



Board of Directors January Meeting
January 12 to 13, 2019
Bay Landing Hotel, San Diego

NORMS are rules that the group develops for itself to run its meetings efficiently and effectively. It is a living document so the group can add rules, edit the rules that they have set forth or delete rules that they no longer feel are necessary. The rules are developed, maintained and reviewed by the group.

NORMS:

1. Full attention to the person talking.
2. Cell phones silent.
3. No side conversations.
4. Respect each other's opinions.
5. Inject humor.
6. Focus on business; not personality.
7. Raise your hand to speak.
8. Only one person speaks at a time.
9. Meeting logistics to be handled only by the designated meeting planner.
10. No personal attacks (i.e., name calling or put downs).
11. Everyone has an opportunity to speak and express their ideas.
12. Stick to the agenda.
13. Always have more or less NORMS than "13".
14. Find the positive for the greater good.
15. Follow Roberts Rules of Order.
16. Do not put people on the spot.
17. No up woman-ship.

** I personally think of NORMS as meaning: normal operating rules and management standards.

BOARD MEETING AGENDA

Meeting Objective	Discussion and consensus on strategy and plans for the rest of the board year.
Attendees	C. Foxhoven; J. Niemeier
Date	Jan. 12, 13, 2019
B	10am-4:30pm (Jan. 12), 9am-12pm (Jan. 13)
Location	Bay Landing Hotel, San Diego
Absentees	

MISSION: To advance gender equity for women and girls through research, education and advocacy.

VISION: Equity for all.

AAUW California New Mission Statement: AAUW California facilitates California branches in meeting the vision and mission of AAUW by providing programs, education and resources.

	Topic	Person in Charge	Duration	Expected Outcome/Action Items/ Notes
1	Introduction of Meeting Norms (ground rules).	Foxhoven	5 minutes	Attendees' consensus on posting and abiding by norms.
2	Review of the Meeting Agenda	Niemeier	5 minutes	Confirmation of the meeting topics and expected outcome.
3	Consent Agenda <ul style="list-style-type: none"> a. Board Minutes b. Lucinda Halley Resignation c. Approval of Website committee members – Linda Slater, Adrienne Friedman d. Strategic plan electronic vote “I move that the board approve the attached AAUW California 2018 Strategic Plan dated November 12, 2018” Kathi Harper, Sharyn Siebert – seconded. 	Niemeier	5 minutes	Consensus of Board
4.	Tech Trek 2019 Budget	TT Coordinator	10 minutes	Approval of Board
5.	OLD BUSINESS <ul style="list-style-type: none"> a. Annual Meeting Preparations 	Kathi Harper, Sharyn Siebert, Co-Presidents	50 minutes	Finalize plans and assign board duties & responsibilities. Action Items:
	BIO BREAK	11:15am	15 minutes	

6.	BOARD REPORTS a. Presidents' Comments 1. National phone call 2. Branch Calls 3. Presidents' Vision/Mentoring	Cathy/Jane	15 minutes	Comments on National call Feasibility of branch calls – results Round #3 questions Action Items:
	Governance a. Articles of Incorporation b. Procedure for phone electoral votes c. Updated by-laws	Chair	15minutes	Clarify procedures
	AAUW Fund	Board Chair	5 minutes	Report on donations Named Gift Honoree
	Branch Support a. Branch liaison vs. district liaison	Board Chair	5 minutes	Help with duties and responsibilities Action Items:
	Communications a. MOTION #1: Clarification of annual meeting cost sharing	Board Chair	10 minutes	Changes, additions?
	BREAK FOR LUNCH	12:00-1:00	1 hour	
	Finance a. Vouchers b. National Women History Project c. MOTION #1: Approval of Jan 2019 d. MOTION #2: Transference of funds	CFO	20 minutes	Clarification of Vouchers Membership of NWHP
	Leadership Development a. China Lake- Ridgecrest b. Leadership Panel annual meeting expenses	Board Chair	15 minutes	Future leadership days? Disband China Lake-Ridgecrest? Clarify annual meeting expenses
	Membership	Board Chairs	5 minutes	Update of membership #'s
	Program a. Written program for annual meeting	Board Chair	5 minutes	Future programs
	Project Oversight Committee	Board Chair	5 minutes	TT personnel changes
	Public Policy a. 2019-2020 priorities b. MOTION #1: Add new goal to strategic plan	Board Chair	10 minutes	Results of 2019-2020 priorities

	T-TAG	Lynne/Nancy	5 minutes	Progress???
	BIO BREAK	2:15 pm	15 minutes	
7.	ADDITIONAL UNFINISHED BUSINESS a. Financial Literacy - website b. CU/Universities- branch CU chairs	2:30-4:00 pm	1 hr. 45 min.	
	BREAK FOR DINNER			Meet Sunday 9am-12pm
8.	NEW BUSINESS- Where are we going? a. STEAM? b. National 2020 convention c. AAUW CA 2020 convention	Jane/Cathy	1hr. 30 min.	Consensus of pursuing STEAM Mimic National's plans? Decision of having convention Suggestion of keynote speaker(s) Events Action Items:
	BIO BREAK	10:30am	15 minutes	
9.	Closed Session (if needed)	10:45-12:00	1 hr. 15 min	Adjourn

Definitions:

- Meeting Norms mean guidelines on agreed upon behavior during meetings, e.g., discussions, group consensus, expected outcomes, action plans.
- Consensus means agreeing to follow and/or commit to the decision of the group even if disagreement exists.
- T-TAG – Tech Trek Alumni Group

AAUW CA Board of Directors Meeting Minutes

October 20-21, 2018

Sacramento, CA

Present: Deanna Arthur, Lynne Batchelor, Pat Ferrer, Cathy Foxhoven, Charmen Goehring, Kathi Harper, Dawn Johnson (Parliamentarian), Nancy Mahr, Jane Niemeier, Ainsley Nies, Dianne Owens, Sharyn Siebert, Shirley Stowers, Sue Cochran (Governance)

The meeting was called to order by Co-Presidents Cathy Foxhoven and Jane Niemeier at 10:09 a.m. on October 20, 2018.

Jane Niemeier thanked Shannon Smith-Crowley for the use of her office conference room and for providing beverages for us. Jane gave a special thank you to Sue Cochran for resolving the issues over properly designating our 501 status and for providing chocolates and champagne to celebrate the event.

The Consent Agenda was approved with the following revisions: the date on the agenda was corrected to read October 20-21st, Lucinda Hallay was approved as Financial Liaison for Tech Trek and Melissa Maceyko was added to the Public Policy Committee as Diversity member.

The board met in small groups to provide feedback on the committees strategic plans represented in their group. The specific task was to ensure that all goals were SMART ones.

During lunch Shannon updated the board on legislative issues.

The meeting reconvened at 1:25.

Each committee reported on their discussions and received additional suggestions from the board. The finalized plans are to be emailed to Jane by November 1. It was decided to keep the same form but to use landscape orientation.

Board Members added this information to their reports:

President: Nothing new on the Solo case but we have been told that it will be heard in November or December. Results of the phone calls showed that branches need assistance in getting new members, younger and diverse members, branch leaders and have participation issues. Please send ideas for questions to be asked in round two of our phone calls to branches to Jane. Jane will paraphrase the diversity statement for the Tech Trek applications as there have been questions about why boys wouldn't be allowed since we don't discriminate. We will remind branches on the quarterly calls not to discriminate in screening Tech Trek interviewees. We have questions about Tech Trek for branches to think about: if there are new members on the selection committee, who trains them? Have they been instructed about non-discriminatory questions for the interviews? Do they know we have sample interview questions? Have they tracked underrepresented groups among their campers? The application

form for committees has been expanded to include Title IX, College-University, Diversity, Financial Literacy. Since we eliminated ASANA we will rename the To Do List to become the Action Items List. Calendar updates: Leadership Weekend will include committee members, July 19-21 board in North, October 19-20 board in South, January 11-12 board in South, April 16-19 (convention) in North. The office space has been renegotiated to exclude storage cubicle for the next two years with an option for another two (awaiting owner's response to finalize) which will save money.

Governance (Sue Cochran): Finalized mutual benefit issue and the Articles of Incorporation have been refiled. The next project is to get the Policies and Procedures into a manageable form by standardizing the diverse formats used and ironing out other issues. Please send suggestions for revisions to Sue (you do not have to send the edited document). Sue will consult national's format and may move forms to appendices. The goal is to have a preliminary document by the January Board. The suggestion was made to **discuss at the next meeting the appointment of an additional board member when there is a president elect. Motion # 10 was made by Charmen Goehring and seconded by Dianne Owens, The Motion carried.**

Fund (Dianne Owens): State reporting numbers will be down this year as the Tech Trek donations will not be included in the count. All Directors and Officers are encouraged to attend one or all three of the Fund Luncheons.

Branch Support (Ainsley Nies): Report should have been Q1 rather than Q4. Branch Support has been working with troubled branches. Sue will check on the bylaws for the Woodland Branch. A link to google drive needs to be used.

Communications (Shirley Stowers): Shirley thanked Sandi Gabe for her mentorship and will work on two-way communication with branches especially finding out what they find most useful about the website.

The meeting was adjourned at 4:37 pm

The meeting was re-convened at 9:55 on October 21 by Co-Presidents Jane Niemeier and Cathy Foxhoven. Committee reports continued.

Finance (Pat Ferrer): Pat referred members to her report and noted some issues with Google Docs, change in formatting on page 24, elimination of the special portfolio. Pat made a motion #11 seconded by Charmen Goehring. **"I move that the presented policies 1001-1003 be approved as revised below: Policy 1001. Add use of prior year funds. One half of prior year operations net profit may be used to fund current year operational expenses. Policy 1003.4b. Replace phrase starting with "this excess" with one half of this excess should be transferred to the Operations Reserve Fund. The motion carried.** She reported that 95% of the budget has been collected despite a \$10 increase and last year only 85% had

been collected by October. She is hoping the bank will waive the \$74 fees. Our legal fees are at \$23,681.61 with an additional \$4-5,000 expected from the public benefit change. The tax assessment of \$68.87 was denied by Sacramento.

Leadership Development (Sharyn Siebert): Sharyn reported success at Laguna Beach/Mission Viejo. Woodland Branch is not following their by-laws. Salinas Branch has not finished their paperwork to disband. Leadership training will be held at the annual meeting with suggestions of Growing the Garden of Leadership and Grant Writing. Perspective Article planned.

Membership (Charmen Goehring): Susan Negrette is having great success with the YWTF in the Los Angeles area. Novato branch lists associate members but they need to change that designation to something like community supporter. There is a new C-U partnership with American River College. We need to develop a tracking document for membership. This committee needs additional members.

Program (Kathi Harper): The program of the quarter is now the program of the month. Kathi does the initial screening. She will remind branches to send in their branch newsletters. The planned Perspective article will focus on general interest big ideas. The committee's goal is to identify 12 (now 8) branches who need help on programs and ideas on how to get members to attend.

Project Oversight (Lynne Batchelor): Camp issues revolve around dress code (especially length of shorts and flip-flop wearing, a safety issue because of lab work), cell phone policy, requirement for membership for camp personnel. The other issue is about the appropriateness of questions asked at the branch interviews. Jane, Lynne and Linda Steinbaugh participated in a conference call initiated by national as one branch committee member told parents that camp would not be appropriate for their daughter because she has autism. Woodland girls should go to Sonoma not Davis as it includes Salinas. Lynne Batchelor made **motion #12 which was seconded by Shirley Stowers. I move to adopt the Speech Trek budget with revision of the note on housing.** The motion carried. **Lynne Batchelor made motion #13 on behalf of the Project Oversight committee. I move to revise the State Project Grant Guidelines to read Qualifications: All branches, other entities directly tied to AAUW such as an IBC, and AAUW members are eligible to apply.** The motion carried.

Public Policy (Nancy Mahr): Public Policy Priorities will be determined soon. T-Tag (Tech Trek Alumnae Group) would like to be considered as a state project like Tech Trek. They currently have to raise their own funds. They have quarterly meetings with an attendance of around 50. Nancy will get more information. Funding and oversight for T-Tag was discussed.

Kathi Harper and Sharyn Siebert will work on the annual meeting. The suggested schedule:

7:00 Registration

7:30-8:30	Breakfast
8:15	Presidents' Welcome
8:30-10:00	Two workshops
10:15-11:30	Annual Meeting
11:45-12:45	Lunch and Program Recognition
1:00-2:00	Speech Trek Competition
2:15-3:45	Workshop
3:45-4:00	Closing

The meeting was adjourned at 12:15 p.m./

Respectfully Submitted,

Lynne Batchelor

Secretary

Committee Reports

Committee	AAUW Fund
Submitter	Dianne Owens
Updates	<ol style="list-style-type: none"> 1. Three AAUW successful AAUW Fund luncheons were held in October with 258 reservations and 18 of 33 CA Fellows and Grant recipients speaking. 2. Central Coast Fellows Luncheon scheduled for February 9 in Goleta/Santa Barbara. 3. Branches are scheduling Fellows to speak at branch and IBC meetings in winter and spring. 4. Over \$250,000 has been donated from CA at end of 3rd quarter.
Items for Board Discussion	<ul style="list-style-type: none"> • AAUW Fund Luncheons for Fall 2019--dates and venues. • AAUW CA Named Gift recipient selection. • Notification of quarterly donations to AAUW Fund.
Proposed Motion #	
Committee	Branch Support
Submitter	Ainsley Nies
Updates	<p>In-Person Branch/IBC Visits (social) – Q2 objective 3 visits. 2 made.</p> <p>Communication to Branch Support Comm. (IBC Chairs & Branch Liaisons) Q2 objective – submit updates to Branch Knowledge Sharing. 1 item pending submission, needs tweaks.</p> <p>Communication as Liaison: Q2 objective - 1 Branch Liaison communication per area (Tahoe/Truckee, North San Joaquin, South San Joaquin, Redding, Monterey). 0 attempts</p> <p>Branch Support - Responded to Branch/IBC Requests/Questions/Concerns</p> <ul style="list-style-type: none"> • Researched/answered Fremont branch question • Forwarded Tahoe request as appropriate. <p>Bullets for upcoming top priority items (including target completion dates): In-Person Visits (social) – Q3 objective 2 visits, 1 as Liaison</p> <ul style="list-style-type: none"> • Communication to Branch Support Comm. (IBC Chairs & District Liaisons) Q3 objectives – notify of Branch Support changes when clarified, submit update to Branch Knowledge Sharing • Communication as Liaison (Tahoe/Truckee, North San Joaquin, South San Joaquin, Redding, Monterey) Q3 objective - 1 Branch Liaison communication per area • Planned Q3 Branch Support Visits – none confirmed <p>Director Activities: none</p>
Items for Board Discussion	Name change – Branch Liaison to District Liaison
Proposed Motion #	

Committee	College/University
Submitter	Donna Lilly
Updates	<ul style="list-style-type: none"> • Currently 74 CU partners including 7 new CU partners since July 2018: CSU Chico, College of the Desert, Irvine Valley College, Mt. San Antonio College, Orange Coast College, Rio Hondo College, Santa Monica College. • Currently 13 AAUW student clubs including 2 newly organized clubs at Irvine Valley College and Saddleback College. • Currently 776 National e-student affiliates (free) and 3 branch student affiliates (paid) and 10 branch e-student affiliates (free). Student affiliate numbers are down approximately 200 compared with 2017. • Eleven Start Smart workshops presented by facilitators July through December. More than 200 Start Smart workshops have been presented since 2012 on California campuses. • Twenty-nine campuses have signed 3-year Start Smart workshop licenses including 3 new campuses—Laguna College of Arts and Design, MiraCosta College, UC San Diego. • Price changes now reflect one-time Start Smart workshop at \$750, one-year at \$950, and three-year at \$1500. • Branch CU chairs currently 43, decreased from 65. • NCCWSL (National Conference of College Women Student Leaders) attending the June 2018 from California campuses totaled 44, decreased from 50 last year. • Work Smart workshops are available online at AAUW Website free to the public and AAUW members. Work Smart workshops are scheduled for presentation in person in San Francisco during months of December, January, March and April. Also, in Long Beach in January by Junior League and at UC San Diego in February by San Diego branch. • Price changes reflect Work Smart one-time license is \$750 and a three-year license is \$1500.
Items for Board Discussion	CU committee needs help with suggestions to branch presidents to appoint CU branch CU chair. Currently 33 branches have appointed 43 CU chairs from a possible 139 branches. Collaboration between branches and campus students, staff, faculty and administration produces AAUW membership.
Proposed Motion #	
Committee	Communications
Submitter	Shirley Stowers
Updates	<ul style="list-style-type: none"> • Recruited and added 2 new committee members (<i>makes all goals more attainable</i>) Goals 1, 2, 3 • Collaborations initiated with several directors. • At Nov. meeting Julika shared that a large number of calls were about due dates (so far this year) • Multiple directory updates made – mostly from tech trek team. • Installed new help desk software/trained webteam/ updated website to support it. • Testing use of additional social media with LMEC Branch (Beginning-January) • In process-motion for Jan. BOD meeting to clarify sharing printing costs for the Perspective/Convention.

	<ul style="list-style-type: none"> • Branch newsletters – resolved several issues with auto-posting of submissions to branch newsletters that were not appropriate for posting. • Routed requests to appropriate resource, several general requests for information from website. • Processed several calendar posting requests.
Items for Board Discussion	<p>I would like to:</p> <ul style="list-style-type: none"> • Remind BOD to submit all events that you want in the online calendar to webteam@aauw-ca.org. • Remind BOD to submit articles for B2B, Perspective, and all other reports on time. A list of due dates can be found in the front of the directory. • Work with you on articles you want posted to the website (A2B article?) and then I will submit it to the webteam. Yes, the B2B is available on the website, but multiple exposures help get the information noticed. Sandi contributes a huge amount of time to communications and my purpose is to <i>lighten</i> her load and <i>add emphasis</i> to our strategic plan priorities. • Add a website comment to phone calls' script. The purpose of this comment is to increase our understanding of what motivates members to go to our website. <p>Google analytics gives us some information about where they go once they get there but this question is more about what gets members to our website in the first place. Ex. I'd like to understand what motivates you to use AAUW California's website. Would you give me some insight into your thinking? or Would you share your thoughts?</p>
Proposed Motion # 1	In Progress, Clarification of cost sharing for Perspective/Convention-Annual Meeting
Committee	Diversity
Submitter	
Updates	
Items for Board Discussion	
Proposed Motion #	
Committee	Finance
Submitter	Patricia Ferrer, CFO
Updates	<p>During the past quarter, I supported the review of financial statements and preparation of federal and state tax returns. Both are complete and all supporting schedules and checks have been submitted. I also supported our workers compensation review. Audit is complete, no further action yet identified. I have worked with ADP to transfer our payroll services back to them due to their lower cost. In my meeting with my Chase Private Banker to get some of our bank fees reversed, he told me to contact the Chase representative regarding lower costs. We should be saving approximately \$40 a month due to the transfer effective with the first check of CY 2019 (PPE 12/31/2018).</p>

Items for Board Discussion	Review report provided in separate email to all board members. No adjustments to our records required and the auditor provided no suggestions to our controls or operations.
Proposed Motion #	<p>Motion 1. The Finance Committee recommends approval of the January 2019 update provided separately.</p> <p>Motion 2. July 2018 motion #7 approved transferring \$11,997.83 from the Operations Reserve Fund to the checking account to cover the 2018 Convention losses. October 2018 motion #?? approved updated Finance Policy that includes a requirement to transfer ½ of any fiscal year “profit” from the checking account to the Operations Reserve Fund to build up our reserves. FYE 06/30/2018 net profit was \$16,558.43. One half is \$8,279.22. The net between the money to be transferred in and transferred out is \$3,178.62.</p> <p>Due to the relative immateriality of the difference, the Chief Financial Officer recommends that we transfer no funds between the two accounts.</p>
Committee	Financial Literacy
Submitter	Bakula Maniar
Updates	As per our goal we are working hard to update the web pages and add a new module to Money Trek. It is module 4A for Financial Aid for the students. We are also working diligently to keep track of all three Financial Literacy program. San Francisco AAUW branch has collaborated with other area branches to promote both Work Smart and Start Smart to make a big impact in changing financial lives of many women. Whittier Branch is going to have Work Smart information meeting on January 13 and Ventura IBC is going to have Money Trek Overview workshop in February.
Items for Board Discussion	We are going to be ready to change the web pages of Financial literacy soon. We need board to discuss it and let us and communication know how we should proceed in the New Year.
Proposed Motion #	
Committee	Governance
Submitter	
Updates	
Items for Board Discussion	
Proposed Motion #	

Committee	International Programs
Submitter	
Updates	
Items for Board Discussion	
Proposed Motion #	
Committee	Leadership
Submitter	Sharyn Siebert
Updates	<ul style="list-style-type: none"> • On-going emails and conference call (completed with another after the holidays) for discussion about our Leadership panel for the Annual Meeting. • Discussions with Kathi Harper and Charmen regarding the other panel on Membership for the Annual Meeting. • Updated co-pres. about these topics and how they would be addressed-especially for Kathi to complete her article for the CA Perspective. • Requested Nancy Mahr to potentially speak on that panel about how public policy could be used to attract new members. • Continued discussions on leadership issues in several branches including: China Lake-Ridgecrest, Mission Viejo, & Benicia. • Reached out to Sunnyvale-Cupertino regarding leadership vacancy as posted in their newsletter. • Promoted the Annual Meeting in all phone calls to branches.
Items for Board Discussion	<p>FYI Likely that the China Lake-Ridgecrest branch will need to fold into the Tehachapi one—with on-going discussions regarding this leadership vacuum there/branches in remote areas since National has dispensed with “satellite branch structure”</p> <p>In addition, it is likely that proposed budget for the Annual Meeting will need to be increased to accommodate travel by Leadership Devel. panel</p>
Proposed Motion #	
Committee	Membership
Submitter	Charmen Goehring and Deanna Arthur
Updates	Nothing new to add
Items for Board Discussion	None currently
Proposed Motion #	N/A

Committee	Nominations & Election
Submitter	Susan Negrete
Updates	<ul style="list-style-type: none"> • All Branch & IBC leadership calls for nominations completed. • All nominated members called and emailed if no callback. • 3 leader-nominated members submitted candidate forms by 12/2/2018. • 2 Director at Large and 2 President-Elect candidates posted on website. • 8 nominees remain undecided and may come in as late candidates.
Items for Board Discussion	None currently.
Committee	Oversight Committee
Submitter	Lynne Batchelor
Updates	<ul style="list-style-type: none"> • Some branches have issues with the new Tech Trek documentation from national. • Emails and phone calls to try to alleviate concerns and explain why it was needed. • Discussed these branch concerns at a meeting with Kim Churches who was aware of the discussions and had already consulted other non-profits who run a camp program. She said our policy is in line with their policies. • Perhaps a new tech trek financial liaison has been found. • Attended a settlement hearing about the Solo case with Kim Churches, Jane Niemeier, 2 attorneys, insurance company representative and the judge. After 4 hours no decision was made but talks will continue. • Wrote article for Perspective and January Board2Board about grants. • Making quarterly phone calls; the committee appreciates all board members for including Tech Trek in your round 2 scripts.
Items for Board Discussion	
Proposed Motion #	
Committee	Program
Submitter	Kathi Harper
Updates	<ul style="list-style-type: none"> • The committee has identified our 12 target branches for further contact pursuant to the strategic plan and each member has been assigned 4 branches to contact. • Branches with outstanding MB-based programs have been featured in write-ups in the Oct, Nov, Dec and Jan B2B. • Chair has worked with Leadership Chair to develop the program for the Annual Meeting, deciding on 2 plenary panels focusing on Leadership and Membership issues, and has completed venue visit with co-President Jane. • Chair has written article announcing Annual Meeting and submitted for inclusion in January Perspective. • Chair has written and submitted Program article featuring AAUW-On Line for Jan Perspective.
Items for Board Discussion	Development of a written program for Annual Meeting? Other materials?

Proposed Motion #	
Committee	Public Policy
Submitter	Nancy Mahr
Updates	Public Policy worked with the Communications Team to send out a survey asking each member to review our current Public Policy Priorities and make recommendations to either maintain or change priority items for 2019-21. We received 5 completed surveys out of 14, sent via email. Branches also had the option of holding a discussion of the priorities and submitting the discussion outcomes. Two responses were received from this method. The Public Policy Committee reviewed responses and held a conference call to develop the final recommended Public Policy Priorities for 2019-21 to be posted in the winter edition of <i>Perspective</i> and voted on by the membership in the spring. Special thanks to Sandi Gabe for her work on this project.
Items for Board Discussion	
Proposed Motion #	<p>The Public Policy item for Strategic Goal # 3 was inadvertently left out of the final draft of the Strategic Plan.</p> <p>Public Policy moves to add the following items to the Strategic Plan under Goal #3:</p> <p>GOAL: Ensure that all branches have legislative and public policy information to use in their member recruitment and retention.</p> <p>TASK(S):</p> <ol style="list-style-type: none"> 1. Transmit information on issues and legislation to branches through the public policy liaison network, Board-to-Board and Perspective. 2. Conduct an email survey of branch Membership Chairs regarding public policy information needs and use. <p>ASSIGNMENT: Public Policy Committee, Nancy Mahr</p> <p>EXPECTED OUTCOME & MEASUREMENT STRATEGY:</p> <ul style="list-style-type: none"> • 10 branches will report having used public policy and/or legislative issues in membership recruitment and engagement activities. • Measurement: Reports from PP Committee liaisons, Email survey of Branch Membership Chairs.
Committee	Speech Trek
Submitter	
Updates	
Items for Board Discussion	
Proposed Motion #	

Committee	Tech Trek
Submitter	
Updates	
Items for Board Discussion	
Proposed Motion #	
Committee	Title IX
Submitter	
Updates	
Items for Board Discussion	
Proposed Motion #	

AAUW CA Priority Area #1: Expanding Branch Connections and Communications						
AAUW CA Objective: Expand avenues in two-way connections between branches and AAUW CA through a minimum of three new strategies that result in: 1) 80% of branches receiving a minimum of four contacts from an assigned member of the Board of Directors; 2) 30% of branches acting on or sharing information provided by the state; 3) the measurement of a baseline of branches participating in state-led initiatives.						
Communications						
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019	Update April 2019
Priority Area #1:	1. Mobilize Communication's resources to support a minimum of two other committees' goals for Priority #1.	1. Meet with committee chairs to assess their communication needs to connect with branches.	Develop a minimum of two specific strategies as requested, such as packaging and delivering a "Best Practices" package three times a year	1/19 Shirley, Sandi, Jim, Dawn, Communication Team	1. Met with Public Policy and Membership Directors to assess their communication needs. Their communication needs triggered collaboration with other board members. Determined communication avenues to reach and support branches. 2. Met with Nominations and Elections Committee and Public Policy to review election process. Developed election timeline and updated Nominations and Elections portion of the website to support the election. 3. Planned additional meetings with other committees to understand their communication needs and look for opportunities to cross-pollinate. More in Goals 2 and 3.	
Priority Area #1:		2. Assist with the creation of at least one new tracking and reporting tool as needed for measurements of success.	Produce at least one tool that accurately measures the intended goal, such as a newsletter content log to measure branch use of B2B information.	1/19	Created a survey tool for the finance committee to determine branch finance leaders' need to determine which of the finance committee two priorities they should pursue.	
Priority Area #1:	2. Enhance avenues for branch-to-branch and branch-to-state communications in a minimum of two ways.	1. Create a process to encourage branches to share and read branch newsletters.	Increase number of branches sending and receiving newsletters by 10%.	3/19 Jim, Sandi	1. Created a tracking tool to track the number of branches who submit newsletters to branchnewsletters@aauw-ca.org. Baseline established. Average of 40 (33%) branches submit a newsletter per month. There is seasonal variability. An increase of 20% is an additional 8 newsletters per month. 2. Included a B2B article that encourages branches to share newsletters. 3. Sent a personal email to newsletter branches who have a newsletter editor who are not submitting newsletters encouraging them to submit their newsletters.	
Priority Area #1:		2. Develop a strategy to measure and increase B2B readership.	Test a new delivery mechanism for B2B for a minimum of three issues. Increase open rate by 10% measured by pre and post analytics.	5/19 Randa, Sandi, Dawn	1. Published B2B guidelines to Full Board. 2. Moved actionable and time sensitive articles to the top of the newsletter. 3. Highlighted key points in the message so that they are more visible. 4. Created a sidebar that called out What do I need to know?, What do I need to do? and Should I include this in my branch newsletter? 5. Retitled B2B email so that it's more recognizable. 6. Sent message to B2B distribution list to whitelist the email address so that the message doesn't go to spam. 7. Received several positive responses to the December redesigned B2B.	
Priority Area #1:		3. Assist with implementing a virtual Town Hall meeting with state Board members and branches.	Create and execute a communication plan for the event with participation by 50% of Board members and 20% of branches.	3/19 Dawn, Sandi	Shirley to confirm with the Board whether they want a Town Hall Meeting and when.	
Priority Area #1:		4. Track the number and type of contacts made to the office and individual Board members to better understand what branches are requesting.	Deploy a logging and reporting procedure to establish a baseline for help requests and use of LOL program.	3/19 Julika	Reviewed new help desk software with Office manager to see if it will work to track items that are requested of the office. Julika will begin tracking office requests in help desk tool. Categories have been established to facilitate reporting.	

Priority Area #1:	3. Increase branches' use of AAUW CA website as a source of information and idea-sharing.	1. Collect data on the most common reasons members use the website and/or have problems using it. Determine strategies accordingly.	Add a question on web use to the quarterly branch phone call campaign. Analyze results and determine at least one solution to any problems uncovered.	1/19 ShirleyCommComm	Goal 3 Task 1 Formulate question based on Goal 2 Task4 data/presented at Jan BOD meeting		
Priority Area #1:		2. Add B2B feature "Hidden Treasures of the Website," highlighting useful and little-known resources.	Publish "Hidden Treasures" articles in B2B.	1/19 Shirley	Researching content. Consult with Ainsley, author of Branch Information Sharing, to learn if that section will continue or evolve/merge into a different area. This will be done at January BOD meeting.		
Priority Area #1:		3. Report website use statistics at quarterly BOD meetings to add information about the most common reasons members use the website.	Use Google Analytics to determine areas accessed most often.	4/19 Shirley	*Changed Priority Goal 3 to explicitly include the purpose. *Changed Goal 3-Outcome & Measurement by deleting percent of increase. These changes also support Goal 3/Task1.		
	Programs						
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019	Update April 2019	Update June 2019
Priority Area #1:	1. Ensure that 12 branches (10%) will demonstrate an increase in their mission-based programs.	1. Review results of Survey and consult with members of BOD re branch contacts to identify branches which have indicated they are struggling with MB program ideas.	All 12 branches will have a program plan in place through the end of 2019, determined by feed-back to assigned committee member.		12 branches have been identified as struggling with programs through a review of survey results and newsletters, committee members have been assigned 4 branches each for follow-up contact		
Priority Area #1:		2. Make personal contact to gather more specific info.	Each branch will have implemented at least 2 successful MB programs, determined by feed-back to assigned committee member.	By the end of January 2019			
Priority Area #1:		3. Work together to develop a tailored mission-based program plan.		On-going through the end of 2019			
	Leadership Development						
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019	Update April 2019	Update June 2019
Priority Area #1:	1. Maintain connections to branches via phone calls and emails	1. Read newsletters of branches assigned for phone calling.	Verify leadership happenings and deficits.	monthly			
Priority Area #1:		2. Respond to emails & phone calls from leaders reaching out on leadership issues.	Receive early notification of struggling branches.	On-going			
Priority Area #1:		3. Note those branches mentioning leadership difficulties, or vacant positions noted in newsletters .	Have maintained active communications with both Woodland and Mission Viejo No vacuum in leadership in any branch for fiscal year 2019-20				
Priority Area #1:		4. Create leadership training presentations.	Prevent disbandment of branches due to lack of leadership.	Fiscal yr. 2019-20			
	Membership						
Priority Area #1:	To help branches see the state board as a resource.	1. Read at least 30 newsletters monthly looking for membership successes/concerns		ongoing	30+ newsletters read.		
Priority Area #1:		2. Connect via phone or email quarterly with at least 75% of MVPs to offer encouragement, ideas, assistance		June 2020	In progress.		
Priority Area #1:		3. Produce at least two articles in each Perspective that are membership/diversity/CU partner related.		June 2020	Member bio, diversity article and news about Membership panel at annual meeting submitted.		
Priority Area #1:		4. Highlight an outstanding branch member in each Perspective.		ongoing	Article about Susan Negrete in Jan Perspective		
Priority Area #1:		5. Contribute monthly to B2B.		ongoing	monthly B2B articles submitted.		
	Public Policy						
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019	Update April 2019	Update June 2019
Priority Area #1:	1. Ensure that every IBC and branch has an active relationship with its assigned Public Policy liaison.	1. Each Public Policy Committee member will be assigned 3 or 4 IBCs and their branches for liaison purposes.	All IBCs and their branches will have a connection with the Public Policy Committee for information, sharing, and action.	Sept 2018 and following	Committee members have their IBC/Branch liaison assignments. Three messages have been sent out to assignments, Sept through December 2018.		
Priority Area #1:		2. Public Policy Committee members will establish and maintain contact with assigned IBCs and their branches.					
Priority Area #1:		3. Public Policy Committee liaisons will report quarterly to PP Chair on contacts with their IBCs and branches.					
	AAUW Fund						

Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019	Update April 2019	Update June 2019
Priority Area #1:	1. Ensure that a maximum number of members hear the Fellows & Grant recipients speak at the four scheduled luncheons in October and February.	1. Contact the 33 California Fellowships/Grant Recipients to schedule several to speak at the October and February luncheons.	Over 300 AAUW CA members will hear the 2018-19 Fellows and Grant recipients. Many will be scheduled to speak at branch meetings involving the community.	October 6,7 October 13 February 9	Successful luncheons were held in South San Francisco, Danville and Seal Beach. Two hundred fifty eight (258) reservations were made and paid for. Eighteen(18) of our thirty-three (33) Fellows and Grant recipients spoke at the three luncheons.		
Priority Area #1:		2. Video tape speakers and post to AAUW CA website.	Members unable to attend luncheons can view and hear the speakers on website.	Jun. 30, 2019	All three luncheons were video taped and posted on the AAUW CA website.		
Priority Area #1:	2. Encourage CA branches to donate \$650,000 to AAUW Fund to complete CA unfinished endowments/unrestricted funds.	1. Write B2B articles monthly and Perspective articles quarterly. Accept speaking engagements to talk about AAUW Fund and Legacy Circle.	Goal will be reached.	Dec. 31, 2018	Have submitted B2B articles each month along with Perspective articles. Will continue this monthly and quarterly.		
Priority Area #1:	3. Ensure that all Board members donate to AAUW Fund, at their discretion, in 2018.	1. Talk to Individual Board members about donating to AAUW Fund.	All Board members will donate by Dec	Dec. 31.2018	In progress. Will know in February when year end report comes.		
Nominations and Elections							
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019	Update April 2019	Update June 2019
Priority Area #1:	1. Ensure that 100% of IBC Chairs & Branch Leaders are contacted to request nominee referrals for the 2019 Election.	1. Develop Call Plan process & assignments 2. Create Leadership Call Tracking Report 3. Create Call Script 4. Write monthly Get on Board the Mission Train article in B2B 5. Write Winter & Fall Perspective "Get on Board the Mission Train" article	All IBC Chairs & 125 branch leaders will be contacted by a N&E Cmte. member to ask for nominee referrals. A back-up email will be sent to all branch leaders (not reached by phone), requesting a callback or (their) candidate referral name/info via email. A completed Call Tracking Report will be provided. Communications will be successfully distributed via Board channels	10/15/2018			
Project Oversight							
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019	Update April 2019	Update June 2019
Priority Area #1:	1. Ensure that branches and camp administrators are aware of Tech Trek policies and are in compliance.	1. Notify branches and camp administrators of any changes to Tech Trek policies & procedures via Board2Board or email. Post policies & procedures on website.	Posted on website, Board2Board message. Provide Check List for camps to record action taken to ensure compliance.	8/19			
Priority Area #1:		2. In collaboration with camp directors revise camp compliance list to be used during camp visits.	All camps visited.	12/18	In progress via email expect April confirmation.		
Priority Area #1:		3. Facilitate discussions among camp directors on compliance issues i.e. dress code, etc.	Revised compliance list.	12/18	Although camp directors met they did not agree on compliance issues, so no new list developed. Emails continue; expect April confirmation.		
Priority Area #1:		4. Assess Compliance with Tech Trek policies & procedures	Agreement on issues communicated.	9/19			
Priority Area #1:	2. Ensure that branches and Speech Trek Administrators are aware of Speech Trek policies and procedures and are in compliance.	1. Notify Speech Trek Coordinator of changes to Speech Trek policies & procedures via email. Post policies & procedures on website.	Posted on website, Speech Trek Coordinator will notify branch coordinators.	4/19			
Priority Area #1:	3. Encourage applications for Special Project Grants.	1. Place articles in Board2Board, Perspective and website.	Website updated, articles in Board2Board or Perspective. Receive at least two applications annually.	6/19	Article in next Perspective and January Board2Board.		
AAUW CA Priority Area #2: Reinforcing Public Policy Advocacy and Education							

AAUW CA Objective: Reinforce the importance of Public Policy at the branch level by instituting a minimum of five strategies to provide branches with regular updates on legislative issues and opportunities to learn about and discuss public policy initiatives and priorities that result in: 1) a minimum of 30 branches presenting relevant programs and advocating member engagement in Public Policy issues; 2) a minimum of 30 branches advancing awareness of Public Policy issues through community outreach projects.							
Communications							
Priority Area #2	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019	Update April 2019	Update June 2019
Priority Area #2	1. Mobilize Communication's resources to support a minimum of two other committees' goals for Priority #2.	1. Meet with Public Policy to assess its communication needs to update branches on legislative issues.	Develop a minimum of two specific strategies as requested, such as supporting the electronic member approval of Public Policy priorities.	3/19 Communications Team	Consulted on communication needs with Public Policy and generated a punch list of website changes to consider. Nancy will review with Communications Team in January.		
Priority Area #2		2. Assist with the creation of at least one new tracking and reporting tool as needed for measurements of success.	Produce at least one tool that accurately measures the intended goal, such as a newsletter content log to measure branch outreach projects.	1/19/2018 Communications Team	Created survey tool for Public Policy to gather input from members on Public Policy priorities so that the Public Policy can update the Public Policy priorities. COMPLETE.		
Membership							
Priority Area #2	To help branches make the connection between public policy and new members	1. During branch MVP calls, encourage mission/PP based programming as a way to attract new and/or younger members.		June 2020	Ongoing during calls		
Priority Area #2		2. Encourage branches to share information regarding branch members who are also elected/appointed officials during the branch MVP calls, B2B and Perspective articles.		June 2019	Ongoing during calls		
Programs							
Priority Area #2	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019	Update April 2019	Update June 2019
Priority Area #2	1. Ensure that MB programs in 12 selected branches incorporate education on AAUW-CA public policy priorities.	1.Consult with Public Policy Committee to determine priority topics 2.Work with selected branches to determine which priorities fit with their existing needs and resources.	All 12 branches will include at least one PP-related program in 2018-2019, as determined by feed-back to assigned committee member.	On-going through the end of 2019	Will discuss with identified branches during follow-up contacts		
Public Policy							
Priority Area #2	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019	Update April 2019	Update June 2019
Priority Area #2	1. Ensure that at least 30 branches will hold 1 advocacy or education activity based on AAUW CA Public Policy Priorities.	1. Provide branches with access directions to the online version of the Public Policy Priorities brochure. 2. Develop and distribute a survey of the branches to assess public policy needs and activity. 3. Offer help to branches through the Public Policy IBC/branch liaison network. 4.Share successful programs gathered through the PP network contacts and from newsletters and add to website. 5.Send out lists of actions that can be taken for a specific activity (e.g. election activities, Equal Pay Day). 6. Read branch newsletters to track branch public policy activities.	• 30 AAUW CA branches will undertake one or more activities or programs that highlight AAUW CA Public Policy priorities. • Measurement: Survey results Newsletters Liaison reports Election activity survey	On-going Sept/Oct 2018 April 2019	Branches have received information on the Public Policy brochure and on revisions for the next bienium. A survey on the revision was completed in December and results will be in the winter Perspective. Liaisons have offered to assist as needed. Suggestions for ossible election activities were sent to branches through B2B. Branch newsletters cite various mission-based programs that reflect the Public Policy Priorities. At least 20 branch newsletters described election-related activities undertaken.		
Priority Area #2	2. Ensure that branches have adequate public policy information to communicate to their members.	1..Provide branches with issue-based articles that can be used in their branch newsletters. 2. Include program/activity tips and resources in Board to Board messages. 3. Maintain updated public policy information on the AAUW CA website.	• At least 30 branches will publish public policy provided articles in their newsletters. • Measurement Newsletters		Two articles have been transmitted to IBCs and branches. To date 5 branches have published one or more of the articles, based on branch newsletters. Program activity ideas for the Nov. election were in B2B. The website content has been reviewed and a plan made for updating the material.		
Priority Area #2	3. Ensure that at least 30 branches will undertake a community outreach project that highlights one or more AAUW CA Public Policy Priorities.	1. Distribute lists of actions that can be taken for a specific activity (e.g. election activities, Equal Pay Day). 2. Communicate Title IX requirements for school districts and encourage branches to meet with districts on Title IX.	30 AAUW CA branches will hold a community outreach project based on one or more of our public policy priorities • Measurement: Newsletters Liaison reports Leader on Loan use	On going Sept/Oct 2018 April 2019	Suggestions for election activities were distributed to IBCs and branches. Based on branch newsletters, at least 20 branches have held a community outreach project based on a Public Policy Priority. Title IX information is in process.		

Priority Area #2	4. Ensure that 15 branches participate in activities related to AAUW's legislative agenda	1. Transmit new bill list information to branches when completed in March. 2. Provide resources for branches to make local connections with legislators, including training sessions 3. Develop and distribute a form for branches to use in reporting their legislative contacts 4. Include articles on legislation in Perspective 5. Maintain updated legislative information on the AAUW CA website	• At least 5 branches will request training in local advocacy with legislators. • Advocate will have information on at least 15 branches that are in contact with their legislator.s • Measurement: Newsletters Leg. Contact reporting form Liaison reports	March 2019 On going Jan 2019 On going	A summary of the 2018 legislative year was sent to IBCs and branches in October. In 2019, information on the new legislative session will be provided to branches. There will be an article in the winter Perspective. Committee is working with our advocate to develop an approach for reporting contacts with legislators in 2019.		
Priority Area #2		6. Working with national's information, establish a baseline number for current member Action Alert participation. 7.Encourage Action Alert sign ups and participation.	• The number of members participating in the Action Alert program will increase by 10% • Measurement: Track Action Alert sign-ups through national's program	Jan 2019 and following	This will be a key activity in 2019.		
AAUW CA Priority Area #3: Strengthening Branch Infrastructure							
AAUW CA Objective #3: Strengthen membership diversity, engagement, and board leadership by providing branches with training, programs and tools that result in: 1) 30% of branches demonstrating outreach to diverse groups; 2) 25% of branches tracking member participation rates; 3) 50% of branches recording at least one new person in a leadership role in 2019-2020 BOR.							
Communications							
Priority Area #3	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019	Update April 2019	Update June 2019
Priority Area #3	1. Mobilize Communication's resources to support a minimum of two other committees' goals for Priority #3.	1. Meet with Membership, Leadership and Branch Support to assess their communication needs to strengthen branch infrastructure.	Develop a minimum of two specific strategies as requested.	1/19 Shirley	Consulted on communication needs with Membership and discussed plans to design a tracking tool for branches to monitor membership activity. Consulted with Public Policy about Public Policy issues needinf focus and timeliness.		
Priority Area #3		2.Assist with the creation of at least one new tracking and reporting tool as needed for measurements of success.	Produce at least one tool that accurately measures the intended goal, such as a member participation tracking sheet to help branches measure member engagement.	1/19 CommComm			
Priority Area #3		3. Provide leadership training on using communication strategies to encourage member engagement.	Create and deliver a workshop at Annual Meeting.	4/19 Dawn/Sandi	Shirley to confirm with the Board whether a workshop is needed or not.		
Programs							
Priority Area #3	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019	Update April 2019	Update June 2019
Priority Area #3	1. Ensure that all branches receive information on successful MB program strategies.	1. Review all branch NLs to identify best MB ideas. 2. Highlight exemplary program in each month's B2B. 3. Produce article in each Perspective on MB-programs (strategies, ideas, over-coming obstacles, etc.).	40 (30%) branches will report that they found the information helpful/useful, as determined by year-end survey.	On-going through the end of 2019	1. All NLs are being reviewed, a template has been developed to track MB programs. 2. A MB program has been "spot-lighted" in each B2B for Sept-Dec 2018 3. Article for Jan Perspective has been submitted		
Priority Area #3	2. Ensure that 12 selected branches have strategies in place to increase program attendance.	1. Work with Communications Committee to develop marketing strategies designed to optimize member interest.	Selected branches will demonstrate a 30% increase in program attendance, as determined by feed-back to assigned committee member.	On-going through the end of 2019	This will be developed after follow-up contact is made with identified branches, to better determine what strategies might work best for them		
Priority Area #3	3. Assist Leadership Committee in developing meaningful and worthwhile workshops for 2019 Annual Meeting that will stimulate, educate and motivate participants.	1. Review surveys to determine branch needs. 2. Propose workshop ideas to best meet needs. 3. Include workshops that address 3 AAUW-CA priority areas. 4. Recognize branches which have demonstrated growth in MB programming & attendance.	50% of participants will report on evaluation forms an overall rating of "good" or better.	1-3: Dec 15, 2018; 4: 4/6/18	1. Surveys have been reviewed, determined that greatest needs are Membership and Leadership. 2. Have proposed Plenary Panels on these 2 topics 3. We decided against workshops for the Annual Meeting, priority areas will be addressed in the Panel discussions		
Leadership Development							
Priority Area #3	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019	Update April 2019	Update June 2019
Priority Area #3		1. Present Leadership days and workshops including discussing alternative leadership structures.	Prevent leadership vacuum for the next fiscal year.	At least 1x in N. CA & 1x in S. CA	working on this-panels set and article in the CA Perspective		

Priority Area #3	1. Develop new leaders within branches and IBCs.	2. Note bios of new members in branch newsletters.	By reaching out to current branch leadership and discussing potential of new members being recruited to participate in leadership have at least one new person listed in the BOR for 50% of branches.	Fiscal year 201-20	Emailing and calling to mention this to branches as names are noted in their newsletters		
Priority Area #3	2. Present salient information in each month's B2B.	1. Write monthly blurbs for B2B that points recipients to appropriate sections of state website, for example, as well as offering examples of successful strategies.	As above, noting no vacant spaces in 2019-20 BOR leadership listings.	On-going	on-going		
Priority Area #3	3.Prevent disbandment of current branches and Support struggling branches.	1.Use monthly B2B articles to highlight leadership tools via the website Offer mentoring.	No new disbanding branches/perhaps folding into close-by more viable branches Retaining all current branches & members.	Monthly	on-going		
Priority Area #3	4. Develop new leadership & leadership skills workshops.	1. Present leadership training and skills programs.	Recruit members previously not in leadership roles.	As requested by branches and IBCs			
Membership							
Priority Area #3	1.To guide branches toward using best practices for developing and retaining members	1. Develop at least one workshop to be presented at Annual meeting 2019 on topic of membership and/or diversity.		December 15, 2018	One of two panels at annual meeting will be membership based.		
Priority Area #3		2. Develop talking points and/or workshop for Leadership Day conferences around membership recruitment, retention, diversity, younger members.		February 2019	Information will be collected from the Membership panelists at annual meeting to use at potential Leadership Day conferences.		
Priority Area #3		3. Work with Comm Comm to develop a tracking tool for Branches to use to track member participation in branch activities by December 2018.		December 31, 2018	Phone conversation with Shirley/Comm Comm re: ideas for a tracking form- she was researching other potential tools to combine/adapt to our needs.		
Priority Area #3		4. Review to ascertain new leadership recorded in 2019-2020 BOR.		June 2019	TBD		
Priority Area #3		5. Review at least 30 newsletters monthly to discover branches demonstrating outreach to diverse groups.		ongoing	30+ newsletters read and info recorded.		
Priority Area #3							
Priority Area #3	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019	Update April 2019	Update June 2019
Priority Area #3	1. Ensure that all branches have legislative and public policy information to use in their member recruitment and retention.	1. Transmit information on issues and legislation to branches through the public policy liaison network, Board to Board and Perspective. 2. Conduct an email survey of branch Membership Chairs re use of public policy information.	10 branches will report having used public policy and/or legislative issues in membership recruitment and engagement activities. • Measurement: Reports from liaisons Email survey of branch Membership Chairs	On going			
Nominations and Elections							
Priority Area #3	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019	Update April 2019	Update June 2019
Priority Area #3	1. Develop a Nominations Referrals List of 50 – 75 candidates.	1. Develop a Nominations Referral Tracking Report 2. Call IBC Chairs & Branch Leaders 3. Update Nominations Tracking Report with candidates information	100% of IBC Chairs & Branch Leaders will be contacted for nominee referrals. A Nominations Referrals List of 50 – 75 members will be provided.	10/15/18			
Priority Area #3		1. Call (or meet in person, if possible) all nominee referrals. 2. Reinforce branch recommendations of (the) referral's skills, talents & ability to serve as a Board Member 3. Provide nominee referrals with opportunities to discuss or research specific Board offices & responsibilities; provide N&E deadlines, forms and submission instructions.	100% of all nominee referrals will be contacted. A completed Nominations Referrals List will be provided.	11/5/18			
Priority Area #3		4. Ensure final candidate(s) submission packages – including signed Candidate Acknowledgement of Campaign Rules - are complete, meet AAUW CA guidelines & posted in order of date received. Confirm candidate(s) information is correctly posted on AAUW CA website in order of date received.	A viable Voting Vendor selected & process facilitated. AAUW CA website posted complete and accurate candidate and election information & documents submitted to AAUW CA office.	Candidate deadlines met: 12/1/2018 and Additional Candidates: 4/4/2019			

Priority Area #3	2. Contact referrals on the Nominations Referrals List.	5. Confirm candidate(s) campaign activities & finances are communicated & meet AAUW CA criteria.	All candidates' signed Acknowledgement of Campaign Rules collected & on file with AAUW CA office.				
Priority Area #3		6. Introduce candidates at 2019 Annual Meeting.	All viable candidates announced (and, if attending) introduced at 4/6/2019 Annual Meeting.	Election period: April 22 – May 13, 2019			
Priority Area #3		7. Interface with appropriate sponsors to ensure election ballot information is accurate and includes any measures requiring membership vote.	All candidates' expense reports submitted to AAUW CA office by April and June 1 deadlines.				
Priority Area #3		8. Confirm Online Discussion Forums are facilitated by Board or Cmte. Member representing the ballot measure.	Online Discussion Forums conducted by Board or Cmte. Chairs between 3/15/2019 and close of the election.	Online Forums conducted 3/15 - 5/13/2019			
Priority Area #3	Facilitate a successful 2019 AAUW California election process.	1. Assist Board with Voting Vendor selection & ensure member votes & timelines are correctly processed & reported. 2. Communicate results of the election to AAUW CA membership online & in 2019 Spring Perspective.	Timely & accurate election results posted on AAUW CA website and communicated in 2019 Spring Perspective.	Spring Perspective Deadline: 5/15/2019			
Finance							
Priority Area #3	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019	Update April 2019	Update June 2019
Priority Area #3	1. The Finance Committee will provide guidance on electronic banking, downloading data to Excel, use of Quicken and other options to reduce the workload..	1. Survey branch treasurers to determine level of use of electronic banking processes, software, and other options. Ask branches to identify any best practices. 2. Request an additional \$50 in the budget to purchase Quicken for possible use by Branch Treasurers in January 2019 Budget Update. 3. Develop guidance on areas not being used. 4. Resurvey those who responded to the survey in #1 above, after issuance of guidance to determine if branch plans to update its processes.	25% of the branches that responded to the first survey adopted some or all of the suggested improvements.	6/30/2019	.Surveyed all branch treasurers. Analysis of responses will be complete by the end of December. Budget updated in proposed January 2019 update. Others pending.		