



April 2018
Board Meeting Packet

April 26, 2018

Irvine Marriott Hotel
18000 Von Karmen Ave.
Irvine, CA 92612
(949) 553-0100



BOARD MEETING AGENDA
April 26, 2018 10:00 am

- I. Welcome/Roll Call (5 minutes)
- II. Introduction of Visitors/Guests (5 minutes)
- III. Consent Agenda (5 minutes)
 - A. Board Minutes January 20-21, 2018
 - B. Closed Session Minutes January 21, 2018
 - C. Electronic Vote March 7, 2018
 - D. Ex Comm Minutes January 16, 2018
- IV. Board Reports
 - A. President's Comments – 15 minutes
 - B. Convention – Kathleen Doty – 25 minutes
 - C. Co-President Elect – Jane Niemeier & Cathy Foxhoven
 - D. AAUW Fund – Sharon Westafer – 5 minutes
 - E. Branch Support – Ainsley Nies – 5 minutes
 - F. Communications – Sandi Gabe – 5 minutes
 - G. Finance – Pat Ferrer – 30 minutes
 - H. Leadership Development – Cathy Foxhoven – 10 minutes
 - I. Membership – Deanna Arthur – 10 minutes
 - J. Program – Jane Niemeier & Stormy Miller – 15 minutes
 - K. Public Policy – Charmen Goehring & Nancy Mahr – 5 minutes
 - L. Project Oversight Committee – Dianne Owens – 20 minutes
 - M. Governance – Sue Cochran – 20 minutes
- V. Discuss Open Issues (60 minutes)
 - A. National Bylaws Changes
 - B. President's Call with National
- VI. Closed Session (if needed)



AAUW CA Board of Directors
Regular Meeting Minutes
Hyatt House Santa Clara
January 20-21, 2018

Attendance:

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

Non-voting:

Kaye Kidwell, Tech Trek Financial Liaison
Sue Cochran, Governance Chair
Janice Lee, Meetings Planner
Dawn Johnson, Parliamentarian

Meeting was called to order by President Donna Mertens on Saturday, January 20, 2018, at 10:00 a.m.

President Mertens discussed the need to have a closed session.

Motion#13 Charmen Goehring moved we go into closed session. Motion passed.

The meeting was returned from closed session at 11:15 a.m.

A visual roll call was taken.

Sue Cochran gave us an update on the governance committee.

Donna Mertens welcomed Kaye Kidwell, incoming Tech Trek liaison.

Donna Mertens asked that we accept the consent agenda. There were no objections.

Donna gave an update on nominations and elections. We have more candidates than positions in the director's race.

A virtual town hall meeting has been planned for the third quarter.

COMMITTEE REPORTS

Executive Committee Report

A plan for covering the office duties needs to be established for emergency situations.

Convention

Our speaker for the Gala has declined the invitation. Charmen will contact some legislators. Janice suggested changing the focus of the gala.

There was a lengthy discussion about speakers for Friday and Saturday night.

There is a call for technology needs for the convention. Sandi suggested we form a technology plan.

Cathy Foxhoven requested that the committee application form be included in the convention bags.

"Hearing the Members", "Let your voice be heard", and "Our Dialogue" were some suggestions for the theme for the open space session.

AAUW Fund

3rd quarter donation report was sent to the state branches. The state sent \$9000 towards the completion of the Alicia Hetman fellowship.

Branch Support

Ainsley Nies has had many calls about alternative board design.

We were reminded that AAUW-CA can collaborate with other groups but we are not able to partner.

Communications

Communications team is recruiting additional committee members.

Sandi Gabe asked that we please change our personal email passwords. This will help eliminate phishing emails which are not generated by AAUW-CA.

The communications committee is making a change in the Perspective editing process.

Sandi is saving discussion regarding the AAUW logo.

Sandi reviewed the 2016 plan developed to address struggling branches.

MOTION #15 - Charmen Goehring moved that a board task force be created to support branches requiring assistance to include a representative from leadership, membership, branch support, governance with the President taking the lead and other members be included as necessary. The motion passed unanimously.

A technology peer group is being started – their first meeting will be next Tuesday,

Finance

Patricia Ferrer discussed the opening of a new account at Chase bank.

There was a discussion about the costs of registration for the state convention and the fees the board needs to pay.

Pat discussed the voucher for the April board meeting and passed out an example.

Motion #16 Patricia Ferrer on behalf of the finance committee proposes that the revised budget as amended from the initial submission in early December be approved as submitted. Motion passes.

The meeting was recessed for lunch at 12:43 P.M.

The meeting resumed at 2:05 P.M.

Leadership Development

AAUW resources for branches that need help with specific issues need to be created.

Cathy wants to know what direction to take with the peer group.

Cathy/Jane passed out a schedule of board meeting dates for upcoming year.

Board Retreat: June 8-9, 2018

Leadership Weekend: July 12-13, 2018

October 20-21, 2018
January 26-27 – 2019
April 26-28, 2019

Cathy/Jane will forward the list to Nominations and Elections who will share it with the candidates running for office 2018-2020.

Sue Cochran has a list of items to be addressed with the people running for office and will send them to Nominations and Elections.

Membership

There was a discussion regarding the upcoming AAUW National dues increase.

The Greater Whittier branch had a very successful meet & greet.

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

Program

2 branches completed the branch bingo – Carlsbad and Mariposa.

The book for this ½ year is “My Life on the Road” – Gloria Steinem.

The board needs to think about how to market our programs more effectively.

Project Oversight Committee

Diane Owens spoke about the name change of SPOC (Special Projects Oversight Committee) to POC that will be known as the oversight committee.

Field trip travel costs for Tech Trek were included in travel on the budget. This will be corrected.

MOTION #17 – Diane Owens on behalf of the Project Oversight Committee proposes the approval of the 2018 Tech Trek Camps’ preliminary budgets, The Motion passed.

FAQs (Frequently Asked Questions) for Tech Trek will be written by April 2018.

Compliance list will be written by April 2018.

California Women Lead kick off – Is anyone attending?

Appointments Seminar – There was discussion regarding including this at the next annual meeting. How to get yourself appointed to city commissioners and more.

Public Policy

Governance

Will be delayed until tomorrow to give the board an opportunity to read the handout this evening.

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

Connection Corner was discussed. We will change the name and call it a Branch Brag Corner. Ainsley will write a description and instructions for branches that wish 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.

Governance

Sue Cochran spoke about the difference between (P&P) policies and procedures and the committee's description.

904.3 is withdrawn by the maker.

Motion #19 – Cathy Foxhoven on behalf of the Governance committee moves to accept all the proposed amendments to the AAUW CA Policies & Procedures, January 2018 except the Tech Trek revisions. Motion passed with 1 abstention by Stormy Miller.

A five minutes break was initiated at 9:27 A.M.

The meeting reconvened at 9:35 A.M.

Motion #20 – Jane Niemeier moved to accept the Tech Trek Policies and Procedures as revised in the proposed amendments to the AAUW CA policies and procedures January 2018 with the following changes:

Timeline in 1.4. – camp treasurers submit proposed budget to Tech Trek Financial Liaison no later than December 15. Consolidated Tech Trek budget is presented to the Oversight Committee by January 1;

2) Delete section 1.2.2 branch participation agreement

The motion passed with abstention by Stormy Milller.

Motion #21 – Diane Owens moved that we delete revision 1.2.2 of Motion #17. The motion passed unanimously.

Sue needs to have additional changes to P&P by 2/15/18. Please put Policies and Procedures to the subject line of the email.

Motion #22 Jane Niemeier moved that the AAUW-CA Board accept the Tech Trek camper fees for the 2018 camper year:

Davis, Fresno, San Diego, Sonoma, Whittier - \$900 camper;

Santa Barbara, Blackwell, Hypathia - \$950 camper:

Irvine, Stanford Curie, and Stanford Hopper at \$1000.

The motion passed.

There was a discussion of the email letter from a member. Some of the topics covered were the value that AAUW-CA gives to the members; the use of District Directors; and the value we give to the AAUW-CA members.

Sue Cochran discussed the possibility of bringing back District Directors. There needs to be a discussion with IBC chairs.

Stormy brought up the idea of a member survey.

Sue Cochran brought up the governance piece of IBCs (Interbranch Council).

Ainsley Nies strongly feels we need a face to face contact with the branches.

Sue Cochran asked Jane Niemeier and Cathy Foxhoven to take up this issue at the Board Retreat in June 2018.

Donna Mertens discussed the Women in History month articles that the board is encouraged to write.

Sandi Gabe asked that board members post on Facebook at least once a week to ensure a variety of new contact for members.

Motion #23 – Jane Niemeier moved that in addition to the people listed in the Policies and Procedures who receive convention 2018 registration at no cost to add Sandi Gabe, Communications Director. Motion passed.

There was a discussion regarding the sharing of the office duties. Logistics need to be arranged.

Please send a list of convention duties to Jane Niemeier that are necessary to your committee's needs.

Janice Lee commented that our members do not know what we do.

The meeting was adjourned at 11:05 AM by Donna Mertens.

Respectfully Submitted,

Deanna Arthur, Secretary



**AAUW CA Board of
Directors**

**Executive Committee Meeting Minutes
Conference Call
January 16, 2018**

Attendance:

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

The meeting was called to order at 4:05 p.m.

The president initiated the meeting to discuss performance and attendance issues of the current administrative assistant and presented options that will be discussed at the January Board of Directors meeting

The conference call was adjourned at 4:22 p.m.

Respectfully submitted,

Deanna Arthur, AAUW-CA Secretary

DRAFT



ELECTRONIC VOTE

March 7, 2018

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

Motion # 21 (Fund Committee): It is the recommendation of the AAUW Fund Committee that Janice Cook, of the Victor Valley branch, receives the distinction of AAUW CA State Named Gift honoree for 2017.

Motion passed unanimously by the California State Board of Directors.

Signed,

Deanna Arthur
AAUW CA Secretary



April 2018 Quarterly Committee Report

Committee Name: President

Submitter: Donna Mertens

Updates not included in Strategic Plan:

- I convened a sub committee of the board that included Cathy Foxhoven, Jane Niemeier, Deanna Arthur and myself to discuss a process for struggling branches.

Items for Board Discussion:

What is a “struggling branch” – here are some ideas I have:

- A branch in danger of disbanding
- A branch having trouble finding leaders
- A branch that has declining membership

Resources for “struggling branches”

- Branch Support
- Board of Directors
- State Committees
- Leadership Development Peer Group

Potential Process

- All board members must be sensitive to information that would help identify struggling branches before it is too late. This can be done by reading the newsletters, receiving notification from National via email or hearing from branch members outside formal channels.
- Once a board member becomes aware, they should immediately contact Branch Support. They should not investigate on their own. Branch Support will reach out and try to find out what the problem/issue is. Once that is identified, then a strategy to help can be developed.

Current Branches on a “Watch List”

- Bakersfield
- Mission Viejo/Saddleback
- Paradise
- San Diego

Motions

- None submitted



April 2018 Quarterly Committee Report

Committee Name: Co-President Elect

Submitter: Jane Niemeier

Updates not included in Strategic Plan:

- Jane attended the SPF board of directors meeting in Sacramento in February. She helped Rancho Bernardo Branch with a bylaws question. She attended the March meeting of the Cabrillo-Diego Branch. Bakula Maniar, representing the National Program Committee, contacted Jane to discuss Branch Bingo and the Program of the Quarter. Jane participated in several conference calls, including the Leadership Group, the Technology Group, and a group concerned about struggling branches.

Items for Board Discussion:

2. None submitted

Motions

3. None submitted



April 2018 Quarterly Committee Report

Committee Name: AAUW Fund

Submitter: Sharon Westafer

Updates not included in Strategic Plan:

- All year-end donation reports have been sent to branches and discrepancies corrected with National.
- State Named gift honoree selected and submitted to board for approval.
- 205 Branch Named gift certificates mailed or arrangements made for pick up at convention.
- Committee chair gave brief Fund presentation at Central Coast Fund luncheon.
- Planned for convention Gala.
- Fund booklet for convention, which includes lists major donors, top 10 branches in giving and in per capita giving, Mooneen Lecce Giving Circle members, AAUW Legacy Fund members and current Fellowship and Grant recipients, created.

Items for Board Discussion:

- None submitted

Motions

- None submitted



April 2018 Quarterly Committee Report

Committee Name: Branch Support

Submitter: Ainsley Nies

Updates not included in Strategic Plan:

In-Person Branch/IBC Visits (social) – Q3 objective 3 visits

None made.

Communication to Branch Support Comm. (IBC Chairs & Branch Liaisons)

Q3 objective – submit updates to Branch Knowledge Sharing

- Update collected, not yet submitted. Needs photo and description.

Communication as Branch Liaison –

Q3 objective - 1 Branch Liaison communication per area (Tahoe/Truckee, North San Joaquin or South San Joaquin) None made.

- Responded to Branch/IBC Requests/Questions/Concerns (may also come from CA board members)
 - Attended the Atascadero branch March BOD meeting. Presented on Alternative Board Design and facilitated discussion. Encouraged attending Convention and noted benefits – they will send 1-2 people.
 - Attended the CCC-IBC March meeting. Gave a presentation on Alternative Board Design and facilitated discussion.
 - Discussions with and or about North Tahoe, Paradise and Alhambra-San Gabriel branches.
- Gather new ideas for Branch Knowledge Sharing and Be the Change Collection - Learned several new things NOT to do.
- Bullets for upcoming top priority items (including target completion dates):

In-Person Visits (social) – Q4 objective 3 visits, 1 visit to be as Branch Liaison

Communication to Branch Support Comm. (IBC Chairs & Branch Liaisons)

Q4 objective – submit updates to Branch Knowledge Sharing

- Communication as Branch Liaison (Tahoe/Truckee, North San Joaquin or South San Joaquin)

Q4 objective - 1 Branch Liaison communication per area

- Planned Q4 Branch Support Visits – Retrospective for Alhambra San-Gabriel and Alternative Board Design for Amador.

Director Activities:

- Working with North Coast team and Leadership Development to produce a May Leadership Day in Novato.

Items for Board Discussion:

- None submitted

Motions

- None submitted



April 2018 Quarterly Committee Report

Committee Name: Communications

Submitter: Sandi Gabe

Updates not included in Strategic Plan:

Non Profit Classification vote:

- Entered phone votes into election tool
- Responded to many emails regarding the vote
- Calculated and distributed election results to Governance Committee and via website and email.

Supported Biennial Convention

- Produced program booklet in consultation with convention planning team.
- Built Eventbrite tickets.
- Developed Webpage and integrated hotel and volunteer signup.
- Developed and execute marketing plan with >50 actions resulting in increased convention signups compared to 2016. (2016 = 162, 2018 = 192 ytd)
- Developed Snapshots plan

Produced California Perspective

- Processed 120+ email only opt outs included several folks who changed their minds.
- Ordered mailing list.
- Documented Post Office Permit procedure and requested Pat send a check to Post Office to cover postage. (Previously these were admin responsibilities).
- Distributed via email and posted on website.

Managed the office email communication while Office Staff was unavailable from Jan 11 through March 1.

Addressed branch who was distributing the directory without password protection. Updated AAUW CA website to include guidelines.

Documented and distributed instructions on how to research a donation in support of branch Tech Trek and AAUW Fund donation management.

Revised Director Roles and Responsibilities documentation

Supported Board of Directors' Election

- Created and ordered postcard ballot
- Created online ballot using survey monkey
- Built website pages for candidate bios
- Distributed online election ballots

Developed Social Media posting schedule for directors to routinely create Facebook posts.



April 2018 Quarterly Committee Report

Collaborated with the membership committee to update the dues schedule and resolve issues related to incorrect dues amounts on the Member Services Database.

Items for Board Discussion:

13. None submitted

Motions

14. None submitted



April 2018 Quarterly Committee Report

Committee Name: Finance

Submitter: Pat Ferrer

Updates not included in Strategic Plan:

- During March 2018, our investment adviser sold most of our socially responsible portfolio to permit transferring over \$23,000 to our operations checking account and to prepare to purchase our new portfolio that is not limited to those funds certified as socially responsible. The Convention Account was converted to an investment account and the checking account closed and a “cash” account established in lieu of it to hold earnings from the fixed income investment. Most of the money in the convention checking account were transferred to our operations checking account. These actions were approved in our July 2017 and January 2018 board of directors meeting.
- The transfer to Chase Bank for our operations checking is almost complete. I am waiting for our convention to be complete and bills paid before transferring over the balance.

Items for Board Discussion:

- FY 2018/2019 Budget Concerns. Next year we will be hit by a double whammy budget-wise. We will incur an unknown amount of legal fees for our conversion to a public benefit corporation. On top of this unknown cost, we are expecting a drop in membership due to the increased dues and, if the dropping the membership requirement is passed, possibly an additional drop. The president, presidents-elect, and I discussed this matter and came up with a few strategies to meet the shortfall. Fund all legal costs out of our operations reserve account. Drop Leadership Day at the July Board Meeting, convert the January BOD to a teleconference, and review the other non-fixed expenses for belt tightening. Despite these changes, we still need at least \$2400 in savings. We need to approve a budget in July and having a good plan can help the approval process go smoothly. See included 2018/2019 Budget Scenario. Board members input requested by mid-May 2018.
- The Finance Committee presents to the Board of Directors the review report from the CPA Firm, Fritzsche and Associates. (emailed directly to the board). No formal recommendations included but he informally recommends looking at just dropping the investment manager and go to Vanguard Funds and self-manage.
- The Finance Committee did not recommend a dues increase for this year’s ballot. Although this effort is required every two years, an assessment may need to be done for the April 2019 ballot depending on the amount of the Legal Fees.

Motions

Motion 1: The Finance Committee recommends to the Board of Directors that we continue our review/tax services contract with Fritzsche and Associates for FYE June 30, 2019 and June 30, 2020.

Motion 1 Description: Bids requested from 3 firms, only Fritzsche and Associates, the current CPA firm,



April 2018 Quarterly Committee Report

provided a bid of \$6,000 for each of the next two years. As this is a mandatory requirement, we need to have firm under contract.

- Bids requested from 3 firms, only Fritzsche and Associates, the current CPA firm, provided a bid of \$6,000 for each of the next two years. As this is a mandatory requirement, we need to have firm under contract.

Motion 2: The Finance Committee recommends to the Board of Directors that we continue the current per diem and mileage rate for FY 2018/2019. (\$65 Total including tip for the day or if AAUW CA pays for one meal during the day, \$15 for breakfast, \$20 for lunch, \$30 for dinner (includes tip on food and non-alcohol beverage but no alcohol and its proportional tax and tip.)

Motion 2 Description: This is a mandatory recommendation in our policies and procedures. Amounts being reimbursed now are reasonable and readily cover the cost of the meals and the mileage is within 5 cents of the IRS rate.

- Bids requested from 3 firms, only Fritzsche and Associates, the current CPA firm, provided a bid of \$6,000 for each of the next two years. As this is a mandatory requirement, we need to have firm under contract.

AAUW California
FY 2018/2019 Budget Scenarios/Dues ONLY
July 2017 - June 2018

Actuals through 4/8/2018

	Actual	Total Budget	Est EOY	FY 2018/2019	Comments
Revenue					
Total Membership Income	\$ 211,248.50	\$ 217,000.00	\$ 211,248.50	\$ 179,561.23	15% Drop
Miscellaneous Income	1,930.00	1,930.00	1,930.00		
Other		5,236.00	5,236.00	10,000.00	Operations Reserve Transfer in Estimate includes Toby Johnson trust money at
Prior Year Carryover	1,261.69	1,261.69	1,261.69	2,162.74	5000
Total Revenue	\$ 214,440.19	\$ 225,427.69	\$ 219,676.19	\$ 191,723.97	
Gross Profit	\$ 214,440.19	\$ 225,427.69	\$ 219,676.19	\$ 191,723.97	
Expenditures					
Auditing & Tax Prep	4,400.00	5,300.00	5,300.00	6,000.00	Current proposal
Bank Fees	247.50	268.50	300.00	50.00	
Committee Expenses					
Branch Support	265.46	1,500.00	1,000.00	1,000.00	
Communication	940.24	930.00	1,100.00	1,100.00	
Executive Committee	998.94	800.00	998.94	300.00	No Kim Churches Mtg/Julika
Finance		15.00	15.00	15.00	
Funds	388.54	550.00	550.00	550.00	
Governance		150.00		0.00	
Leadership	31.23	500.00	500.00	100.00	
Marketing and Development	792.20	792.20	792.20	100.00	No WWT conferences
Membership	7.63	300.00	7.63	50.00	
Nominations and Elections Committee	6.86	10.00	6.86	15.00	
Program		300.00		300.00	
Public Policy	2,020.03	5,000.00	3,000.00	3,000.00	
State Project Oversight	318.55	800.00	500.00	400.00	
Total Committee Expenses	\$ 5,769.68	\$ 11,647.20	\$ 8,470.63	\$ 6,930.00	
Dues to other orgs	599.50	475.00	599.50	600.00	
Election Expense	970.74	2,000.00	2,000.00	1,000.00	
Equip Lease	1,421.06	1,750.00	1,421.06	0.00	
Legal Fees	3,384.00	5,000.00	5,000.00	10,000.00	
Lobbyist	50,000.00	62,000.00	62,000.00	62,000.00	

Miscellaneous Exp	79.00	1,000.00	200.00	200.00	
Total Payroll Expenses	\$ 14,593.96	\$ 24,000.00	\$ 22,456.46	\$ 27,500.00	20 hrs a week @\$23
Permits & Fees		100.00		100.00	
Postage & Shipping	6,555.08	9,000.00	8,000.00	8,000.00	
President's Travel	2,570.07	4,000.00	4,000.00	4,000.00	
Printing and Copies	9,458.76	11,000.00	11,000.00	11,000.00	
Purchases	1,892.02	2,000.00	1,892.02	500.00	No big purchases
Rent Expense	7,391.40	9,350.88	8,799.00	9,546.00	
Repairs and Maintenance		100.00	100.00	100.00	
Storage	906.20	1,506.00	1,172.20	1,638.00	? Cost Sharing SPF
Supplies	1,222.34	1,500.00	1,500.00	1,500.00	
Taxes	20.00	150.00	75.00	75.00	Filings
Telephone	270.92	312.00	322.92	312.00	
Travel					
April BOD	439.55	11,400.00	11,400.00	11,400.00	
BOD - Travel		100.00			
Ex Comm Travel	2,659.09	3,000.00	3,000.00	500.00	Interviews & training
January BOD	6,513.90	6,500.00	6,513.90	7,000.00	
July BOD	24,324.96	24,324.96	24,324.96	9,000.00	Est \$15K savings
New Board Retreat		8,200.00	8,200.00	8,200.00	
October BOD	6,127.97	6,145.97	6,127.97	7,000.00	
Total Travel	\$ 40,065.47	\$ 59,670.93	\$ 59,566.83	\$ 43,100.00	
Unallocated Reserve		11,302.74	9,253.08	-2,837.26	Savings Still Needed
Web	4,640.96	6,700.00	6,000.00	4,000.00	
Workers Comp Insurance	247.49	500.00	247.49	247.49	
Total Expenditures	\$ 156,706.15	\$ 230,633.25	\$ 219,676.19	\$ 191,723.97	
Net Operating Revenue	\$ 57,734.04	-\$ 5,205.56	\$ 0.00	\$ 0.00	



April 2018 Quarterly Committee Report

Committee Name: Leadership Development

Submitter: Cathy Foxhoven

Updates not included in Strategic Plan:

- Attended San Mateo County/San Francisco IBC meeting, February 24th. Talked about the failure of the vote for "Mutual vs. Public Benefit". Distributed Committee applications.
- Participated in Gun Control march in Burlingame on March 24th and carried AAUW sign stating that AAUW supports gun control.
- Will be attending and presenting for North Coast IBC Leadership Day on May 12 in Novato
- Submitted B2B articles on Leadership Development for February & March
- Continued to handle requests for AAUW CA Branch Resource Connection.
- Updated the requests form
- Continued to mentor Marlene Cain with Speech Trek
- Continued to read branch newsletters
- Have continued preparations for convention, i.e. leadership brunch, workshops, recruiting ST judges (Lisa Maatz)
- Assisted branch leaders with requests, questions via email and phone calls
- Sent convention materials to Tina Byrne
- Developed Leadership Brunch Agenda
- Developed rough agenda for Retreat
- Worked with Sandi Gabe in developing Director Candidates' Duties & Responsibilities
- Discussed North Tahoe's support of Girls State with board & governance
- Joined and participated in Technology Peer Group

Items for Board Discussion:

1. Approval of Director Candidates Duties & Responsibilities

Motions

2. None submitted



April 2018 Quarterly Committee Report

Committee Name: Membership

Submitter: Deanne Arthur

Updates not included in Strategic Plan:

- Working on an e-student sign-up at Occidental College with Krystal Littlejohn, Fund recipient.
- Claudia Richards from National has still not scheduled the call regarding the Bakersfield branch.
- The Women's History Event was not an appropriate use of Membership Funds.

Items for Board Discussion:

1. Need for a new C/U Representative - Tina Byrne would stay on the committee but is feeling burned out.

Motions

2. None submitted



April 2018 Quarterly Committee Report

Committee Name: Program

Submitter: Jane Niemeier

Updates not included in Strategic Plan:

- Jane has set up the volunteer schedule for the convention on signup.com. She has also written descriptions of the workshops and provided photos and bios of the presenters for the Winter Perspective and the convention booklet. She has been in touch with the University of San Diego in order to facilitate the Peacemakers Plenary. She has also downloaded the 50/50 video for the film presentation at the convention. She has obtained prizes for the Bingo winners and will bring them to the convention.

Items for Board Discussion:

1. None submitted

Motions

2. None submitted



April 2018 Quarterly Committee Report

Committee Name: Public Policy

Submitter: Nancy Mahr

Updates not included in Strategic Plan:

- The PP Committee has lost 2 members recently; we're looking for some new people for the coming year.
- The Committee has sent out 3 articles to branches for their newsletters. We are currently sending a 4th and we have a 5th waiting to be sent.

Items for Board Discussion:

- None submitted.

Motions

- None submitted



April 2018 Quarterly Committee Report

Committee Name: Project Oversight Committee

Submitter: Dianne Owens

Updates not included in Strategic Plan:

- Project Oversight Committee met via conference call every two weeks between January 2018 Board meeting and late March.
- Final edits to Tech Trek Policies & Procedures were approved and forwarded to Governance Committee.
- "Tech Trek Branch Annual Participation Agreement" was revised and submitted to Governance Committee.
- 2018 AAUW -CA Tech Trek Camp Checklist and Cover Letter were developed and submitted to Governance Committee.
- Project Oversight Committee evaluated proposal from AAUW Big Bear Valley for a 2018 State Project Grant of \$500 for "The Zoo Experience"

Items for Board Discussion:

1. Final edits to Tech Trek Policies & Procedures
2. Tech Trek Branch Annual Participation Agreement
3. 2018 AAUW -CA Tech Trek Camp Checklist and Cover Letter
4. 2018 Tech Trek Camp visits by Project Oversight Committee members
5. Proposal from AAUW Big Bear Valley for State Project Grant

Motions

Motion 1: The Project Oversight Committee proposes the approval of a \$500 2018 State Project Grant for AAUW Big Bear Valley's "The Zoo Experience." The Project Oversight Committee proposes the approval of a \$500 2018 State Project Grant for AAUW Big Bear Valley's "The Zoo Experience."

Motion 1 Description: "The Zoo Experience" program seeks to break through barriers for women and girls in the STEM fields, while exposing them for careers in the field of zoological sciences. The AAUW Big Bear Valley Branch has built a strong collaboration in the community an

....."The Zoo Experience" program seeks to break through barriers for women and girls in the STEM fields, while exposing them for careers in the field of zoological sciences. The AAUW Big Bear Valley Branch has built a strong collaboration in the community and has strong support and commitment from the Big Bear Alpine Zoo. The 2018 AAUW State Project Grant of \$500 will be used for instructional materials, student uniforms, printing, lunches and snacks. Branch members raised \$1,600 at their holiday auction for the project and are reaching out to local businesses for in-kind donations. The branch's planning and execution of the project has been well thought out.



April 25, 2018

Dear AAUW-CA Tech Trek Camp Director,

The purpose of this communication is to let you know that beginning with the 2018 Tech Trek calendar, the AAUW-CA Project Oversight Committee will partner with the Tech Trek Camp Directors to review and confirm that every camp provides the highest quality STEM education for our campers and to ensure policies and procedures are followed and legal requirements are met.

It is the Project Oversight Committee's objective to support and collaborate with the Tech Trek camp leaders in offering the finest camp experience for all campers. With this in mind, we are providing you with the attached Camp Checklist in advance of your camp. This checklist should help you to self-evaluate your camp and should be useful in preparing your End of Camp Report. We ask that the checklist be signed by you, scanned and emailed to techtrek@aauw-ca.org at least one week before your camp begins.

Prior to Visitation Day, the Project Oversight Committee member visiting your camp will need the following items from you to assist with the visit:

1. Copy of Camp Schedule
2. List of Core Classes with brief description, teacher listed, and length of class
3. Brief description of any mandatory staff training

The Project Oversight Committee member will visit the Core Classes and afternoon activities and look for rigorous content, hands on activities when appropriate, engaged students and Core Class ratio of no more than 1:22. The member of the AAUW-CA Project Oversight Committee will contact you soon to confirm a date and time for her visit.

We would like to thank you and look forward to seeing you, your staff and all the remarkable classes and activities you have planned for your campers.

Respectfully,

Dianne Owens, Chair (dianneowens9@gmail.com) Fresno, Santa Barbara Camps
AAUW-CA Project Oversight Committee
and

Rozanne Child (rchild44@gmail.com)--San Diego Camp
Carol Holzgrafe (carol@holzgrafe.com) Stanford, Davis, Sonoma Camps
Susan Negrete (susan.e.negrete@gmail.com) Whittier, Irvine

Cc: Linda Stinebaugh, Kaye Kidwell, Sandy Gabe, Jane Niemeier, Donna Mertens



2018 AAUW-CA TECH TREK CAMP CHECKLIST

Please initial each statement and sign before scanning and emailing to techtrek@aauw-ca.org at least one week before your camp begins.

AAUW Tech Trek Camp Staff

- _____ 1. All Tech Trek staff screened and selected utilizing the six criteria listed in the AAUW Camp Administration User Guide.
- a. Standard application completed
 - b. Individual interview
 - c. Reference checks
 - d. Driving or motor vehicle records checked if person may be transporting campers
 - e. Proof of insurance if person may be transporting campers in personal vehicle
 - f. Successful completion of background check
- _____ 2. All Tech Trek staff have signed the Code of Conduct and Abuse Policies (Camp Administration User Guide).
- _____ 3. No person is supervising an immediate family member while volunteering.
- _____ 4. All teachers/presenters are female. List exceptions if there are any.
- _____ 5. All volunteers and staff have been fingerprinted using Live Scan.
- _____ 6. All teachers and workshop presenters have filled out and signed an application.
- _____ 7. All core class teachers have a clean federal background check within two months of camp.
- _____ 8. All camp staff over age of 18, including teachers, are current AAUW members and have joined at least one month before the first day of camp.
- _____ 9. All camp staff have participated in mandatory training before camp begins.

- ____10. Youth counselors are 16 years or older. If a former Tech Trek camper, they must be a minimum of 14 years old.
- ____11. Maximum number of students in any core class is 22. Core classes meet for at least 15 hours during the week.
- ____12. At least one engineering course and one computer science course are included in curriculum at camp.
- ____13. Camp Director has reviewed annually all curricula by presenters for rigor and age appropriate content.
- ____14. Camp has at least one teacher as a backup for camp, who is able to teach a core class or a workshop if necessary.
- ____15. All teachers and workshop presenters have indicated learning outcomes to be achieved through their curricula.
- ____16. All teachers have incorporated careers and real- world professions into every lesson.
- ____17. All teachers are dynamic, creative and enthusiastic about STEM education.
- ____18. All workshop presenters are STEM practitioners and dynamic, creative females who are prepared to engage the girls in learning their occupation and the skills needed. (Documentation is on file if instructor is male).
- ____19. There is a minimum 1:10 ratio of adults to minors at camp which is maintained always, including on field trips.
- ____20. Awarded stipend amounts are followed as listed in Tech Trek Policies and Procedures, January 2018. Deviation from the standard requires AAUW-CA TT Coordinator approval and must be documented.

Diversity and Inclusion Policy

- ____1. Camp location is compliant with ADA regulations—parking, entrances, restrooms, lighting, etc. Deviation from the standard requires AAUW-CA TT Coordinator approval and must be documented.
- ____2. All campers’ specific needs were addressed before camp—accessibility, dietary requirements, visual and hearing disabilities.

____3. All policies and suggestions in the AAUW Camp Administration User Guide related to a transgender camper have been followed.

Marketing and Recruitment

____1. Cell phone policy for California camps has been followed.

____2. Pictures posted on social media will have faces blurred through use of an appropriate technology. Pictures of campers will not have any identifying information attached to them.

____3. All media releases will use Talking Points and Messaging listed in Marketing Tips Resource (www.aauw.org) and AAUW Camp Administration User Guide.

____4. Current version of AAUW Tech Trek Logo has been used on t-shirts, lanyards, etc. and all written materials.

Camp Director

Date

*Please scan and email to techtrek@aauw-ca.org at least one week before your camp begins.
Thank you!*

STATE PROJECT GRANT APPLICATION FORM 2018

Applicant Name: Jill Myers

Phone: (661) 713-0311

Email: jillrobin1402@gmail.com

Branch Name: AAUW Big Bear Valley

Title of State Project Grant Request: "The Zoo Experience"

Amount of Request: \$500.00

1. What does your program do to enhance the mission of AAUW? What are the expected outcomes?

"The Zoo Experience" program seeks to break through barriers for women and girls in science, technology, engineering, and math, while exposing them to careers in the field of zoological sciences. The program will help to rectify current inequities in zoo managerial positions - which women currently account for only a minority of positions - by inspiring future women leaders and opening the minds of young girls to STEM fields that they may have not considered as viable careers. Participants will also gain confidence while enhancing teamwork, leadership, and public speaking skills, as they increase their knowledge in the science of animal care and learn about opportunities in STEM Fields. Students also will write/post entries on a daily blog describing what they have learned including their own animal photography.

2. Describe what you will do with the funds you have requested.

The AAUW State Grant of \$500.00 will be used for: instructional materials, student uniforms, printing of forms, lunches, and snacks.

3. Why should your proposal be selected for funding? What problem will this solve? How will Members/the public benefit? What makes it innovative?

Our inaugural program will benefit individual participants and the community. We have built a strong collaboration, and our potential for success is very high due to the strong support and commitment of the Big Bear Alpine Zoo. The curator of the zoo is even on our committee. "The Zoo Experience" embodies everything that AAUW stands for...it is sustainable and reproducible. This project will provide opportunities for girls living in a small rural community who have limited options for internships and insight into STEM field careers. According to the Big Bear Valley Unified School District, sixty-eight percent of students come from economically disadvantaged families. Additionally, in Big Bear, there is a high incidence of chemical dependency, unemployed, or underemployed residents.

The program will strengthen AAUW membership by creating local volunteer opportunities that directly pertain to the AAUW mission. AAUW Big Bear Valley members will be involved as mentors to the teenage girls who are participating in the program. Currently our members are very engaged in Tech Trek and scholarship programs, which provide a similar experience. There was an overwhelming response for the program at our first informational meeting. The public will benefit from this innovative program by exposing students to careers that can lead to their financial independence. The program will also enhance awareness of the Big Bear Alpine Zoo, and its mountain stewardship principles while driving tourism, which is the mainstay of the Big Bear Valley community.

The project will create exposure for all students and the community through a blog that will be posted daily, and other PR opportunities that will reach the local public. Our goal is that this

program will grow outside the Big Bear Valley, through news publications and social media. Students who participate in the week-long project will make presentations to other students, teachers, AAUW members, School District Board, Public Officials and Community Members. This unique program within AAUW, is the first hands on program that provides young women an opportunity to experience various careers at a community zoo.

4. What other support (financial or other) will be needed to make use of this grant award and how will you secure the support?

The Big Bear Valley AAUW Board approved the allocation of \$1,600 raised by members at our holiday auction for the initial funding of "The Zoo Experience." We will be reaching out to local businesses such as restaurants, printers, and stores, for in-kind donations of lunches and incidentals needed throughout the week.

5. List specific expenditures planned for your project and identify which will be funded by this grant request and which by other sources, if any.

Daily lunch for students and mentors-including orientation day (\$250.00); Daily snacks and drinks (\$40.00); Instructional Materials (\$80.00); Polo Shirts for Students (\$80.00); Refreshments for parents and guests on Orientation Day (\$30.00); Printing of curriculum and emergency forms (\$20.00).

Additional expenses will be covered by Big Bear Valley AAUW Board Community Fundraising, which has already raised \$1600.00 at our holiday auction, and community in-kind donations.

6. List any plans for collaborating with other community organizations.

We are currently collaborating with the Big Bear Alpine Zoo and Big Bear Valley Unified School District.

7. How will this project be evaluated? What are the plans for long-term follow-up?

- Student evaluations will include pre and post-tests of awareness and understanding of careers, animal husbandry, zoo organization and mountain stewardship
- Quantitative results will be based on digital media, including the number of Blog visits per day, Facebook, and Instagram posts and shares.
- Attendance at culminating presentation to the public and stakeholders
- Maintain contact after the program to see what the students are involved in, such as plan for future studies, scholarships and how the experience impacted their overall academics.

8. Please include a tentative timeline for completion of this project.

December: Proposal and Plan; Holiday Fundraiser
January: Grant request and financial plan; Presentation to AAUW
February: Insurance liability; Criteria for selection; Presentations to teachers/students.
March: Create forms, handbook, and orientation materials; Finalize program; PR to local media.
April: Application deadline April 15th. Begin and selection process; Order shirts.
May: Plan orientation and background checks for mentors and volunteers
June: Orientation for Mentors/Volunteers; Parent, Volunteer, and Student Orientation.
July: Check in with all participants; Program: 8:30 to 4:00 M-F, July 16 to July 20
August: Evaluate and review program; Start planning for 2019.



April 2018 Quarterly Committee Report

Committee Name: Governance

Submitter: Sue Cochran

Updates not included in Strategic Plan:

Items for Board Discussion:

1. Possible additions to the TT Policies and Procedures from the Project Oversight Committee

Motions

2. None submitted



April 2018 Quarterly Committee Report

Committee Name: Speech Trek

Submitter: Marlene Cain

Updates not included in Strategic Plan:

- Marlene Cain succeeded Cathy Foxhoven as AAUW CA Speech Trek Coordinator, and proceeded to fill some big shoes!
- Marlene served as an immediate Speech Trek resource at meetings, on the phone, via email and in person. In the Fall of 2017, the San Diego Interbranch Council invited Marlene to speak to them regarding Speech Trek, and she created a 45 minute presentation on the origin and value of the Speech Trek program and this year's topic: "How Can We Stand Up to Sexism?" Marlene continued to serve as a reliable resource for all Branches.
- Sixteen Branches initially submitted the Intent to Participate this year; two subsequently declined, leaving fourteen Branches. (Note: some Branches indicated they would like to participate in the future.) Fourteen contestants throughout the State delivered impassioned speeches. Branch Coordinators uploaded their First-place winners' speeches onto YouTube for semi-finalist judging. The four judges were drawn from the worlds of education, business, non-profit and communication, independently judged the Contestants, and selected the top five Contestants based on strength of content, organization and delivery. The top three Contestants are the State finalists, and will compete for 1st, 2nd and 3rd Place on Saturday, April 28, 2018, at the Convention in Irvine.
- Marlene is also pleased to announce that the son of Eleanor Stem Allen, Brett Allen, will attend the Luncheon and speak on behalf of his mother, who inspired the Eleanor Stem Allen Memorial Speech Trek.
- The planning for the 2018-2019 Eleanor Stem Allen Memorial Speech Trek is underway!

Items for Board Discussion:

Marlene is seeking additional funding in two areas:

1. Contest operations (currently runs in the red, and required technical resources such as microphone setup are not currently in the budget)
2. Contest growth (to encourage more Branches to participate within CA and beyond)

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> <p>April 2018 update In progress - additional information still being sent to branches.</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> <p>April 2018 update Follow -up email has been adjusted to include additional information.</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> <p>April 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> <p>April 2018 update In process - ongoing.</p>
5. Solicit member and branch officer input for an article to be published in the Winter and Spring	Membership	6/30/18	<p>October 2017 update This is being done with the initial phone contact and follow-up email.</p> <p>January 2018 update</p>

Action Items	Responsible Committee	Deadline	Summary
Perspective and/or Board-to-Board.			In process - ongoing. April 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. April 2018 update Still awaiting the survey - it has been adjusted several times - the survey should be in state hands by April Convention.
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. April 2018 update No progress to date - planned for April B2B.
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. April 2018 update No update submitted.
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. April 2018 update No update submitted.
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. April 2018 update

Action Items	Responsible Committee	Deadline	Summary
			Complete 1/18.
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. April 2018 update No update submitted.
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. April 2018 update Survey delayed 6/30/18 completion date.
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. April 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. April 2018 update

Action Items	Responsible Committee	Deadline	Summary
			Completed but into B2B.
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	<p>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.</p> <p>January 2018 update C/U continues to encourage branch participation in B2B and Perspective articles.</p> <p>April 2018 update No update submitted.</p>
4. Develop an electronic communication mechanism to share ideas related to C/U Partnerships.	Membership/C/U	11/1/17	<p>October 2017 update Tina will work with the Communications Committee to make this goal a reality.</p> <p>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]</p> <p>April 2018 update Work in progress.</p>
5. Provide a local "Give a Grad a Gift" brochure to the branches and C/U partners.	Membership/C/U	4/1/18	<p>October 2017 update No progress on this yet.</p> <p>January 2018 update No progress on this yet. Looking to made progress in the 3rd quarter.</p> <p>April 2018 update Looking for completion by 4/27/18.</p>
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	<p>October 2017 update Article will be submitted to next Perspective. Spoke to CHAR branch and included info regarding YWTF</p> <p>January 2018 update Article submitted for Perspective.</p> <p>April 2018 update Spoke to several members at Petaluma joint meeting as well as at the Pleasant Hill branch about YWTF.</p>
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	<p>October 2017 update Working to clarify list of prospective members from National office.</p> <p>January 2018 update Still in progress.</p> <p>April 2018 update</p>

Action Items	Responsible Committee	Deadline	Summary
			Seeking answers to questions from a national office in flux.
3. Foster collaboration between YWTF chapters and near by 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. April 2018 update Still in progress.
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. April 2018 update Maintaining contact with Stockton in particular.
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 No update submitted. April 2018 update No update submitted.
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. April 2018 update No grants received.
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. April 2018 update Complete.
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. April 2018 update

Action Items	Responsible Committee	Deadline	Summary
			Ongoing.
4. Present an overview of Financial Literacy and how to navigate the website at convention.	Program	4/15/18	<p>October 2017 update In progress. FL team along with Program chairs are reviewing powerpoint material and resources to use during convention presentation.</p> <p>January 2018 update Jan Cook and Donna Mertens will present a FL workshop at convention.</p> <p>April 2018 update Financial Literacy workshop will be presented at convention.</p>
II-C 20 branches will submit for mission-based program recognition.			
1. Define Mission Based Program recognition.	Program	8/31/17	<p>October 2017 update Complete - on the website</p>
2. Contact branch presidents and program chairs to encourage submission of newsletters.	Program	9/1/17	<p>October 2017 update Complete- have received 57 newsletter this quarter</p> <p>January 2018 update We are now receiving 73 newsletters.</p> <p>April 2018 update We receive 79 newsletters each month.</p>
3. Educate members on program resources using B2B.	Program	6/30/18	<p>October 2017 update Have written articles about AAUW CA book club and Branch Bingo</p> <p>January 2018 update Book Club did not really take off. We are hoping for more participants in Bingo for the second round.</p> <p>April 2018 update I started a second book discussion, but no one participated. There were no Bingo winners in the second round.</p>
4. Select Program of the Quarter.	Program	3/1/18	<p>October 2017 update Seven programs selected for first quarter. Information shared via B2B and via the website</p> <p>January 2018 update Ten programs selected for second quarter. Information shared via B2B and website.</p> <p>April 2018 update Four branches are being honored for the third quarter. Information shared via B2B and website.</p>
II-D Present a State Convention with an overall evaluation of "good" or above and 50% of branches attending.			

Action Items	Responsible Committee	Deadline	Summary
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. April 2018 update Reminders have gone out to presenters and speakers regarding handouts and A/V equipment.
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. April 2018 update No update submitted.
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. April 2018 update Indrani has put together a wonderful workshop for the convention: Women in STEM Globally.
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. April 2018 update Sandi developed a Tech Peer Group that was extremely helpful and well attended. It is an ongoing program that will be invaluable to members.

Action Items	Responsible Committee	Deadline	Summary
2. Develop and deliver workshop for Far North branches.	Leadership	3/1/18	<p>October 2017 update Redding is in process of determining a date for Leadership Day.</p> <p>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.</p> <p>April 2018 update The North Coast IBC will be having a Leadership Day on May 12th in Novato. The Far North branches will be invited to attend. Both Ainsley and I will be presenting.</p>
3. Survey 2016-2017 workshop attendees to determine effectiveness of Leadership Development programs.	Leadership	12/1/17	<p>October 2017 update Survey is created and will be sent out to attendees of 2017 Leadership Days on Nov. 1st.</p> <p>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.</p> <p>April 2018 update Will be having new surveys from the Novato Leadership Day.</p>
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	<p>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.</p> <p>January 2018 update Secretary video still pending. Encouraged Nevada County to view the videos and sent out B2B encouraging officers to watch.</p> <p>April 2018 update Five videos are now available online for job-alike training.</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> <p>April 2018 update Still trying to recruit a tech-savvy volunteer for the convention workshop.</p>

Action Items	Responsible Committee	Deadline	Summary
2. Submit RFP's for "Board Alignment" workshop and "Empower, Engage & Retain New Members" for a plenary.	Leadership	12/1/17	
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> <p>April 2018 update 26 Fellowship and Grant recipients scheduled for branch and IBC meetings in 2017-2018. 18 Fellowship and Grant recipients attended 4 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> <p>April 2018 update 4 Fund luncheons completed with 352 attendees.</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 Videos completed for Danville, South San Francisco and Seal Beach luncheons.</p> <p>April 2018 update Videos were done for the Danville, South San Francisco and Seal Beach luncheons and are posted on the AAUW CA website.</p>
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,	Fund	6/1/18	<p>October 2017 update Total contributions ending June 30, 2017: \$859,089.01</p> <p>January 2018 update</p>

Action Items	Responsible Committee	Deadline	Summary
emails and presentations at branches, in 2017-2018.			Total contributions ending September 30, 2017: \$1,049,203.75. April 2018 update Total contributions for AAUW CA contributions for 2017 were \$1,336,746.56.
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. April 2018 update 9 of 12 board members made contributions to AAUW in 2017. All have contributed many hours and skills to promoting the AAUW mission.
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. April 2018 update Committee met in March, researched and assigned support to relevant bills. Website updated.
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. April 2018 update Action Alerts and branch advocacy activation will come as session unfolds.
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.

Action Items	Responsible Committee	Deadline	Summary
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. April 2018 update Completed.
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. April 2018 update Completed.
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. April 2018 update In progress.
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. April 2018 update In progress.
V-E Increase branch advocacy efforts regarding public policy priorities.			

Action Items	Responsible Committee	Deadline	Summary
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	<p>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.</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> <p>April 2018 update More advocacy/policy info in B2B, spoke to branches about legislation/past session success and advocacy opportunities, continued planning for convention plenary.</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> <p>April 2018 update In progress.</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> <p>April 2018 update TT P&Ps were approved January Bd mtg and minor edits will be approved in April.</p>

Action Items	Responsible Committee	Deadline	Summary
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> <p>April 2018 update All camps will be visited by Project Oversight Committee members this summer on visiting day. Camp directors will be contacted before camp begins.</p>
3. Collaborate with the governance committee to update TT and ST policies and procedures.	POC	1/15/18	<p>October 2017 update Will be working on this in October and November.</p> <p>January 2018 update Tech Trek will be completed January 21, 2018. Speech Trek review coming up!</p> <p>April 2018 update Speech Trek P&Ps will be priority for next year.</p>
4. Prepare frequently asked questions regarding State Projects Oversight Committee (SPOC) and distribute via B2B.	POC	4/1/18	<p>October 2017 update Frequently asked questions regarding TT are being answered by Tech Trek Coordinator.</p> <p>January 2018 update During our committee meetings, Linda Stinebaugh took responsibility for doing this and should have it completed by April 1.</p> <p>April 2018 update Linda Stinebaugh is completing the FAQs by April convention.</p>
5. Prepare camp compliance list for camp visits by committee members.	POC	4/1/18	<p>October 2017 update Will be done after new TT Toolkit is released in November.</p> <p>January 2018 update Will begin working on Camp Compliance document during this quarter to be completed by June 15.</p> <p>April 2018 update Camp Checklist is completed and will be ready for camp directors in April.</p>
6. Review and update camp budget procedures, if necessary.	POC	10/1/17	<p>October 2017 update Need to move date to 1/15/18 because of October and November TT/ SPF meetings scheduled.</p> <p>January 2018 update These will be approved Jan 18.</p> <p>April 2018 update</p>

Action Items	Responsible Committee	Deadline	Summary
			Completed.
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. April 2018 update Completed.
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. April 2018 update Plan to complete by June 30.
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. April 2018 update Will be in future B2B by June 2018!
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. April 2018 update Plan to accomplish by June 2018!
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. April 2018 update Cannot be addressed at this time due to pending litigation with the Commissioner of the Securities Division of the Secretary of State's office. Re-

Action Items	Responsible Committee	Deadline	Summary
			classification must occur before this piece can be tackled. We're subject to the State of CA schedule for resolving this issue.
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. April 2018 update In process of updating from January changes and incorporating new pieces related to TT Policy
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. April 2018 update Pending.
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. April 2018 update Completed, all in compliance, including the 501c3 branch 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 January 2018 update April 2018 update Completed, all in compliance and on file with National.
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. April 2018 update Completed.

Action Items	Responsible Committee	Deadline	Summary
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 January 2018 update Same as October. April 2018 update Completed.
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. April 2018 update Completed at Jan 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. April 2018 update Changes approved in concept at Jan BOD. Still need to completely rewrite and restructure policies and procedures based on input from Governance. Goal: July BOD.
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. April 2018 update Complete. No changes to coverage needed except to explore cost to increase attendance from 500 to 1000 for the 2018/2019 year.

Action Items	Responsible Committee	Deadline	Summary
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> <p>April 2018 update Complete.</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> <p>April 2018 update Will be done for 2018/2019 insurance. Quote received in mid-June typically.</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.			
	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 approaches to website content. Proposed rewrites are in progress.</p> <p>Speech Trek: No direct contact with chair yet, but extensively reviewed the Speech Trek materials for the website prior to publication.</p>

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. 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. April 2018 update Complete. Distributed to Full Board March 2nd.
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. April 2018 update Request for proposal will be drafted for implementation before June 30th.
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. April 2018 update Document drafted and being edited with goal to be complete prior to June Board retreat.
2. Create and deliver technology session at the annual convention.	Communications	4/30/18	October 2017 update No action. January 2018 update

Action Items	Responsible Committee	Deadline	Summary
			Submitted proposal for convention session focused on how to find information on the AAUW CA Website. April 2018 update Session is being developed.
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. April 2018 update Complete. Two group meetings held. 3 additional meetings schedule. Topics included: Facebook, Mail system comparison, Mailchimp demo.

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.

Action Items	Responsible Committee	Deadline	Summary
			April 2018 update Complete. Social Media policy approved by Governance committee and distributed to Board members. Board members were assigned 2 days per month to post on Facebook.
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. April 2018 update Complete. Social Media policy approved by Governance committee and distributed to Board members.
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. April 2018 update No action. Currently have 267 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". April 2018 update Directors and Communications team continues daily posts. As of 4/8/19, 1938 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 January 2018 update Received, not yet reviewed and sent to branches. April 2018 update Complete. On website in April B2B.

Action Items	Responsible Committee	Deadline	Summary
2. Create a California-specific logo.	Communications	2/28/17	October 2017 update No action. January 2018 update No action. April 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. April 2018 update Complete. Document and website updated.
4. Develop a marketing plan.	Communications	2/28/17	October 2017 update No action. January 2018 update Communication Team has started documenting options. April 2018 update Complete. Plan distributed to Board in February. Actions in progress.
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. April 2018 update Public Policy team has transitioned to Asana. C/U committee has not completed implementation.
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 No update submitted. April 2018 update No update submitted.
IX-D Increase AAUW California board visibility.			

Action Items	Responsible Committee	Deadline	Summary
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. April 2018 update Directors elected in 2018 election will be posted after election.
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. April 2018 update No update submitted.
3. Create at least 1 peer group to assist in educating branches about job alike training.	Leadership	1/31/18	October 2017 update January 2018 update Have established a peer group - 17 branch presidents have offered to be in group. Will begin emails and blogs after the holidays. April 2018 update The 18- member peer group met via conference call on Feb. 28th. Will continue to communicate through the Leadership Peer Group developed by communications. A survey will be distributed at the Leadership brunch, as well as through the IBC's and branch liaisons, to determine needs for branch leadership.
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. April 2018 update No update submitted.