Luncheon
- Tech Trek Reunion Reception

Note: Lisa Maatz is attending the AAUW CA Convention, will speak at the Gala Dinner and may be part of the Friday Public Policy Plenary. One more speaker has been invited and the response is expected before the board meeting but after the due date of this report.

Volunteer needs have been determined and volunteer registration is being set up on volunteer spot, accessed through the AAUW CA website.

Meals have been planned within the dollar amount restrictions we requested.

A site visit by Janice Lee, Tina Byrne, and Kathleen Doty will be conducted February 7 to review and finalize space (and to taste some of the meal selections!).

Still to be determined: publication method(s) for SnapShots, the daily news of convention.

Items for Board Discussion:

Discuss convention schedule and programs.

Motions

None submitted.



January 2018 Quarterly Committee Report

Committee Name: AAUW Fund

Submitter: Sharon Westafer

Updates not included in Strategic Plan:

None other than what is in strategic plan.

Items for Board Discussion:

None submitted.

Motions

None submitted.



January 2018 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 Branch Visits – Q2 objective 3 visits
 - None made. 2 scheduled visits cancelled due to personal issue.
- Communication to Branch Support Comm. (IBC Chairs & Branch Liaisons)
 - Q2 objective – submit updates to Branch Knowledge Sharing
 - Update collected, not yet submitted. Needs photo and description.
- Communication as Branch Liaison
 - Q2 objective - 1 Branch Liaison communication per area
 - None (Tahoe/Truckee, North San Joaquin or South San Joaquin)
- Responded to Branch Requests/Questions/Concerns
 - Met in person with Monterey Bay IBC Branch Liaison to follow up/continue discussion about possible merger with Salinas branch and other options. Continued concern how to keep spaces for Salinas Tech Trek girls at camp.
 - Responded to email from Belle Mason (Atascadero.branch) forwarded by Deanna. Phone discussion with Belle. Will attend their March BOD meeting to present alternative board design and facilitate options discussion.
- 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 – Q3 objective 3 visits, 1 visit to be as Branch Liaison
 - Communication to Branch Support Comm. (IBC Chairs & Branch Liaisons)
- Q3 objective – submit updates to Branch Knowledge Sharing
 - Communication as Branch Liaison (Tahoe/Truckee, North San Joaquin or South San Joaquin)
- Q3 objective - 1 Branch Liaison communication per area
- Director Activities: Made survey calls to branches with No votes in the September Incorporation Vote.

Items for Board Discussion:

None submitted.

Motions

None submitted.



January 2018 Quarterly Committee Report

Committee Name: Communications

Submitter: Sandi Gabe

Updates not included in Strategic Plan:

- Committee Profiles drafted for Branch Support, Finance, Fund, Membership, and Public Policy committees. Website reviews held with Branch Support, Finance, and Membership. Website updates made to Branch Support, Membership and Speech Trek.
- Oriented new Administrative Assistant in person at the office in September. Held numerous training sessions with her since her arrival.
- Worked with Google to evaluate Email spoofing issue. Communicated with Full board and included article in the B2B regarding how individuals can address the situation.
- Articles of Incorporation Re-vote: Provided feedback on articles for website and B2B. Created Survey Monkey surveys to support online voting. Created and ordered postcards for members without email. Educated Admin Assistant on how to process votes. Updated website. Sent Survey Monkey email to initiate vote.
- Board of Director Election Process – Processed candidate nominations and updated website.
- Updated all website photos to be ADA compliant by adding ALT text to description.
- Implemented new website search tool to improve ability to find references on website.
- Worked with CU and Public Policy committees to test and implement google discussion groups to support group communication across the committee and with branch members.
- Consulted with Legal Advocate regarding technology available within AAUW California environment and how to support her during her training program with California Coalition for Reproductive Freedom. She will share any ideas that arise from the training.
- Created 2nd round of Bingo activities linked to strategic goals. Bingo cards created, posted on website. Reporting form created and posted on website.
- Obtained free video editing tool and learned how to use it to edit Funds luncheons videos which were posted on the website. One other team member trained in use of tool.
- Developed post, facebook entry for Women's March
- Started editing Call for Committee Members
- Produced and published monthly B2B with the following open rates: October 65%, November 65%, December 60%
- Finalized Secretary video and loaded onto AAUW CA Youtube channel and AAUW Website
- Revised 5 Leader on Loan documents to reflect new name. Updated online application form. Updated all LOL webpages;
- Produced California Perspective in color with negligible cost increase.

Items for Board Discussion:

- “Struggling Branch” process

Motions

None submitted.

Leader on Loan Support for Struggling Branches
Conference Call
Wednesday, October 29th – 5 pm

Participants:

Leadership Team

- Susan Negrete
- Sandi Gabe
- Virginia Beck

Branch Support Team

- Helene Carr
- Sallyann Berensen
- Lynne Batchelor

AAUW CA

- Kathleen Doty

Membership

- Kathy Andreini

Meeting Goals

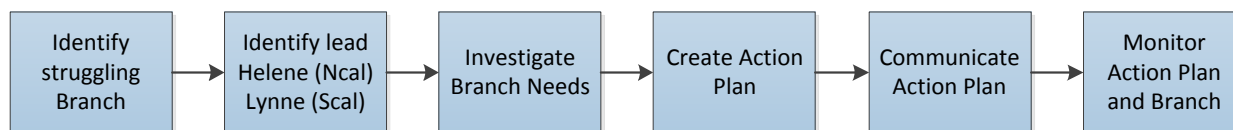
Develop an action plan for how the Leader on Loan Program can work with the Branch Support Team to address the needs of struggling branches.

Notes

We discussed many aspects of the current process and identified opportunities for improvement. They include:

- **Developing an email list** with representatives from Membership, Leadership Development LOL, Branch Support, and Kathleen Doty to facilitate communication around struggling branches. *[We did not designate anyone to set this up]*
- **Designating a key contact** to work with the branches in evaluating their needs, creating, executing and monitoring an action plan and communicating to the representatives on the email list. *[Helene/Lynn]*
- **Developing criteria** to evaluate and designate a branch as “struggling”. *[We did not designate anyone for this step]*
- **Leveraging Leader on Loan** as one way to assist branches. The group recommended that the list of available services be updated to reflect topics such as strategic planning that better illustrate the type of assistance that is available. We agreed that Leader on Loan will work with branches on obtaining a speaker once it’s been deemed helpful. *[Sandi]*
- Incorporating activity (appropriate for public consumption) in **the branch support quarterly report**. This can illustrate ways that we are available to help branches. *[Helene/Lynn]*

THE PROCESS



- **Identifying Branches that need support**

- Branches can be identified through a variety of mechanisms.
 - *Current:* Representatives from the leadership teams may identify a member (Membership, Branch Liaison, Leader on Loan, Board Member), the Branch may self-identify. They may be identified when proactively reading newsletters or as the result of a survey.
 - *Potential Future ways to identify branches:* Reviewing the list of branches that are tardy in sending in their reports. Reviewing the Membership Report that illustrates the % of membership change to identify branches where membership is declining.
- Struggling branches are eligible for support from the state
 - There is no official list of branches that are struggling however we identified several.
 - We need a process to evaluate and designate a struggling branch.

- **Identify Lead**

- We agreed that having one person act as a focal point for contact with the branch and facilitating communication would be advantageous (Helen: Northern California and Lynne for Southern California). They may delegate this responsibility but would be the initial main contact.

- **Investigate Branch Needs**

- Helene and Lynn (or designee) will coordinate gathering information about what the branch current situation is and what the branch needs. They may do this in conjunction with the branch/IBC liaisons or other sources.

- **Create Action Plan**

- The action plan could contain some short term actions (crisis management) to provide immediate help to the branch as well as long term actions. The specific actions may include connecting the branch to other groups such as the Membership Team, Public Policy or Leader on Loan.

- **Communicate Action Plan**

- We agreed that a summary of the action plan should be distributed to the email distribution list and those involved to close the loop so that everyone is clear on what the action is and who is responsible for which pieces.

- **Monitor Action Plan and Branch**

- Helene and Lynn (or designee) will monitor that the steps outlined are completed and redirect as needed.



January 2018 Quarterly Committee Report

Committee Name: Finance

Submitter: Pat Ferrer

Updates not included in Strategic Plan:

I have started the process to move our checking account from UBS to Chase Bank. The benefits of the move are significant: UBS banking data cannot be downloaded to QuickBooks, resulting in duplicate inputs which increases opportunity for error; we were charged an annual fee of \$150 for each checking account (Convention--which was voted to be eliminated in July and part of the policy changes to be approved this meeting) and our regular checking account--I have asked to have both reversed but no response received to date; Chase Bank has a check scanning machine that will automatically deposit checks into our bank account (this will reduce/eliminate errors, have copies of the checks deposits available on-line (not available with UBS), this service is free if we maintain a \$50,000 balance in our checking account. Each month we do not, the fee is \$25. I believe this should not be an issue and will be revising the policies and procedures to reflect that change. I hope to have the move finalized by mid-March. (Note that I am out of the country from 2/9/2018 to 3/4/2018.)

Items for Board Discussion:

The governance portion of the discussion will include changing our investment strategy from socially responsible to that recommended by our financial advisor.

Motions

Motion 1:

- The Finance Committee proposes that the revised budget as amended from the initial submission in early December be approved as submitted.

Motion 1 Description:

- Our policies and procedures require us to evaluate our financial situation and make changes to the budget as needed. The payroll savings from the vacancy and the lower rate and fewer hours of the new employee covered all of the needed funds. The revision updates the actuals through December 31 and reflects some known changes.

AAUW California
January 2018 Proposed Update
July 2017 - June 2018

REVISED 1/5/2018

	Total			
	Actual	Budget	Proposed	Comments
Revenue				
Convention Income	0.00	75,000.00	75,000.00	
Funds Assessment	6,675.00	6,675.00	6,675.00	
Funds Luncheon Income	11,633.50	12,645.00	11,633.50	
Grant income		1,000.00	1,000.00	Is this still planned? SPOC was responsible last year
Total Insurance Income	46,305.97	46,805.00	46,805.00	Missing invoices need research
Insurance Revenue	0.00			
Interest Income	27.88	9.75	35.00	
Leadership Days Income	110.75	2,000.00	110.75	No Leadership Training this FY. Income is P/Y C/O
Total Membership Income	206,489.00	217,000.00	217,000.00	Still appears reasonable
Miscellaneous Income	1,930.00		1,930.00	P/Y dues paid by SFV branch
Other		5,000.00	5,236.00	Convert credit card points to \$s
2016 2017 Carryover		8,356.95	1,261.69	Trailing charges now charged to 16/17
Total Revenue	\$ 273,172.10	\$ 374,491.70	\$ 366,686.94	
Gross Profit	\$ 273,172.10	\$ 374,491.70	\$ 366,686.94	
Expenditures				
Assesments - Funds	9,228.81	6,675.00	6,675.00	Actuals include luncheon "income"
Auditing & Tax Prep		5,300.00	5,300.00	
Bank Fees	247.50	18.00	268.50	Late fees/bounced check/check fees/annual fee
CA Convention Expenses	5,010.78	75,000.00	75,000.00	
Committee Expenses				
Branch Support	64.46	1,500.00	1,500.00	
Communication	758.33	930.00	930.00	
Executive Committee	755.60	150.00	800.00	Actuals plus
Finance		15.00	15.00	
Funds	117.96	550.00	550.00	
Governance		150.00	150.00	
Leadership		500.00	500.00	
Marketing and Development	792.90	300.00	792.20	Wonder woman Tech/Ed Source Ad
Membership		300.00	300.00	No costs charged through 12/15
 Nominations and Elections Committee	 6.86		 10.00	 Rounded up
Program		300.00	300.00	
Public Policy	213.43	5,000.00	5,000.00	
State Project Oversight	120.64	800.00	800.00	

Young Women's Task Force (YWTF)		300.00	0.00	No Chair/No Costs to date
Total Committee Expenses	\$ 2,830.18	\$ 10,795.00	\$ 11,647.20	
Dues to other orgs	225.00	375.00	475.00	NWHP Membership
Election Expense	923.24	2,000.00	2,000.00	May be conservative
Equip Lease	1,421.06	1,430.00	1,750.00	Should be receiving refund
Funds Luncheon Expenses	8,704.69	12,645.00	8,704.69	
Insurance Exp	44,674.00	46,805.00	44,674.00	
Leadership Days Expense		2,000.00	0.00	
Legal Fees	612.00	5,000.00	5,000.00	Dependent on Jan 2018 election results
Lobbyist	35,000.00	62,000.00	62,000.00	
Miscellaneous Exp	79.00	1,000.00	1,000.00	
Total Payroll Expenses	11,045.73	38,000.00	24,000.00	Vacancy/Lower Rate/Fewer Hours/Actual 12/15/17
Permits & Fees		100.00	100.00	
Postage & Shipping	3,971.38	9,000.00	9,000.00	
President's Travel	2,039.36	4,000.00	4,000.00	
Printing and Copies	5,096.71	13,550.00	11,000.00	Jan Perspective to Convention per K. Doty
Purchases	1,892.02	3,000.00	2,000.00	
Rent Expense	4,830.00	9,350.88	9,350.88	Includes Jan 2018 increase
Repairs and Maintenance		100.00	100.00	
State Projects Grant		1,000.00	1,000.00	Is this still planned? SPOC was responsible last year
Storage	826.00	1,458.00	1,506.00	Monthly fee increased \$15/mon Jan 2018
Supplies	1,151.48	1,500.00	1,500.00	
Taxes		150.00	150.00	
Telephone	192.92	312.00	312.00	
Travel				
April BOD		11,400.00	11,400.00	
BOD - Travel		500.00	100.00	
Ex Comm Travel	2,467.04		3,000.00	CFO may need to go to SAC for Audit
January BOD	97.96	6,500.00	6,500.00	
July BOD	24,324.96	20,000.00	24,324.96	
New Board Retreat		8,200.00	8,200.00	
October BOD	6,145.97	7,600.00	6,145.97	
Total Travel	\$ 33,035.93	\$ 54,200.00	\$ 59,670.93	
Unallocated Income		527.82	11,302.74	Payroll Savings and Addl Income
Web	4,043.91	6,700.00	6,700.00	
Workers Comp Insurance	247.49	500.00	500.00	
Total Expenditures	\$ 177,329.19	\$ 374,491.70	\$ 366,686.94	
Net Operating Revenue	\$ 95,842.91	\$ 0.00	\$ 0.00	

AAUW California
Statement of Financial Position
As of December 31, 2017

	<u>Total</u>
ASSETS	
Current Assets	
Bank Accounts	
Petty Cash	14.00
UBS KH 15181 (Checking)	90,618.41
UBS SJ 15166 (Resvd Ops)	
Cash	8,708.70
Exchange Traded Products	14,146.56
Fixed Income	73,964.95
Mutual Funds	79,266.21
Total UBS SJ 15166 (Resvd Ops)	\$ 176,086.42
UBS SJ 15169 (Resvd Project)	
Cash	6,003.19
Exchange Traded Products	10,511.68
Fixed Income	55,800.47
Mutual Funds	59,680.65
Total UBS SJ 15169 (Resvd Project)	\$ 131,995.99
UBS SJ 15170 (Conv/Conf)	
Convention Checking	22,201.96
Fixed Income Fund	31,812.30
Total UBS SJ 15170 (Conv/Conf)	\$ 54,014.26
Total Bank Accounts	\$ 452,729.08
Accounts Receivable	
Accounts Receivable	1,305.45
Total Accounts Receivable	\$ 1,305.45
Other Current Assets	
Rent Deposit	396.00
Total Other Current Assets	\$ 396.00
Total Current Assets	\$ 454,430.53
Fixed Assets	
Accumulated Depreciation	-2,888.20
Furniture and Equipment	4,157.87
Total Fixed Assets	\$ 1,269.67
TOTAL ASSETS	\$ 455,700.20
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
UBS VISA Credit Card	-193.60
Total Credit Cards	-\$ 193.60
Total Current Liabilities	-\$ 193.60

Total Liabilities	-\$	193.60
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		107,662.38
Total Equity	\$	455,893.80
TOTAL LIABILITIES AND EQUITY	\$	455,700.20

AAUW California
Budget vs. Actuals: FY 2017 2018 Budget - FY18 P&L
Through December 31, 2017

	Total			
	Actual	Budget	Over/(Under) Budget	% of Budget
Revenue				
Convention Income	0.00	75,000.00	(75,000.00)	0.00
Funds Assessment	6,675.00	6,675.00	0.00	1.00
Funds Luncheon Income	11,633.50	12,645.00	(1,011.50)	0.92
Grant income		1,000.00	(1,000.00)	0.00
Total Insurance Income	46,305.87	46,805.00	(499.13)	0.99
Insurance Revenue	0.00		0.00	
Interest Income	30.80	9.75	21.05	3.16
Leadership Days Income	110.75	2,000.00	(1,889.25)	0.06
Total Membership Income	206,489.00	217,000.00	(10,511.00)	0.95
Miscellaneous Income	1,930.00		1,930.00	
Other		5,000.00	(5,000.00)	0.00
Prior Year Carryover		8,356.95	(8,356.95)	0.00
Total Revenue	273,174.92	374,491.70	(101,316.78)	0.73
Gross Profit	273,174.92	374,491.70	(101,316.78)	0.73
Expenditures				
Assesments - Funds	9,228.81	6,675.00	2,553.81	1.38
Auditing & Tax Prep		5,300.00	(5,300.00)	0.00
Bank Fees	247.50	18.00	229.50	13.75
CA Convention Expenses	5,010.78	75,000.00	(69,989.22)	0.07
Committee Expenses			0.00	
Branch Support	64.46	1,500.00	(1,435.54)	0.04
Communication	758.33	930.00	(171.67)	0.82
Executive Committee	755.60	150.00	605.60	5.04
Finance		15.00	(15.00)	0.00
Funds	117.96	550.00	(432.04)	0.21
Governance		150.00	(150.00)	0.00
Leadership		500.00	(500.00)	0.00
Marketing and Development	792.90	300.00	492.90	2.64
Membership		300.00	(300.00)	0.00
Committee	6.86		6.86	
Program		300.00	(300.00)	0.00
Public Policy	213.43	5,000.00	(4,786.57)	0.04
State Project Oversight	120.64	800.00	(679.36)	0.15
(YWTF)		300.00	(300.00)	0.00
Total Committee Expenses	2,830.18	10,795.00	(7,964.82)	0.26
Dues to other orgs	225.00	375.00	(150.00)	0.60
Election Expense	923.24	2,000.00	(1,076.76)	0.46
Equip Lease	1,421.06	1,430.00	(8.94)	0.99
Funds Luncheon Expenses	8,704.69	12,645.00	(3,940.31)	0.69
Insurance Exp	44,674.00	46,805.00	(2,131.00)	0.95
Leadership Days Expense		2,000.00	(2,000.00)	0.00

Legal Fees	612.00	5,000.00	(4,388.00)	0.12
Lobbyist	35,000.00	62,000.00	(27,000.00)	0.56
Miscellaneous Exp	79.00	1,000.00	(921.00)	0.08
Total Payroll Expenses	11,045.73	38,000.00	(26,954.27)	0.29
Permits & Fees		100.00	(100.00)	0.00
Postage & Shipping	3,971.38	9,000.00	(5,028.62)	0.44
President's Travel	2,039.36	4,000.00	(1,960.64)	0.51
Printing and Copies	5,096.71	13,550.00	(8,453.29)	0.38
Purchases	1,892.02	3,000.00	(1,107.98)	0.63
Rent Expense	4,830.00	9,350.88	(4,520.88)	0.52
Repairs and Maintenance		100.00	(100.00)	0.00
State Projects Grant		1,000.00	(1,000.00)	0.00
Storage	826.00	1,458.00	(632.00)	0.57
Supplies	1,151.48	1,500.00	(348.52)	0.77
Taxes	20.00	150.00	(130.00)	0.13
Telephone	192.92	312.00	(119.08)	0.62
Travel			0.00	
April BOD		11,400.00	(11,400.00)	0.00
BOD - Travel		500.00	(500.00)	0.00
Ex Comm Travel	2,467.04		2,467.04	
January BOD	97.96	6,500.00	(6,402.04)	0.02
July BOD	24,324.96	20,000.00	4,324.96	1.22
New Board Retreat		8,200.00	(8,200.00)	0.00
October BOD	6,145.97	7,600.00	(1,454.03)	0.81
Total Travel	33,035.93	54,200.00	(21,164.07)	0.61
Unallocated Reserve		527.82	(527.82)	0.00
Web	4,043.91	6,700.00	(2,656.09)	0.60
Workers Comp Insurance	247.49	500.00	(252.51)	0.49
Total Expenditures	177,349.19	374,491.70	(197,142.51)	0.47
Net Operating Revenue	95,825.73	0.00	95,825.73	
Other Revenue				
Capital Gains	4,742.71		4,742.71	
Dividend Income	4,021.24		4,021.24	
Investment Interest Income	13.03		13.03	
Realized Gain/Loss Investments	694.88		694.88	
Unrealized Gains	11,041.99		11,041.99	
Unrealized Losses	(5,018.38)		(5,018.38)	
Total Other Revenue	15,495.47	0.00	15,495.47	
Other Expenditures				
Management Fees	1,901.74		1,901.74	
Total Other Expenditures	1,901.74	0.00	1,901.74	
Net Other Revenue	13,593.73	0.00	13,593.73	
Net Revenue	109,419.46	0.00	109,419.46	



January 2018 Quarterly Committee Report

Committee Name: Governance

Submitter: Sue Cochran

Updates not included in Strategic Plan:

Committee members working with branches are currently doing outreach to those branches with separate Foundations (501c3) that do not have affiliate agreements on file with National. Conversations with National indicate that National does not want branches to be encouraged to convert to a 501c3 nor to establish one, rather use those entities that are available through National and the state.

Items for Board Discussion:

There will be multiple updates presented for the Policies and Procedures separate from this report. Printed copies will be provided to all at the BOD meeting.

Outcome of the January 9-11 vote and next course of action will be discussed.

Motions

Motion 1:

- Multiple proposals for P&P's will be presented under a separate cover.



January 2018 Quarterly Committee Report

Committee Name: Leadership Development

Submitter: Cathy Foxhoven

Updates not included in Strategic Plan:

- Wrote article for January Perspective and B2B on name change of Leader on Loan (now AAUW CA Branch Resource Connection) after conducting voting from the BOD.
- Wrote article for AAUW CA Jeopardy for January Perspective.
- Wrote article on "Call for Committees" for January Perspective.
- Wrote article on "Call for Committees" and committee descriptions to be posted on website.
- Assisted in "Leader on Loan" requests because of absence of administrative assistant.
- Attended AAUW Funds Luncheon at Basque Cultural Center providing filming, table decorations, registration and sound system.
- Sent Policies & Procedures changes of Leadership Development and AAUW CA Branch Resource Connection.
- Developed template for AAUW CA Jeopardy Game for convention. Trying to recruit tech help for workshop.
- Called branch presidents for "Mutual vs. Public" vote.
- Continued development of Convention Leadership brunch with Jane and selected logo.
- Working on changing "job-alike" name - only two submittals to date.
- Selected 2018-2019 dates for retreat, leadership weekend and BOD meetings with Jane.
- Attempting to connect with 50/50.org' leader Mackenzie Darling.
- Continue reading branch newsletters and sending outstanding MBP's to programs.

Items for Board Discussion:

Review dates for 2018-2019 retreat, leadership weekend & BOD meetings.

Motions

None submitted.



January 2018 Quarterly Committee Report

Committee Name: Membership

Submitter: Deanna Arthur

Updates not included in Strategic Plan:

- Diversity has nearly completed the survey and will be giving a workshop at convention in April
- YWTF has not made much progress this quarter but hope with National office support significant inroads will be made next quarter
- Membership has continued to make contact with branches. This is a slow process with not enough committee members.
- Membership has received information which needs to be distributed to the branches regarding the dues increase.
- Initial contact has been made with National regarding an associate membership for the Tech Trek Alumnae.
- Communications would like a conference call regarding the addition of State Membership to the Give a Grad National membership.

Items for Board Discussion:

None submitted.

Motions

None submitted.



January 2018 Quarterly Committee Report

Committee Name: Program

Submitter: Jane Niemeier

Updates not included in Strategic Plan:

One of the plenaries that will be presented at the state convention is about the Women Peacebuilders at the University of San Diego. I have met with the presenter once and attended two Peacebuilding activities on campus as part of the preparation for the plenary.

I have written several articles for the Perspective about the convention workshops and plenaries. Cathy Foxhoven and Susan Negrete have been a great help in getting information to me about the Diversity Plenary. Cathy and I are still working on the short film and discussion that we are having after the Public Policy Plenary on Friday.

Items for Board Discussion:

Should we try to continue the AAUW CA Book Club? Many board members joined, but only Donna Mertens and Sandy Kirkpatrick have participated. Just simply joining the book club doesn't help. Those who join should participate or the discussion dies.

Motions

None submitted.



January 2018 Quarterly Committee Report

Committee Name: Project Oversight Committee

Submitter: Dianne Owens

Updates not included in Strategic Plan:

- The Project Oversight Committee met several times in October, November and December via conference call to update and completely revamp the Tech Trek Policies and Procedures. Linda Stinebaugh, Tech Trek Coordinator, Harriet Tower, outgoing Financial Liaison and Kaye Kidwell, incoming Financial Liaison joined us on the calls and made major contributions to our work. Donna Mertens, AAUW CA President, also participated on the calls and contributed to our work.
- The committee recommended to the Governance Committee that the name be changed to Project Oversight Committee, as Tech Trek is now a national project, not a state project.
- The application for new state projects was updated and posted on the CA website along with an article explaining the process. Deadline for submission for new project money is March 1, 2018. An article was also published in the January 2018 Board 2 Board and will be in the February Perspective.

Items for Board Discussion:

The CA Tech Trek preliminary budgets.

Motions

Motion 1:

- The Project Oversight Committee proposes the approval of the 2018 Tech Trek Camps' preliminary budgets.

Motion 1 Description:

- Approval will allow the camp treasurers to update and make final changes before the April 2018 Board meeting's final approval.

TECH TREK
Camp Year 2018
Preliminary Budget Estimate
Submitted to SPOC 12/22/17

	Total All Camps	Davis	Fresno	Irvine
# of Campers	910	94	92	118
# of Jr. / Sr. Counselors	84	9	8	5
# of Camp Directors	17	2	1	2
# of Teachers	58	5	7	7
# of Staff	28	1	3	4
# of Dorm Moms	90	9	6	12
Total of Attendees	1,187	120	117	148
INCOME				
Camper fees	863,400.00	84,600.00	82,800.00	118,000.00
Grants	15,000.00			
Other outside funding	150.00			
Carryover from prior years	262,572.09	44,291.69		9,246.00
TOTAL INCOME	1,141,122.09	128,891.69	82,800.00	127,246.00
EXPENSES				
Background Check	2,967.00	400.00	400.00	210.00
Campus Costs	595,324.00	60,500.00	34,000.00	98,283.00
Development	2,650.00	250.00	400.00	
Equipment Purchase	34,600.00	1,500.00	2,000.00	
Field Trips	26,000.00	250.00	4,000.00	
Insurance	18,000.00	1,800.00	1,800.00	1,800.00
Postage	1,559.00	250.00	100.00	400.00
Photos	2,465.00	450.00	200.00	80.00
Printing & copies	3,325.00	600.00	100.00	80.00
Rental: Equipment/Storage	5,358.05	100.00		
Software	2,800.00	500.00	200.00	
Total Stipends	147,400.00	15,900.00	16,100.00	15,600.00
Director Stipends	27,000.00	2,500.00	2,500.00	2500
Core Teacher Stipends	81,200.00	7,000.00	9,800.00	9,800.00
Workshop Stipends	23,850.00	5,000.00	2,500.00	1,600.00
Nurse/Health Professional	3,300.00	300.00	300.00	300.00
Dorm Moms/Other Volunteers	13,100.00	1,100.00	1,000.00	1,400.00
Camper Supplies	21,962.00	2,000.00	3,500.00	2,300.00
Staff Supplies	5,700.00	300.00	100.00	2,000.00
Teaching Materials	13,650.00	4,000.00	900.00	450.00
Travel	26,482.00	2,400.00	0.00	1,680.00
Gifts	3,550.00	250.00	3,000.00	
Fees				
SPF administrative fee on new deposits (5%)	43,375.00	4,230.00	4,140.00	5,605.00
Tech Tek administration fee (1%)	8,575.00	846.00	828.00	1,121.00
TOTAL EXPENSES & Fees	965,742.05	96,501.00	71,768.00	126,609.00
Profit/(Loss)	175,380.04	32,390.69	11,032.00	637.00
Cost per camper	1,061.26	1,026.61	780.09	1,072.96

TECH TREK
Camp Year 2018
Preliminary Budget Estimate
Submitted to SPOC 12/22/17

	Total All Camps	San Diego	Santa Barbara Blackwell	Santa Barbara Hypatia
# of Campers	910	112	78	78
# of Jr. / Sr. Counselors	84	9	10	10
# of Camp Directors	17	2	1	1
# of Teachers	58	7	4	4
# of Staff	28	5	2	2
# of Dorm Moms	90	14	8	8
Total of Attendees	1,187	149	103	103
INCOME				
Camper fees	863,400.00	100,800.00	74,100.00	74,100.00
Grants	15,000.00			
Other outside funding	150.00			
Carryover from prior years	262,572.09	63,640.85	7,100.00	7,100.00
TOTAL INCOME	1,141,122.09	164,440.85	81,200.00	81,200.00
EXPENSES				
Background Check	2,967.00	300.00	90.00	90.00
Campus Costs	595,324.00	53,550.00	49,036.00	49,036.00
Development	2,650.00	150.00		
Equipment Purchase	34,600.00	16,300.00	100.00	100.00
Field Trips	26,000.00	150.00	6,000.00	6,000.00
Insurance	18,000.00	1,800.00	1,800.00	1,800.00
Postage	1,559.00	150.00	100.00	100.00
Photos	2,465.00	400.00	200.00	200.00
Printing & copies	3,325.00	100.00		
Rental: Equipment/Storage	5,358.05	1,530.00	50.00	50.00
Software	2,800.00			
Total Stipends	147,400.00	17,200.00	11,200.00	11,200.00
Director Stipends	27,000.00	3,500.00	2,500.00	2,500.00
Core Teacher Stipends	81,200.00	9,800.00	5,600.00	5,600.00
Workshop Stipends	23,850.00	1,000.00	2,000.00	2,000.00
Nurse/Health Professional	3,300.00	300.00	300.00	300.00
Dorm Moms/Other Volunteers	13,100.00	1,400.00	1,100.00	1,100.00
Camper Supplies	21,962.00	660.00	2,500.00	2,500.00
Staff Supplies	5,700.00	500.00	300.00	300.00
Teaching Materials	13,650.00	2,000.00		1,000.00
Travel	26,482.00	5,000.00	4,400.00	4,400.00
Gifts	3,550.00			
Fees				
SPF administrative fee on new deposits (5%)	43,375.00	5,040.00	3,705.00	3,705.00
Tech Tek administration fee (1%)	8,575.00	1,008.00	741.00	741.00
TOTAL EXPENSES & Fees	965,742.05	105,838.00	81,522.00	81,522.00
Profit/(Loss)	175,380.04	58,602.85	(322.00)	(322.00)
Cost per camper	1,061.26	944.98	1,045.15	1,045.15

TECH TREK
Camp Year 2018
Preliminary Budget Estimate
Submitted to SPOC 12/22/17

	Total All Camps	Sonoma	Stanford Curie	Stanford Hopper	Whittier
# of Campers	910	90	80	78	90
# of Jr. / Sr. Counselors	84	7	6	8	12
# of Camp Directors	17	2	2	2	2
# of Teachers	58	6	6	6	6
# of Staff	28	1	7	1	2
# of Dorm Moms	90	9	7	7	10
Total of Attendees	1,187	115	108	102	122
INCOME					
Camper fees	863,400.00	90,000.00	80,000.00	78,000.00	81,000.00
Grants	15,000.00		10,000.00	5,000.00	
Other outside funding	150.00	150.00			
Carryover from prior years	262,572.09	30,691.36	30,502.19	20,000.00	50,000.00
TOTAL INCOME	1,141,122.09	120,841.36	120,502.19	103,000.00	131,000.00
EXPENSES					
Background Check	2,967.00	700.00	300.00	387.00	90.00
Campus Costs	595,324.00	64,000.00	67,200.00	66,719.00	53,000.00
Development	2,650.00	300.00	800.00	400.00	350.00
Equipment Purchase	34,600.00	5,000.00	3,500.00	6,000.00	100.00
Field Trips	26,000.00	2,000.00	1,000.00	600.00	6,000.00
Insurance	18,000.00	1,800.00	1,800.00	1,800.00	1,800.00
Postage	1,559.00	50.00	100.00	184.00	125.00
Photos	2,465.00	250.00	300.00	85.00	300.00
Printing & copies	3,325.00	100.00	2,000.00	145.00	200.00
Rental: Equipment/Storage	5,358.05		900.00	1,828.05	900.00
Software	2,800.00		2,000.00		100.00
Total Stipends	147,400.00	15,500.00	14,800.00	14,200.00	15,700.00
Director Stipends	27,000.00	2,500.00	3,500.00	2,500.00	2,500.00
Core Teacher Stipends	81,200.00	8,400.00	8,400.00	8,400.00	8,400.00
Workshop Stipends	23,850.00	3,250.00	1,900.00	1,800.00	2,800.00
Nurse/Health Professional	3,300.00	300.00	300.00	300.00	300.00
Dorm Moms/Other Volunteers	13,100.00	1,100.00	700.00	1,200.00	1,700.00
Camper Supplies	21,962.00	1,650.00	2,200.00	1,652.00	3,000.00
Staff Supplies	5,700.00	600.00	300.00	300.00	1,000.00
Teaching Materials	13,650.00	1,700.00	1,800.00	300.00	1,500.00
Travel	26,482.00	3,300.00	1,800.00	2,002.00	1,500.00
Gifts	3,550.00	300.00			
Fees					
SPF administrative fee on new deposits (5%)	43,375.00	4,500.00	4,500.00	3,900.00	4,050.00
Tech Tek administration fee (1%)	8,575.00	900.00	800.00	780.00	810.00
TOTAL EXPENSES & Fees	965,742.05	102,700.00	105,300.00	101,282.25	90,525.00
Profit/(Loss)	175,380.04	18,141.36	15,202.19	1,717.75	40,475.00
Cost per camper	1,061.26	1,141.11	1,316.25	1,298.49	1,005.83



Tech Trek Report for January Board Meeting

The 2017 camp year was a huge success. The Whittier and Irvine camps received an Arconic Grant from National to host an Aeronautical Engineering core class. The class was developed by our very own Beverly Hill, who is a former rocket scientist, and who regularly teaches Engineering at the Whittier and UCSB camps. The class was also presented at the two UCSB camps, although they did not receive any grant money to do so.

The camps ran very smoothly. We sent 918 young ladies to camp in California with no major incidents this year. There were, however, some challenges. One of the UCSB camps had a non-custodial parent show up at camp due to the custodial parent posting something on Facebook with details about the daughter being at camp. The Camp Director was notified by the front desk and immediately locked down all campers until the parent could be escorted off the campus. This underscores the dangers of posting items on social media. Even though this was not done by a member of the camp staff, it still created an incident that affected the security of the girls.

The camp size ranged from 78 - 80 at the UCSB camps, to 118 at the Irvine camp, with about 20 branches participating in the selection process for each. Core classes included Math (discreet, 3-D), Coding, Engineering (structural and electrical), Anatomy, Marine Biology, Neuroscience, Rocketry, Robotics, Forensics, Cyber Security, Chemistry, and Physics

We will have new Co-Directors at our Irvine camp in 2018 (Jasmin Mendoza and Amanda Nguyen), and there will be Camp Directors-in-Training at UCSD and Stanford Hopper this year, as we are actively working on succession planning. The longer we can keep track of our former campers and keep them involved in Tech Trek, the greater chance we have of them eventually taking over the camps.

We have purchased 12 new laptops for the Southern California camps with Arconic funds, secured by the Torrance Branch, to replace the failing refurbished laptops donated in 2013 by Intuit.

Camp costs continue to rise each year. Camper fees now range from \$900 to \$1,000 depending on the camp. The different costs are directly related to how much each campus charges for using their facilities. While some Universities are more accommodating to our program, there are a few that don't take into account the positive publicity our program provides for their campus.

We are actively working on plans for the 20th Anniversary Celebration of Tech Trek at the 2018 AAUW California State Convention in April. Tech Trek Alumni Groups are being encouraged to involve their girls in this process.

Respectfully submitted.

Linda Stinebaugh
State Project Coordinator,
AAUW California Tech Trek



January 2018 Quarterly Committee Report

Committee Name: Public Policy

Submitter: Nancy Mahr and Charmen Goehring

Updates not included in Strategic Plan:

Communications helped the Public Policy Committee set up an online discussion group. This is to facilitate committee communications. If it is successful, we will open it to all branch PP chairs.

Items for Board Discussion:

None submitted.

Motions

None submitted.

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	<p>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.</p> <p>January 2018 Update In progress - additional information is being added regarding the correct membership numbers and dues increase information.</p>
2. Follow-up with an email to Branch Membership VPs containing a link to appropriate National or State pages.	Membership	11/30/17	<p>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.</p> <p>January 2018 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.</p>
3. Encourage communication between the branches and the state.	Membership	6/30/18	<p>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.</p> <p>January 2018 Update In process - ongoing.</p>
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	<p>October 2017 Update This is being done with the initial phone contact and follow-up email.</p> <p>January 2018 Update In process - ongoing.</p>

Action Items	Responsible Committee	Deadline	Summary
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	6/30/18	October 2017 Update This is being done with the initial phone contact and follow-up email. January 2018 Update In process - ongoing.
6. Create and present Diversity and Inclusion information for convention.	Membership/ Diversity	1/31/18	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. January 2018 Update The survey is nearly complete and is being sent to CSULB faculty for their feedback and then will be sent to Membership and the appropriate board members for their feedback.
7. Encourage use of list of national members in each district for branch membership recruitment via the B2B and articles in the Perspectives.	Membership	6/30/18	October 2017 Update No progress to date. This will be a second quarter task. January 2018 Update No progress to date - delayed until 3rd quarter.
8. Distribute national video to branches and encourage distribution to local media.	Membership	6/30/18	October 2017 Update No progress to date. January 2018 Update No progress to date.
9. Encourage branches to form interest groups specifically for younger women via 4 B2B messages.	Membership/ Diversity	6/30/18	October 2017 Update November or December target date for this goal. January 2018 Update Using Alhambra-San Gabriel branch as the guinea pig to see what the younger members want - having a second Meet Up meeting before the state board meeting.
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 participants with disabilities who attend AAUW events.	Membership	9/30/17	October 2017 Update This task has been delayed until November B2B. January 2018 Update This information was distributed in the January B2B.

Action Items	Responsible Committee	Deadline	Summary
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. January 2018 Update February B2B article planned.
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. January 2018 Update The survey will be sent to the board for their input shortly.
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. January 2018 Update No progress to date.
I-C Model behaviors that enhance the visibility and appeal of AAUW.			
1. Create and communicate a list of CU partners and their associated branch contacts to facilitate communication among existing contacts and highlight opportunities for branches to establish relationships with CU Partners that do not have an established branch contact.	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. January 2018 Update Objective completed December 30, 2017.
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. January 2018 Update Objective completed December 30, 2017.
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. January 2018 Update This objective is not yet complete.

Action Items	Responsible Committee	Deadline	Summary
3. Publish 4 article encouraging branch support for NCCWSL, StartSmart, 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 NCCWSL, article in the Fall Perspective and an estudent article in the B2B have made an excellent start to the completion of this goal. January 2018 Update C/U continues to encourage branch participation in B2B and Perspective articles.
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. January 2018 Update Google Discussion group developed and tested with Committee members. Branch participants will be invited in January. Access is via the AAUW California website. [submitted by communications]
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. January 2018 Update No progress on this yet. Looking to made progress in the 3rd quarter.
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 January 2018 Update Article submitted for Perspective.
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. January 2018 Update Still in progress.
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. January 2018 Update Still in progress.

Action Items	Responsible Committee	Deadline	Summary
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. January 2018 Update Maintaining contact with Stockton YWTF.
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 January 2018 Update
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) January 2018 Update No grants received as of 12/31/17.
2. Create Money Trek modules for retirees and widows.	Program	6/30/18	October 2017 Update In progress (Jan and Bakula) January 2018 Update All modules have been upgraded.
3. Publicize resources in B2B and Perspective.	Program	6/30/18	October 2017 Update Articles written related to FL for B2B & Perspective January 2018 Update An article will be in the Winter 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. January 2018 Update Jan Cook and Donna Mertens will present a FL workshop at convention.

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
2. Contact branch presidents and program chairs to encourage submission of newsletters.	Program	9/1/17	October 2017 Update Complete- have received 57 newsletter this quarter January 2018 Update We are now receiving 73 newsletters.
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. January 2018 Update Book Club did not really take off. We are hoping for more participants in Bingo for the second round.
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 January 2018 Update Ten programs selected for second quarter. Information shared via B2B and 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. January 2018 Update All workshop presenters have been contacted and the schedule is set for the convention. Most of the speakers for the plenaries have been set.
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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. January 2018 Update Two branches have completed round one as of 12/31/17.

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) January 2018 Update Article in upcoming Perspective about International Women's Day, 3/8/18.
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. January 2018 Update Sandi Gabe has offered to be available to branches for Tech help. Branches will need to request through AAUW CA Branch Resource Connection.
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. January 2018 Update Still no word from Redding. Hoping that Nevada County can participate if Leadership Day happens in Redding. They need help in developing leadership.
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. January 2018 Update Survey was completed - very low turnout. Respondents seemed more intent in criticizing the Leadership Days than in using the knowledge in their branches. Comments were basically the same as evaluations from the Days.
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-a-like videos are on website. Attempting to get the Secretary video uploaded.

			<p>Recruiting someone to do job-alike for membership.</p> <p>January 2018 Update Secretary video posted on website. Encouraged Nevada County to view the videos and sent out B2B encouraging officers to watch.</p>
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	<p>October 2017 Update Completed September 2017.</p> <p>January 2018 Update Re-worked Jeopardy for convention with valuable assistance from Sandi Gabe & Dawn Johnson.</p>
2. Submit RFP's for "Board Alignment" workshop and "Empower, Engage & Retain New Members" for a plenary.	Leadership	12/1/17	<p>October 2017 Update Completed September 2017. Renamed "AAUW - Advancing Equity for All."</p> <p>January 2018 Update Bios & photos were gathered of the panel for convention for Perspective.</p>
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	<p>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.</p> <p>January 2018 Update 18 Fellowship and Grant recipients scheduled for branch meetings in 2017-2018.5 requests pending. 17 Fellowship and Grant recipients attending Fund luncheons.</p>
2. Hold 4 Fund luncheons regionally in California in 2017-2018.	Fund	10/29/17	<p>October 2017 Update 4 luncheons scheduled; 1 in Southern CA, 2 in Northern CA and one on Central coast.</p> <p>January 2018 Update 3 luncheons completed. Central Coast luncheon in February.</p>
3. Video record 4 Fund luncheons and post to AAUW CA Website.	Fund	6/1/18	<p>October 2017 Update Pending.</p> <p>January 2018 Update</p>

			Videos completed for Danville, South San Francisco and Seal Beach luncheons.
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 January 2018 Update Total contributions ending September 30, 2017: \$1,049,203.75.
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 January 2018 Update 6 of 12 board members have donated as of September 30, 2017.
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. January 2018 Update New bills are currently being submitted in the Legislature. Committee will review and take positions on relevant bills in March 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. January 2018 Update Action Alerts for 2018 will be sent later in the legislative session at the direction of our advocate. Alerts generally go out in June - August.
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. January 2018 Update completed.

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. January 2018 Update completed.
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. January 2018 Update completed.
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. January 2018 Update List of possible activities and resources will be sent in B2B and to PP chairs in February 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 January 2018 Update Article is due in Feb 2018 for publication in branch newsletters in March 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. January 2018 Update same.
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. January 2018 Update same.
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

			<p>advocacy opportunities. Working with Sacramento branch to form advocacy direction for their PP committee.</p> <p>January 2018 Update Have sent out suggested actions in B2B two times. Spoke to LACIC on this topic. Will speak to Beach Cities Branch in the spring. Planning Plenary session on topic at Convention 2018.</p>
2. Encourage specific branches to meet with targeted local legislative offices regarding identified bills.	Public Policy	8/31/17	<p>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.</p> <p>January 2018 Update Will contact advocate renew our interest in working on targeted advocacy at the branch level. This can be discussed at the March Committee meeting in Sacramento.</p>
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.	POC	7/30/18	<p>October 2017 Update Will be discussed at upcoming committee meetings.</p> <p>January 2018 Update TT P&Ps will be approved January 21, 2018. Didn't have time to review Speech Trek yet.</p>
2. Committee members visit 3 Tech Trek camps by the end of the fiscal year.	POC	6/30/18	<p>October 2017 Update This will be decided as we get closer to summer and the camps as only three will be before June 30.</p> <p>January 2018 Update Will make decisions this quarter on who will visit the camps held before end of fiscal year and who will visit other camps in July 2018.</p>

3. Collaborate with the governance committee to update TT and ST policies and procedures.	POC	1/15/18	October 2017 Update Will be working on this in October and November. January 2018 Update Tech Trek will be completed January 21, 2018. Speech Trek review coming up!
4. Prepare frequently asked questions regarding Project Oversight Committee (POC) and distribute via B2B.	POC	4/1/18	October 2017 Update Frequently asked questions regarding TT are being answered by Tech Trek Coordinator. January 2018 Update During our committee meetings, Linda Stinebaugh took responsibility for doing this and should have it completed by April 1.
5. Prepare camp compliance list for camp visits by committee members.	POC	4/1/18	October 2017 Update Will be done after new TT Toolkit is released in November. January 2018 Update Will begin working on Camp Compliance document during this quarter to be completed by June 15.
6. Review and update camp budget procedures, if necessary.	POC	10/1/17	October 2017 Update Need to move date to 1/15/18 because of October and November TT/ SPF meetings scheduled. January 2018 Update These will be approved Jan 18.
7. Review TT Toolkit after AAUW National revision to ensure it incorporates CA processes and procedures.	POC	1/15/18	October 2017 Update This will be done in November/December/ January 2018 Update Completed. Will be approved as part of TT P&Ps January 21, 2018.
8. Notify branches of all changes to policies and procedures via B2B or Perspective.	POC	4/1/18	October 2017 Update Will follow update to P&Ps this fall. January 2018 Update Will follow up after Board approval in January 2018.
VI-B Strengthen communications between POC and branches and between POC and camp directors.			
1. Document past achievements of SPOC and distribute via B2B.	POC	1/10/18	October 2017 Update

			Will work on this in November/December. January 2018 Update Moved to April 2018 because of major revision of Tech Trek P&Ps.
2. Use B2B and Perspective to communicate with branches and camps, for both Tech Trek and Speech Trek.	POC	6/30/18	October 2017 Update Will accomplish this in the spring. January 2018 Update Published article in January 2018 B2B about new project submission deadline of March 1, 2018. Will look for further opportunities to explain Project Oversight Committee in articles for B2B and Perspective.
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 January 2018 Update Awaiting results to January vote.
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 January 2018 Update Ongoing with proposals being presented @ BOD mtg.
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 January 2018 Update Completed.
4. Prepare recommendations for future revisions to bylaws.	Governance	3/31/18	October 2017 Update On hold until status issue resolved January 2018 Update Pending vote results.
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 January 2018 Update Completed for branches, in process for separate 501c3 entities.

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 January 2018 Update pending.
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 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 January 2018 Update Discussed at the October BOD. Will be reviewed again at the January BOD.
3. Update policy as needed.	Finance	2/28/18	October 2017 Update Will be finalized as discussion at January BOD. January 2018 Update Same as October.
VII-B Evaluate insurance coverage for sufficiency or excess coverage.			
1. Review coverage.	Finance	10/31/17	October 2017 Update In process January 2018 Update Review to date found that our liability insurance covers events with attendance of 500 or less. Additional payment by event will be required if a certificate is necessary. Request for Certificate of Insurance has been updated (after coordination with Westport) and posted on our website. Assessment of other coverage still in process.

2. Discuss with broker.	Finance	10/31/17	<p>October 2017 Update In process</p> <p>January 2018 Update We have discussed the need by some branches to have additional coverage for liability insurance for events with attendance over 500. AAUW CA will pay the additional premium and bill the pertinent branch. This information was in the December Board to Board.</p>
3. Develop recommendations for FY 2018-2019 coverage.	Finance	3/31/18	<p>October 2017 Update To be completed after #1 and #2 are done.</p> <p>January 2018 Update Our request for proposal for liability insurance will include getting a quote to expand our event cover to attendance of 1,000 or less and the current limit 500. An analysis will be done to assess whether it is cost beneficial to increase the coverage or keep the current limit.</p>
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	<p>October 2017 Update B2B template created with B2B header and links to website, and social media icons at the bottom.</p> <p>January 2018 Update Complete. New format implemented.</p>
2. Evaluate effectiveness of communication team/committee chair liaison roles and modify as needed.	Communications	12/31/17	<p>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</p>

			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.
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. January 2018 Update Complete. Distributed to Full Board.
5. Develop guidelines for submitting content for website.	Communications	10/30/17	October 2017 Update Draft created for review by Communication Team. January 2018 Update No action. This will be distributed to the Full Board in January.
6. Evaluate and improve production schedule California Perspective.	Communications	2/28/18	October 2017 Update No action. January 2018 Update Complete. Created a spreadsheet recording past and present production schedules and cost. The largest time delay is due to bulk mail delivery by Postal Service.
7. Evaluate competitive pricing for the California Perspective production.	Communications	1/30/18	October 2017 Update Documenting production process. January 2018 Update Creating a Request for Proposal to be sent to prospective vendors. Scope of services to be developed include color printing, folding, binding and delivery to Postal Service. Recommend re-scheduling completion date to 6/30/18 for FY18-19 budget.
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 January 2018 Update

			Document started. Will be completed in February.
2. Create and deliver technology session at the annual convention.	Communications	4/30/18	October 2017 Update No action. January 2018 Update Submitted proposal for convention session focused on how to find information on the AAUW CA Website.
3. Develop one technology-based peer group and conduct 1-2 sessions.	Communications	2/1/18	October 2017 Update No action January 2018 Update Engaged one branch member to assist in launching group. Group will be launched in February 22nd.
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 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. January 2018 Update Public Policy submitted a recommended policy change for social media. The governance committee is evaluating this and integrating with Social Media policy submitted by Communication Committee.
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. January 2018 Update Social Media Policy submitted to Governance Committee for review and adoption.
4. Increase Twitter followers from 200 to 400.	Communications	6/30/18	October 2017 Update No action. January 2018 Update No action. Currently have 253 followers.
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. January 2018 Update Encouragement to "like" the page was included in Branch Bingo. As of 01/9/18, 1867 total "likes".
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. January 2018 Update Completed in September.

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 None submitted. January 2018 Update Received, not yet reviewed and sent to branches.
2. Create a California-specific logo.	Communications	2/28/17	October 2017 Update No action. January 2018 Update

			No action.
3. Review and revise "Value for your Dues" document.	Communications	2/28/17	October 2017 Update No action. January 2018 Update No action.
4. Develop a marketing plan.	Communications	2/28/17	October 2017 Update No action. January 2018 Update Communication Team has started documenting options.
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 January 2018 Update Two google discussion groups have been established for the Public Policy and CU Committees. The CU Committee has tested the functionality via access through the website. It will be launched to their team in January. Still waiting for feedback from the Public Policy Team on whether the approach will work for their team.
IX-C Encourage Tech Trek.			
1. Link legislators with Tech Trek camps.	Public Policy	6/30/18	October 2017 Update No action. January 2018 Update
IX-D Increase AAUW California board visibility.			
1. Provide Board Member bios and share via the website, B2B or other mechanisms.	Communications	6/30/18	October 2017 Update No action. January 2018 Update No action.
2. Conduct 1 virtual town hall meeting.	President	1/31/18	October 2017 Update Will plan to advertise in Perspective & B2B January 2018 Update Determining capacity of teleconference service. Will set up for last quarter.
3. Create at least 1 peer group to assist in educating branches about job alike training.	Leadership	1/31/18	October 2017 Update None submitted. January 2018 Update Have established a peer group - 17 branch presidents have offered to



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			be in group. Will begin emails and blogs after the holidays.
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	6/30/18	October 2017 Update Tabled at the Wonder Women in Technology Conference in Long Beach. January 2018 Update No progress.