



July 2018 Board Meeting Packet

July 14 – 15, 2018

Courtyard by Marriott, Long Beach Airport

3841 Lakewood Blvd.

(562) 429 5803



BOARD MEETING AGENDA

July 14 - 15, 2018

- I. Welcome/Roll Call (5 minutes) – share your favorite saying from your mother or father.
- II. Consent Agenda (5 minutes)
 - A. Approval of April Minutes
 - B. Approve Directors' Duties & Responsibilities
 - C. Overview of Retreat
 - 1. Tape record meetings
- III. Open Board Discussion (120 minutes)
 - A. Approve 2-yr. State Project Grant
 - B. Approve Directors' Duties & Responsibilities
 - C. Approve Speech Trek Memorandum of Understanding
 - D. Approve Speech Trek Policies & Procedures
 - E. Approve Speech Trek 2018-2019 Topic
 - F. Discuss disbursement of Toby Johnson Funds (\$2,884.74)
 - 1. Zoo Experience – Cabrillo/San Diego – Susan Patch (daughter of Jill Patch)
 - 2. Leadership Days, i.e. Southern Cal annual meeting, Sabina's Master Thesis
 - 3. YWTF
 - G. Annual Meeting – venue, format, Speech Trek, etc.
 - H. Addresses of Full Board in Directory
 - I. Disbandment of branches

IV. IV Board Reports

- A. Co-Presidents – Jane & Cathy – 15 minutes
- B. AAUW Fund – Dianne Owens – 15 minutes
- C. Branch Support – Ainsley Nies – 5 minutes
- D. Communications – Melanie Wade – 5 minutes
- E. Finance – Pat Ferrer – 20 minutes
- F. Leadership Development – Sharyn Siebert – 20 minutes
 - 1. Requests – Citrus Heights/Woodland, Laguna Beach
 - 2. Leader on Loan – Novato
 - 3. Development of Workshops
- G. Membership – Deanna & Charmen – 5 minutes
- H. Public Policy – Nancy Mahr – 5 minutes
 - 1. AAUW CA Immigration Statement
- I. Project Oversight – Lynne Batchelor – 10 minutes
- J. Programs – Kathi Harper – 20 minutes

V. Strategic Plan for 2018-2020

- A. Results of phone calls
- B. Goal Statements

V. VI. Discuss Open Issues (60 minutes)

- A. Convention Evaluations

VI.



**AAUW CA Board of Directors
Regular Meeting Minutes
The Irvine Marriott
April 26, 2018**

Attendance:

Donna Mertens, President
Jane Niemeier Co-President Elect
Cathy Foxhoven, Co-President Elect
Pat Ferrer, CFO
Deanna Arthur, Secretary
Lynne Batchelor
Sandi Gabe
Charmen Goehring
Stormy Miller
Nancy Mahr
Ainsley Nies
Sharon Westafer
Dianne Owens

Dawn Johnson, Parliamentarian
Janice Lee, Meetings Planner
Kathleen Doty, Convention Planner
Sue Cochran (afternoon only)
Donna Lily
Julika Barrett, (in and Out)
Harriet Tower

]

Non-voting:

The meeting was called to order by Donna Mertens on Thursday, April 26, 2018, at 9:02 a.m.

Donna Mertens reported the numbering change to the motions, spelling changes, and title change.

The consent agenda was accepted as presented with the changes.

Donna Mertens presented AAUW brag bags to departing board members: Sharon Westafer, Sandi Gabe, and Stormy Miller.

We will need to schedule a closed session at the end of board meeting.

PRESIDENT'S REPORT

Donna spoke to the process for reaching out to branches in difficulty.

Ainsley has developed a diagram of what to do when they hear about a struggling branch. It is necessary that all 3 committees (Branch Support, Leadership Development, and Membership) be notified of branches in crisis.

Mission Viejo branch has asked for a leadership day to be held in Orange County.

Convention Report:

Although registrations are below goal, we have been able to save money on many budget items and project we will break even,

Snapshots is being emailed to all attendees and Snapshots will be shown before each meal for all attendees to view.

Eventbrite has substantially raised their fees this year.

Co-President Elect Report

Meeting dates for 2018-2019:

Board Retreat – June 8 and 10th – Bay Landing Hotel; San Francisco

Leadership Day has been discontinued for this year.

July Board Meeting – 14th and 15th?

October 20 and 21st – North

January Meeting will be a conference call on 1/26/19.

April 5-7 – Annual Meeting and Board

AAUW Fund – No question and no additional information submitted.

Branch Support - No question and no additional information submitted.

Communications – Sandi asked that we all take time to meet Julika (jew-li-ka) who is doing a great job as office manager. There is a technology peer group that has begun to meet. There are 35 people on the list and approximately 20 are at each meeting. Sandi is documenting all the communications processes for Julika and the new Communications Committee Chair.

There was a short break

Julika Barrett, new AAUW-CA office manager joined the board meeting and the board introduced themselves.

Finance

Motion #25 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 PASSED**

Motion #26 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 PASSED**

June 6th is the last day for the **National Bylaws Amendment** Vote – The results of the vote may have a major budgetary impact,

Pat asked that all outgoing board members and board members changing hats submit a proposed committee budget for next year.

Public Policy

Charmen Goehring discussed the cost of the lobbyist and the possibility of having her cut her fee. Sharon Westafer suggested that we talk to Shannon about the possibility of having to cut costs.

Public Policy and the Co-President's Elect will speak to Shannon.

Board recessed for lunch at 11:55 a.m. – We will resume at 1:00 p.m. It is a closed lunch.

The meeting resumed at 1:20.

President Donna Mertens thanked the board with a gift and card.

Leadership Development

Ainsley asked the current board to read the director's role and responsibilities and suggest changes by 5/15/18.

There will be a Leadership Day held in Novato on 5/12/18

Program

Certificates for branch recognition will be given out tomorrow night after the Annual Meeting. There will be branch bingo prizes delivered at that time.

Project Oversight Committee

MOTION #27 On behalf of The Project Oversight Committee Dianne Owens proposes the approval of a \$500 2018 State Project Grant for AAUW Big Bear Valley's "The Zoo Experience." **MOTION PASSED.**

Motion #28 The Project Oversight Committee proposes the approval of a name change from State Project Oversight Committee to Project Oversight Committee.
MOTION PASSED

Motions #29 The Project Oversight Committee proposes the approval of the 2018 AAUW CA Tech Trek Camp Checklist with cover letter that will be used by the Tech Trek Camp Directors to review and self-evaluate this year's camps. **MOTION PASSED**

Motion #30 The Project Oversight Committee proposes the following minor edits be made to the AAUW CA Tech Trek Policies and Procedures approved in January 2018.

1.4 Timelines and Deadlines (page 6): Delete entire sentence that reads:

April: AAUW CA BOD sets camper fees for the next year with input from the TT State Coordinator.

1.8.3 Attendance at National Meeting (page 10)

Sentence beginning at end of line 5 will read: Representatives from AAUW CA Project Oversight Committee, SPF and AAUW CA President will provide their own funding to attend. **MOTION PASSED**

Motion #31 The Project Oversight Committee proposes the inclusion of the AAUW CA Tech Trek Program Annual Branch Participation Memorandum of Understanding as part of 1.2.2 under 1.2 Participation Agreements and Contracts (page 5). **MOTION PASSED**

Speech Trek

Marlene Cain will submit a review of the Speech Trek funding and preliminary budget needs.

There is an opening for a Speech Trek Treasurer.

Governance

Sue Cochran updated the Board on the status of the nonprofit status vote. A resolution appears likely and will be reviewed when the state of California's schedule allows. She will announce more news as it is available.

Sue emphasized the need to include all documents, especially approved changes to the Policies and Procedures, as addendums in Board meeting minutes and suggested digitizing the organization's archives.

Governance recommends that all state projects have MOUs similar to Tech Trek's.

Open Discussion

Proposed National Bylaws Changes

There was a discussion of the three proposed National bylaws amendments and whether or not AAUW CA should take a public stand on them.

Motion #32 Sandi Gabe moved that the AAUW CA Board support the bylaws proposal to eliminate the degree requirement for membership in AAUW.

MOTION PASSED with one vote against, zero abstentions

Motion #33 Jane Niemeier moved the AAUW CA Board Support the National Bylaws amendment that creates three-year staggered board terms on the National AAUW Board.

MOTION PASSED.

Motion #34 Charmen Goehring moved the AAUW CA Board of Directors support the 3rd National bylaws proposal of allowing up to 5 board members be non-members of AAUW.

MOTION PASSED with four votes against; one abstention

President's Call with National

Donna has scheduled a call with National for May 8. Directors should send her a list of any questions they would like her to ask.

Prior to the next agenda item, Sandi Gabe acknowledged and thanked the Communications Committee for its work.

Motion #35 Charmen Goehring moved that the Board move into closed session.

MOTION PASSED

There was a discussion of legal matters.

Motion #36 Pat Ferrer moved that the closed session end at 3:55 pm

MOTION PASSED

There was a discussion of logistics for the evening and convention.

The meeting was adjourned at 4:15 PM

Respectfully submitted,

Deanna Arthur
Secretary

June 8-9, 2018 Retreat Notes

Notes from AAUW Board Retreat

Bay Landing Hotel, Burlingame

June 8-9, 2018

Attendees: Lynne Batchelor, Sue Cochran, Pat Ferrer, Cathy Foxhoven, Charmen Goering, Kathi Harper, Dawn Johnson, Nancy Mahr, Dianne Owens, Jane Niemeier, Ainsley Nies, Sharyn Siebert, Melanie Wade

The meeting of June 8th was called to order at 10:01 a.m. and greetings were extended by Cathy Foxhoven and Jane Niemeier. Ainsley Nies and Sue Cochran, our retreat facilitators, were introduced. Self-introductions by all present were followed by a guess the member identity game as Cathy read parts of the autobiographies.

The icebreaker consisted of members lining up alphabetically according to their grandmother's first name. Members were put into 3 groups of 4 and were tasked with choosing 3 words of 3 syllables and then using one syllable from each word to create the name of an island. The groups were also tasked with designing a flag for the island and composing a national anthem. There was a share out by each group with voting for the best group.

Following lunch at 12:55 Sue Cochran began our training by briefly explaining the board effectiveness handouts and emphasizing the roles and responsibilities of board members, the idea of stewardship vs ownership, power broker stance (ability to build bridges with other individuals and organizations). She reminded us that we must support decisions made by the board even though personally we do not believe in them and instructed us that we have the right to request that our name be recorded as a no vote in the minutes. Sue offered a helpful response for those who might be asked about a board decision that they did not agree with. They should decline to share their opinion, but state that the decision was "passed by majority, but not unanimous." Other topics covered were our reports (adhere to deadline, read all of them before our meeting, put motions in the board reports, submit via Google

docs, make comprehensive), conflict of interest requirements for reporting, legal issues facing AAUW-CA (lawsuit and by-laws corporate designation), and informing us that Julika Barrett is our new administrative assistant.

Ainsley Nies joined Sue Cochran in facilitating the overview of the last 2 years which involved group discussion centering on the topic of what is our current view of AAUW-CA. The next step was for attendees to write their ideas on sticky notes and place the notes on one of three posters (what do we do well and want to continue, what should we keep but modify, and what should we abandon or add).

The meeting of June 9th was called to order at 9:05 when members began to add check marks on the sticky notes from yesterday when they supported the idea.

A discussion followed about the meaning of a strategic plan and if what we have been using fits that definition. We decided on 4 goals centered around advocacy/public policy, marketing/branding, membership growth/retention/engagement with an emphasis on diverse/younger members, branch

connections/communication. A committee (Sharyn, Kathi, Ainsley, Dawn) was assigned to work on goals to present to us in July with the idea that we will solidify the strategic plan at the July meeting.

The following areas of contact were assigned: #1=Charmen, #2=Melanie, #3A=Sue & Ainsley, #3B=Cathy, #4A=Dawn, #4B=Kathi, #5A=Sharon, #5B=Dianne, #6=Pat & Nancy, #7=Ainsley & Sharyn, #8=Jane & Lynne, On-Line=Sue.

Vita forms were distributed, and the assigned committee chairs were asked to contact the applicants, to continue to recruit and to send the final lists to Cathy.

Other decisions: to drop Asana, to revitalize Tech Groups*, to revisit the Facebook posting requirements for the board.

The meeting was adjourned at 11:50 a.m.



State Project Grant Application Form 2018 – 2019

Applicant's Name:

Cell or Home Phone:

Email Address:

Branch or Individual Member's Name:

Amount of Request:

ADDRESS EACH OF THE FOLLOWING ITEMS IN YOUR PROPOSAL. (2-page maximum)

1. What does your program do to enhance the mission of AAUW? What are the expected outcomes? Describe what you will do with the funds you have requested.
2. Why should your proposal be selected for funding? (What problem will this solve? How will members and/or the public benefit? What makes it innovative?)
3. What other support (financial or otherwise) will be needed to make use of this grant award? How will you secure this support?
4. List specific expenditures planned for your project and identify which will be funded by this grant request and which by other sources, if any.
5. List any plans for collaborating with other community organizations.
6. How will this project be evaluated? What are the plans for long term follow-up?
7. What is the tentative time line for completion of this project?

ACCEPTANCE AND SIGNATURES: - MUST BE SIGNED BY BRANCH PRESIDENT AS WELL AS APPLICANT

We/I have read and understand the guidelines established for the AAUW CA State Projects Grant Program. We/I will abide by the AAUW CA policies in implementing this project and agree to follow AAUW CA policies and procedures to access funds. We/I understand that funding will be restricted to those items specifically noted in the approved grant budget. We/I understand that following the completion of this project, the project may be made available to all AAUW CA branches.

APPLICANT'S SIGNATURE: _____

DATE: _____

Project Oversight Committee use only

DATE RECEIVED _____

BY: _____

AAUW CA State Project Grant Guidelines

General Purpose:

AAUW CA will provide financial assistance to branches, other affiliated entities or individual members that propose a potential new state project. Existing projects overseen by the AAUW CA Project Oversight Committee are Tech Trek and Speech Trek.

Qualifications:

All branches, other affiliated entities, and AAUW members are eligible to apply.

How Grants are Chosen:

The AAUW CA Project Oversight Committee will evaluate and score the applications based on the responses provided to the questions on the grant application. Grants to be funded are subject to approval by the AAUW CA Board of Directors.

Amount and Terms of Award:

State Project Grants will be awarded in amounts up to \$500, based on available funding. There will be a maximum of two \$500 grants per fiscal year. All grant funds awarded must be used within 12 months, with the possibility of a second year of funding.

Criteria for Selection:

- Preference will be given to applications that clearly demonstrate how the grant will directly enhance the mission of AAUW.
- Incomplete applications may not be considered.
- Late applications will not be considered but may be held until the next cycle.

Application Procedures:

Grants will be awarded in April for the following fiscal year. Applications must be received at the AAUW CA office by March 1st, 2019

Funding Procedures:

AAUW CA will create an account for each grantee. All expenditures must be made in accordance with AAUW CA guidelines and must be made in support of the originally approved project.

Reports:

Each grantee is required to provide a summary report to the AAUW CA Project Oversight Committee within 45 days of completion of the grant-funded project. Reports should include a description of how the grant enhanced the AAUW mission. A representative from AAUW CA may be assigned to conduct a follow up interview. Grantees may be asked to present their work to the AAUW CA Board of Directors.

Questions/Contact:

For additional information, contact Lynne Batchelor 858-451-6764 or by email at Lynneaauw@aol.com



AAUW California Board of Directors Director's Roles and Responsibilities

VII.

VIII. AAUW California Mission Statement

AAUW California facilitates California branches in meeting the vision and mission of AAUW by providing programs, education, and resources which support education and equity for all women and girls.

IX. Directors' Roles and Responsibilities

Embrace, Promote and Execute the Mission

- Work collaboratively with state leadership to plan, execute and monitor new and existing initiatives that fulfill the mission.
- Develop and continuously review a two-year strategic plan.
- Evaluate proposed projects and programs for feasibility, effectiveness, financial impact and adherence to the mission and strategic plan.
- Serve as a consultant, resource and representative of AAUW California to its branches and members.
- Represent the state organization by visiting branches and attending IBC (Inter-Branch Council) meetings if possible.

Commit the Time and Resources to Fulfill Board Responsibilities

- Serve a two-year term with the option to serve additional terms as established in the bylaws and policies and procedures.
- Participate actively in the continuing work of the Board and complete assigned tasks.
- Commit personal time to accomplish the goals of the organization. The amount of time will vary depending on the initiatives underway and their timing.
- Attend quarterly Board of Directors' meetings, the annual Board planning retreat and the July Leadership Day for committee planning. Reimbursement will be provided as established in the current policies and procedures.
- Vote or abstain on all action items, both online and at meetings.
- Stay updated by reviewing Board-related communications and documents, particularly the Board packets for the quarterly meetings.
- Participate actively in the planning and implementation of the state's annual meetings and conventions, including designing, arranging or delivering workshops if appropriate.

Help Ensure the Financial Health of the Organization

- Contribute to the preparation of the annual budget using the strategic plan to guide priorities.
- Review quarterly financial reporting prepared by the CFO and evaluate performance against budget.

- Approve, in advance, all state fundraising activities per established policies.
- In consultation with the Finance Committee, review the state dues biennially and recommend changes if necessary.

Provide Governance and Oversight

- Be familiar with and uphold AAUW state bylaws and policies and procedures.
- Ensure adequate financial and human resources to meet the strategic plan.
- Approve, in advance, participation in coalitions in accordance with guidelines.
- Approve the president's recommendations for appointments to standing committees and task forces and the policies governing their activities.
- Be aware of and comply with financial and reimbursement policies regarding board and committee meetings and convention attendance.
- Conduct an annual self-assessment, if proposed.
- Sign a Conflict of Interest agreement.
- Maintain and update an experience notebook and supporting files during term in office. Ensure that files contain detailed procedures, a record of disbursement of budgeted funds, board and committee minutes for the term, and helpful reference material.
- Make recommendations for necessary changes to the policies and procedures.

Chair or Co-Chair a Committee

- Assume leadership of a state committee as Chair or Co-Chair. Typical committees include, but are not limited to, Membership, Program, Leadership Development, AAUW Fund, Public Policy, Communication, Branch Support, Finance, Governance, Nominations and Elections and Project Oversight.
- Recruit committee members as needed.
- Establish a meeting method and schedule.
- Work with committee members to plan and implement initiatives to meet committee goals as established by the Board of Directors.
- Prepare committee budgets used to build the overall annual AAUW California budget.

Maintain Regular and Ongoing Communications

- Maintain timely and responsive communications with other directors, committee chairs, branch leaders and AAUW members.
- Submit articles and updates as appropriate to the Board to Board e-newsletter (distributed monthly) and/or the California Perspective magazine (published three times a year).
- Provide information to the AAUW Communications Committee to keep the website and other media updated with current information.
- Prepare a report of committee activities and strategic plan updates for the quarterly Board of Directors' packet and meeting.
- Contribute to social media posting as appropriate.

Speech Trek Participation Memorandum of Understanding



The Annual Branch Speech Trek Participation Memorandum of Understanding is entered the _____ day of _____ 20____ between AAUW California, a California nonprofit corporation and affiliate of AAUW National, with its principal office in Sacramento, CA (AAUW CA) and the _____ Branch of AAUW, an affiliate of AAUW National. This Memorandum of Understanding is in effect from November 1st through October 31st of the AAUW year _____.

It is understood by all parties that the Branch must have a signed Memorandum of Understanding in place to participate in the Speech Trek program for the 12-month period (November 1-October 31) that the Memorandum of Understanding covers. The Branch will not be allowed to participate in Speech Trek if this signed Memorandum of Understanding (MOU) is not on file with the State Speech Trek Coordinator, AAUW CA President and the AAUW CA office.

In signing this Memorandum of Understanding both parties agree to the following conditions under which the Branch will participate in the program, to include: the selection of program participants, the distribution of program marketing and application materials, and all other aspects of the program in which the branch is involved:

BRANCH RESPONSIBILITIES

- 1) The Branch agrees that they will follow the current Speech Trek Branch Tool Kit as the step-by-step guide for running a Speech Trek Contest at the Branch and State levels. The Branch understands that it will sign the AAUW CA Speech Trek Annual Branch Participation Memorandum of Understanding by November 1, 2018. The Branch will submit the winner of their competition online to the State semifinals by March 1, 2019.

TERM AND TERMINATION

- 1) The Branch Annual Speech Trek Participation Memorandum of Understanding will expire annually on October 31st. The new Memorandum of Understanding must be reviewed and approved by the Branch Board and signed by the Branch President and Branch Speech Trek Coordinator by November 1st.
- 2) The signed Memorandum of Understanding will be scanned and emailed to the State Speech Trek Coordinator, the AAUW CA President and the AAUW CA office by November 10th of each year.

3) This Memorandum of Understanding may be terminated by AAUW CA or the Branch at any time for good cause. Examples include, but are not limited to:

- a. Not adhering to the non-discrimination policy
- b. Not using updated, current materials
- c. Modifying forms without the approval of the State Speech Trek Coordinator
- d. Not following policies and guidelines from AAUW CA, including, but not limited to, the proper selection of contestants.
- e. Inability to raise necessary funds.
- f. Inability to adequately administer the program locally.

4) If AAUW CA believes that good cause exists for termination, it shall give notice to the Branch in writing.

- a. If the cause for termination is one that can be corrected by the Branch, the Branch shall have 10 days from receipt of the notice in which to make the correction(s).
- b. If the Branch does not make the required correction(s), or the cause for termination is one that cannot be corrected, the Memorandum of Understanding shall terminate on the eleventh day after notice is received by the Branch.
- c. If the Branch does make the required corrections within the 10-day period, this Memorandum of Understanding shall continue until it expires on October 31st.

5) If the Branch believes that good cause exists for termination, it shall give notice to AAUW CA in writing to the State Speech Trek Coordinator.

PROPRIETARY INFORMATION OF AAUW CA

The Branch understands and agrees that certain information provided to the Branch or obtained by the Branch from Speech Trek applicants, AAUW CA officers, directors or employees may be confidential and proprietary information. The Branch agrees to maintain, in confidence, all such information which is marked CONFIDENTIAL or which should reasonably be considered confidential or proprietary. This includes the secure handling of both hardcopy and electronic versions of applicants' forms.

PROPERTY OF AAUW AND AAUW CA

All intellectual property provided to the Branch by AAUW CA, including, but not limited to, forms, guidelines, procedural documents, materials, questionnaires, etc. will remain exclusively the property of AAUW CA and the Branch agrees to deal with it as such. All such property shall be relinquished to AAUW CA by the Branch upon request.

AUDIT AND DATA COLLECTION.

The Branch agrees to provide standardized information about its Speech Trek participants to State Speech Trek Coordinator in the format and at the intervals requested by AAUW CA. Data collection will strictly adhere to federal and state laws pertaining to privacy and confidentiality.

NOTICE

- 1) All notices are to be issued in written format either in person, USPS, or E-mail to the addresses listed below. Notices will be considered given based upon the receipt date noted on the document when delivered in person, USPS postmark, or e-mail delivery date/time notation. Notice sent via other delivery services will be considered given based upon delivery confirmation date/time. Social media is NOT considered a viable method for delivery of notices.
- 2) Notices are to be delivered to the addresses noted below. Either party may change their address by providing the other party with written notice. Notice shall be given within 15 days of an address change.

AAUW CA
1331 Garden Highway, Suite 100
Sacramento, CA 95833
office@aauw-ca.org

_____ AAUW Branch

AMENDMENT

No change, amendment, or modification of this Memorandum of Understanding shall be valid unless in writing and signed by both parties to the Memorandum of Understanding.

AAUW California, Inc.
By: _____
President, on behalf of AAUW CA
Date: _____

_____ AAUW Branch
By: _____
Branch President
Date: _____

By: _____
Branch Speech Trek Coordinator
Date: _____

Date of Branch Board Approval _____

A copy of this signed Memorandum of Understanding (either hardcopy or electronic scanned copy) is to be kept on file at the Branch by the Branch President and the Branch Speech Trek Coordinator. AAUW CA will retain a copy of this Memorandum of Understanding in the State Speech Trek Coordinator's files, in the AAUW CA State President's files and at the AAUW CA office.

Speech Trek Policies & Procedures

Speech Trek Policies and Procedures

July 2018



A project of AAUW California



1. Definitions

1.1. Speech Trek Mission statement

Speech Trek mission: To promote understanding and communication of gender-equity issues among high school students through their research, preparation, and presentation of high-quality speeches, while promoting the value of public speaking as a life and leadership skill.

1.2. Speech Trek History

Speech Trek was established by AAUW CA in 2007. In 2009, it was renamed the Eleanor Stem Allen Memorial Speech Trek Contest in honor and memory of an AAUW member and teacher who recognized the importance of public speaking skills in teaching students about issues that matter to AAUW, and in gratitude to her family for providing ongoing financial support for the project.

1. Leadership Structure

1. **AAUW California (AAUW CA) and AAUW California Board of Directors (AAUW CA BOD):** Speech Trek is a state project under the jurisdiction of the AAUW CA BOD.
2. **AAUW California Special Project Fund (AAUW CA SPF):** The AAUW CA SPF is a non-profit 501(c)(3) corporation that serves as the fiduciary agent for Speech Trek. It is a pass-through funding entity and is not involved in the policies and procedures of the project.
3. **AAUW CA Project Oversight Committee:** The Project Oversight Committee has direct supervisory authority over the project on behalf of the AAUW CA BOD.
4. **Speech Trek State Coordinator:** The State Speech Trek Coordinator is appointed by the AAUW CA president and reports to the Project Oversight Committee. The State Speech Trek Coordinator is responsible for coordinating the project for all participating branches.

5. **Speech Trek Treasurer:** The Speech Trek Treasurer is appointed by the AAUW CA president and reports to the Project Oversight Committee. The Speech Trek Treasurer is responsible for the financial oversight of the project and is the overall project treasurer.
6. **Branch Speech Trek Coordinator:** Each participating AAUW CA branch has a contact person to coordinate all aspects of the local Speech Trek competition and to submit the winner's unedited video to the State Speech Trek Coordinator (per Branch Tool Kit instructions) for consideration as a state finalist.

See Section 5 for detailed job descriptions.

2. Speech Trek Contest Rules

2.1. Branch Participation

Each participating AAUW CA branch signs an Annual Branch Participation Memorandum of Understanding (MOU) with AAUW CA agreeing to adhere to the rules of the project. This document is kept on file at the branch level, with the State Speech Trek Coordinator, the AAUW CA President and the AAUW CA office.

2.2. Eligibility

Speech Trek is open to all high school students in California. The contest is open to girls and boys enrolled in any public and private high schools, as well as home schooled students.

Students who were among the three finalists at the state competition in prior years may participate in local Speech Trek competitions but are ineligible to repeat as state finalists.

Students who received Honorable Mention but did not compete at the state competition are eligible to compete another year.

2.3. Participant Requirements

1. Students must submit an application and signed parent permission form (if contestant is under 18 years old) to the Branch Coordinator by the branch's declared deadline.
2. Students must turn in a signed affidavit authorizing the branch and state's use of the student's name and image.
3. Students must perform an original speech of his/her own that addresses the announced topic and is 5-6 minutes long.
4. Speeches must be presented live before an audience, at a date and location arranged by the branch.

2.4. Branch Competition Rules

1. Branch speech competitions must be judged by a minimum of three judges, none of whom may be an AAUW member or a relative of the Branch Speech Trek committee or participant. Participants should be judged on:
 - a. Delivery -- 50%.
 - b. Content -- 50%
2. Timing begins when the contestant first speaks, not including microphone tests. Students are to prepare an original 5-6-minute speech with a 30-second grace period

on either side. Speaking under 4 minutes-30 seconds or over 6 minutes-30 seconds will result in disqualification.

3. The contestant may, optionally, use notes, as long as they are contained on a single card no larger than 4x6 inches.
4. The performance will be videotaped during the branch contest. The video must at least show the contestant's torso and face, as well as all movement around the stage.

2.5. State Competition Rules

1. The first-place winner of each branch competition is eligible for the state competition.
2. Each branch submitting an entry for the state final must send the State Speech Trek Coordinator the following by the March 1 deadline:
 - a. Entry fee of \$25, made out to "AAUW CA SPF" with "Speech Trek" and the branch name in the memo line of the check.
 - b. Contestant affidavit allowing use of contestant's name and image.
 - c. The contestant's link to the videotape from the branch competition, which must be uploaded to YouTube. Only the unedited video taken at the branch competition in front of a live audience may be used for entry into the state competition, not one made at a later date. A submission using a video taken after the branch competition is automatically disqualified from the state competition. The video shall include only the contestant's speech, and the YouTube time stamp shall be used by the judges to confirm the speech meets the time requirements (Section 2.3.3).
2. A minimum of three judges, none of whom are AAUW CA members or relatives of State Speech Trek committee members or participants, will be selected by the State Speech Trek Coordinator to review the videos of the winners of the branch competitions, using the same judging criteria as the branch competitions (see 2.4.1). They will select and rank 4th and 5th place honorable mention winners and name the top three as finalists who will be invited to participate in the state final competition. Judges will not discuss the competitors during the viewing or competition, but they should confer after to determine the standings, and if necessary to break a tie by consensus.
3. A student may participate in the branch contest in multiple years but is only eligible to be a state finalist once.
4. If one of the top three finalists cannot attend the final, the fourth-place honorable mention winner may be invited to compete in the state final if adequate travel budget funds are available. If the fourth-place contestant is unavailable, the fifth-place honorable mention winner may then be invited if adequate travel funds are available.

5. The state final competition shall be held in front of a live audience in conjunction with the AAUW CA annual meeting or convention, following the same guidelines as those outlined in Section 2.4-Branch Competition Rules.
6. Three judges, none of whom may be AAUW CA members or relatives of State or Branch Speech Trek committees, will be selected by the State Speech Trek Coordinator to judge the three state finalists, using the same judging criteria as the branch competitions (see 2.4.1). Judges will not discuss the competitors during the viewing or competition, but they should confer after to determine the standings and, if necessary, to break a tie by consensus. National AAUW members who are not members of AAUW CA are eligible to be judges of the state final competition. Anyone who judged a branch competition is ineligible to judge the state final.
7. The finalists' speech videos will be posted on the AAUW CA website after the state competition.

2.6. Topic

1. The topic of the speech must be directly related to AAUW mission, ideally from recent AAUW research reports.
2. The State Speech Trek Coordinator consults with the Project Oversight Committee to determine the topic.
3. Next year's contest topic is announced at the state final competition at the AAUW CA Convention or Annual Meeting.

2.7. Prizes

1. Each branch will determine awards for their contestants at the branch competitions, which may be monetary awards, merchandise, or certificates.
2. The top three state finalists and one chaperone for each contestant will have their expenses covered to attend the final competition (within the limitations outlined in Section 3.3).
3. Cash prize awards shall be:
 - a. Fifth place honorable mention: \$150
 - b. Fourth place honorable mention: \$250
 - c. Third place finalist: \$500
 - d. Second place finalist: \$1,000
 - e. First place finalist: \$1,500

2. Top-three finalist prizes are only awarded for finalists who attend and are judged before a live audience at the state final. There is no cash award for an invited finalist who fails to attend. Anyone named a state finalist who does not attend the final will instead be mailed a certificate of achievement.
3. All cash prizes, including the honorable mention awards, will be mailed to the contestants after the state final competition, after the judges' decisions are announced and vouchers have been signed and processed by AAUW CA SPF.

3. Finances

3.1. AAUW CA Special Projects Fund (SPF)

1. AAUW CA SPF is the fiduciary agent for Speech Trek. Speech Trek follows AAUW CA SPF policies and procedures for all deposits and vouchers for payments.
2. The SPF fiscal year is from January 1 to December 31. It is different from the standard AAUW fiscal year.

3.2. Budget Authority and Approval

Speech Trek must submit proposed budgets and final financial reports in accordance with both SPF and AAUW CA BOD requirements.

1. Speech Trek Treasurer submits SPF required reports per SPF policy by the SPF deadline of January 1.
1. Speech Trek Treasurer submits a proposed budget to the Project Oversight Committee prior to the July leadership meeting.
1. The Project Oversight Committee submits proposed project budget to the AAUW CA BOD for approval at their fall meeting.
1. Spending may never exceed budgeted amounts without prior authorization from the AAUW CA BOD.
1. The State Speech Trek Coordinator shall consult with the AAUW CA President, Meetings Planner, and (in a convention year) Convention Manager to recommend fees for the state board's approval for anyone to attend just the Speech Trek state final without attending the annual meeting or convention.

3.3. Budget Requirements

1. Donations. Per AAUW CA requirements for any state project, Speech Trek must be self-funded, with adequate income to cover all expenses. Using AAUW CA SPF as the fiduciary agent allows all donations to be tax deductible. Adequate funds must be in

place each year BEFORE the state finalist prize amounts are announced and the proposed budget is submitted to the AAUW CA BOD for approval.

- a. The primary source of funding for Speech Trek since 2009 has been the Allen family. The Speech Trek Coordinator or Treasurer shall contact the Allen family and receive the funds (or formal promissory note guaranteeing their donation) no later than July, and the funds must be deposited by March 1.
 - b. Each branch submitting an entry in the state final competition shall pay a \$25 entry fee to help offset some of the expenses of the event.
 - c. Additional donations may be solicited from AAUW branches or other sources, as deemed necessary by the project leadership. Donations must be made out to "AAUW CA SPF" with "Speech Trek" on the memo line in order to be tax deductible.
 - d. Should the primary source of funding be significantly reduced or eliminated, a task force shall be established by AAUW CA BOD to evaluate other funding possibilities to ensure the project's long-term sustainability.
1. Expenses. The budget must include:
 - a. Cash awards for the two honorable mentions and top three finalists (See 2.7.3).
 - b. Travel expenses for the State top three finalists and one chaperone for each to attend the state final competition.
 - c. Travel expenses for the State Speech Trek Coordinator to attend the state final competition.
 - d. The SPF administration fee.
 - e. Lunch expense for non-AAUW judges.

3.4. Reimbursement for Expenses

1. Travel and meal (per diem) expenses eligible for reimbursement will be according to current AAUW CA reimbursement policy. (See AAUW CA Policy 1006, Reimbursement Procedures).
2. Lodging is only provided if the distance traveled requires an overnight stay and must be arranged in advance in consultation with the Meetings Planner to be included in AAUW CA's master billing for the event (annual meeting or convention). Speech Trek reimburses AAUW CA for the lodging expenses after the event.
3. The reimbursement combination of travel, hotel, and meals that is LEAST expensive to the project is the highest priority in arranging attendance at the state final.

4. SPF voucher forms must be filled out completely with receipts attached for ALL reimbursements. The State Speech Trek State Coordinator must approve all vouchers.
5. No travel expenses to attend the state final may be paid in advance. However, if a contestant does not have the financial resources to attend without prior assistance, the sponsoring branch shall be notified that they may pay the contestant and chaperone's initial travel expenses and submit a voucher to be reimbursed within the limits of the project's reimbursement policy. The contestant and chaperone may then be reimbursed for any additional expenses as long as their documentation makes clear which expenses were incurred by the branch.
6. Contestants and their chaperones do not have to pay registration fees for the AAUW CA convention or annual meeting to participate in the speech competition unless they wish to attend any other part of the convention or meeting that requires guest fees.
7. Any invoices or bills for goods or services from a vendor or company should be submitted with a voucher for payment directly to the vendor or company. Any individual may not personally pay bills totaling \$1000 or more and seek reimbursement without prior approval from the Speech Trek State Coordinator and the AAUW CA Chief Financial Officer.

3.5. Insurance

AAUW CA liability insurance covers the Speech Trek project at no additional cost to the project. This includes branch and state Speech Trek competitions. Insurance claims shall be handled in accordance with AAUW CA procedures, in consultation with the AAUW CA Chief Financial Officer.

4. Timeline and Deadlines

Timeline and deadlines for the overall state project are as follows:

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| July | Speech Trek Treasurer submits proposed budget to Projects Oversight Committee for AAUW CA BOD approval. |
| August | State Speech Trek Coordinator prepares Speech Trek competition toolkit to be included in administrative packets sent to branches from the AAUW CA BOD. State Speech Trek Coordinator reviews website materials and updates them as needed and sends changes to toolkit and student forms to Project Oversight Committee for review and comment prior to release. |
| Fall | Branches contact schools and plan local Speech Trek competitions. |

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| November 1 | Deadline for branches to submit AAUW CA Program Annual Branch Participation Memorandum to State Speech Trek Coordinator, AAUW CA State President and AAUW CA office. |
| Winter | Local Speech Trek competitions take place. |
| March 1 | Deadline for AAUW CA branches to submit entry for state final, including the link to the branch winner's contest video, entry fee, and contestant affidavit. |
| March | State Speech Trek Coordinator consults with Program Committee to determine next year's topic and proposes it for Project Oversight Committee's approval. |
| March 10 | State finalists are announced and top three are invited to attend AAUW CA annual meeting or convention in April for state competition. |
| April | State final competition is held in conjunction with AAUW CA annual meeting or convention. |
| April-May | Videos of winners are posted on YouTube and linked to state website. State Speech Trek Coordinator contacts Allen family to secure funding for next year's contest. |
| May-June | Speech Trek Treasurer submits year-end budget report to the Project Oversight Committee. |

5. Job Descriptions

5.1. State Speech Trek Coordinator Job Description

The State Speech Trek State Coordinator oversees the entire state project and is the liaison between the branches and the state organization. Appointment is for a 1-year term by the AAUW CA President, with the term of office running from July 1 to June 30. Individuals holding this position may be reappointed for up to five 1-year terms.

Qualifications:

1. AAUW CA member.
2. Good organizational, communication, and people skills.
3. Basic knowledge of budgets and familiarity with Microsoft Excel and Word.
4. Accepted by the AAUW CA board of directors as meeting all requirements of an AAUW CA committee chair.
5. Knowledge of speech competitions.

Duties:

1. Secures the funding for the project.
 - a. Contacts the Allen family no later than June to verify the amount they intend to donate for the next year and negotiates the timing of the deposit of that donation.
 - b. Consults with the Project Oversight Committee to identify other sources of revenue if the Allen family donation is insufficient to cover anticipated expenses.
1. Consults with the Speech Trek Treasurer to prepare a project budget, based on the available funds. Submits the proposed budget to the Project Oversight Committee for review prior to the July AAUW CA BOD meeting.
2. Ensures Annual Branch Participation MOU forms are kept on file for one year and student affidavits are kept on file for two years, and that an historical list of branch participation is maintained to track branch contacts and the project's growth.
3. Communicates with branches to encourage them to participate and assist them.
- a. Distributes Speech Trek Toolkit in fall branch administrative packets and on website.
 - a. Provides articles about the project and highlights deadlines through all state communications, including:
 - i. Board-to-Board emails from state to branch leadership.
 - ii. California Perspective newsletter.
 - iii. AAUW CA website.
1. Maintains content on the SPEECH TREK web page on the AAUW CA website, including:
 - a. Speech Trek Toolkit and Student Packet.
 - b. Contest topic.
 - c. State finalist cash prize award amounts.
 - d. Announcement of contest winners and posting the videos of the three state finalists.
1. Assembles a panel of five judges with public speaking expertise to rank the videos submitted by the branches to determine the top five speeches. (See section 2.5.)
1. Notifies all the participating branches of the top three finalists and two honorable mentions in advance of notifying the contestants.
1. Prepares and mails certificates of achievement for fourth and fifth place winners. Mails an invitation to the top three finalists to attend the state final competition, providing them with all required information and forms, including:

- a. Date, time and location of final competition.
 - b. Detailed instructions on travel and meals reimbursement (See Section 3.4), and the importance of providing receipts for all reimbursements.
 - c. W-9 form (required for awarding cash prize)
 - d. AAUW membership brochure for the contestant and family to know more about the organization.
1. Assembles a panel of three judges with public speaking expertise for the state final competition. (See section 2.5.)
 1. At the end of the state final, signs vouchers for cash prizes to be awarded to the two honorable mention winners and top three finalists.
 1. Signs all expense vouchers. In consultation with the Speech Trek Treasurer, monitors the project budget and ensures spending never exceeds budgeted amounts without authorization from the AAUW CA BOD.
 1. Consults with the Project Oversight Committee to decide on the next year's speech topic and announces the new topic at the end of the state final competition.
 1. Reviews all forms and makes revisions and updates in consultation with the Project Oversight Committee.
 1. Prepares annual report to the Project Oversight Committee at the close of program year.
 1. Performs such other duties as requested by the Project Oversight Committee or the AAUW CA president.

5.2. Speech Trek Treasurer Job Description

The Speech Trek Treasurer is responsible for the financial oversight of Speech Trek and is the overall project treasurer. Appointment is for a 1-year term by the AAUW CA President, with the term of office running from July 1 to June 30. Individuals holding this position may be reappointed for up to five 1-year terms.

Qualifications:

1. AAUW CA member.
2. Good organizational, communication, and people skills.
3. Necessary accounting skills for financial oversight of the state project, and familiarity with Microsoft Excel and Word.

4. Accepted by the AAUW CA board of directors as meeting all requirements of an AAUW CA committee chair.

Duties:

1. In consultation with the State Speech Trek Coordinator, prepares annual proposed budget.
2. Submits the annual application to AAUW CA SPF for project approval.
3. Ensures sound fiscal management of the project, including detailed financial records.
4. Assists state finalists in determining the most economical travel arrangements to the state final competition.
5. Consults with branches if they have a state finalist in need of financial assistance with advance travel expenses. (See Section 3.3.5.)
6. Consults with the AAUW CA Meetings Planner to manage invoicing for any lodging expenses incurred at state finals. (See Section 3.3.2.)
7. Provides the State Speech Trek State Coordinator with any financial forms required of state finalists, to be sent as a part of their packet inviting them to the state final.
8. Secures Speech Trek State Coordinator's approval for every expense voucher prior to submission to SPF.
9. Submits year-end financial report to the State Speech Trek Coordinator and Project Oversight Committee.
10. Performs such other duties as requested by the State Speech Trek Coordinator.

6. Publications and Forms

6.1. Speech Trek Toolkit for Branches

1. Speech Trek process and schedule
2. Speech Topic
3. AAUW CA Speech Trek Annual Branch Participation MOU
4. Sample Letter to School Administrators
5. Sample Letter to Teachers
6. Instructions for Greeter
7. Instructions for Timer
8. Instructions for Judges
9. Judge's ballot
10. Sample Press Releases

11. Sample Publicity Flyer

6.2. Student Packet for Branch Contests

1. Rules of Competition
2. Speech Topic
3. Student Application and Parent Permission
4. Affidavit for permission to use contestant's name and image
5. Judge's ballot

6.3. W-9

Required for all state finalists and honorable mentions in order to award cash prizes.

6.5. SPF Expense Voucher and Deposit Forms

Because SPF is the fiduciary agent for Speech Trek, the SPF forms must be used to handle all deposits and payments, in accordance with SPF policies and procedures.

Speech Trek Topic 2018-2019

Topic:

“How can we--students, parents, faculty, and our communities, and organizations such as AAUW--eliminate violence aimed at our schools? What actions can we take to prevent another tragedy from taking place?”

To guarantee equality, individual rights, and social justice in a diverse society, AAUW advocates many issues, including freedom from violence, and fear of violence, including hate crimes, in homes, schools, workplaces, and communities.

Unfortunately, American students are not free from violence. Sen. Dianne Feinstein (D-Calif) pointed out a disturbing trend in our schools: “Since Sandy Hook (Dec. 14, 2012), around 250 schools have experienced a shooting. That’s an average of around 50 a year, or one school shooting every week. It’s astonishing that so many schools and so many children have suffered. Active shooter drills shouldn’t be a way of life for our children, but sadly they are.” Singer Kelly Clarkson also expressed sadness at the escalating level of violence in our schools and stated that the time for ‘moments of silence’ is over. “Why don’t we do a moment of action?” she asked. “Why don’t we do a moment of change?”

In February, 2018, after their tragedy, the students of Marjory Stoneman Douglas High School in Parkland, Florida, seized a moment for change. They created “March for Our Lives” and launched a national movement.

Three months later, another deadly school shooting took place, this time in Texas.”

Committee Reports

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| Committee | Program |
| Submitter | Jane Niemeier |
| Updates | <ul style="list-style-type: none"> Programs of the Fourth Quarter have been selected. There will be an article in the July B2B. |
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| Committee | AAUW Fund |
| Submitter | Sharon Westafer |
| Updates | <ul style="list-style-type: none"> AAUW Fund web pages have been updated. Three Fund luncheons are scheduled for the fall: October 6th in South San Francisco, October 7th in Danville and October 13th in Seal Beach. Branch Named Gift certificates distributed to branches that were late in submitting. (3 branches) |
| Items for Board Discussion | <ul style="list-style-type: none"> None unless Dianne has something for next year. |
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| Committee | Oversight Committee |
| Submitter | Dianne Owens |
| Updates | <ul style="list-style-type: none"> After the final approval of the Tech Trek Policies & Procedures, the Tech Trek Camp Checklist and the Annual Branch Participation MOU in April 2018, the Project Oversight Committee began the updating of the Speech Trek Policies & Procedures and the Annual Branch Participation MOU. |
| Items for Board Discussion | <ul style="list-style-type: none"> Motions to approve the updated Speech Trek P&Ps and the Speech Trek Annual Branch Participation MOU. |
| Proposed Motion #1 | <ul style="list-style-type: none"> The Project Oversight Committee and the Governance Committee proposes the approval of the updated Speech Trek Policies and Procedures dated July 2018. |
| Proposed Motion #1 Detailed Description. | <ul style="list-style-type: none"> The update for both Tech Trek and Speech Trek Policies & Procedures were goals in the Strategic Plan for 2017-18. There is no financial impact with this approval. |
| Proposed Motion #2 | <ul style="list-style-type: none"> The Project Oversight Committee and the Governance Committee proposes the approval of the Speech Trek Annual Branch Participation MOU to be signed as part of the Policies & Procedures. |
| Proposed Motion #2 Detailed Description. | <ul style="list-style-type: none"> The Speech Trek P&Ps require an Annual Branch Participation MOU signed by branches that signifies their participation in Speech Trek and with the P&Ps. There is no financial impact to this approval. |
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| Committee | Finance |
| Submitter | Pat Ferrer |

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| Updates | <ul style="list-style-type: none"> Due to the return of Tech Trek to AAUW California, we had to work closely with our insurance broker and Tech Trek to obtain Death and Dismemberment Insurance and expedite renewal of our liability insurance. This problem had not been forecast, when we switched our insurance year from September 1 to August 31 to July 1 to June 30. With the fiscal year insurance period, we have some camps that are in the old fiscal year and new fiscal year. I discussed changing the coverage period back to 1 September to 31 August, but the broker stated that it would be difficult to find companies that would be willing to write a policy for greater than a one-year period. |
| Items for Board Discussion | <ul style="list-style-type: none"> In April 2018, our investment portfolio was converted to a moderate risk portfolio without the requirement for socially responsible investment instruments. The investments are primarily in ETFs (Exchange Traded Funds.) An ETF, or exchange-traded fund, is a marketable security that tracks an index, a commodity, bonds, or a basket of assets like an index fund. Unlike mutual funds, an ETF trades like a common stock on a stock exchange. ETFs experience price changes throughout the day as they are bought and sold. ETFs typically have higher daily liquidity and lower fees than mutual fund shares. Our prior portfolio had only one ETF--it consistently outperformed our socially responsible mutual funds. Upon request, I can email you the 38-page summary of our portfolio and description of each investment. |
| Proposed Motion #1 | <ul style="list-style-type: none"> The CFO proposes that the board approve liquidating the balance of the Tobey Johnson Trust held by SPF and use that money to fund Leadership Training at the Annual Meeting in April 2019. |
| Proposed Motion #1 Detailed Description | <ul style="list-style-type: none"> The Tobey Johnson Trust was established in SPF to provide funding for Leadership Training for AAUW California members. After research and coordination with SPF, it was determined that the balance is \$2,884.74. I propose that we use this money to help fund some of the costs associated with delivering Leadership Training at the April 2019 Annual Meeting. |
| Proposed Motion #2 | <ul style="list-style-type: none"> The Finance Committee proposes that the board approve the 2018/2019 as presented. |
| Proposed Motion #2 Detailed Description | <ul style="list-style-type: none"> This is a mandatory requirement of the committee and the board. Amounts can be adjusted through discussion. |
| Proposed Motion #3 | <ul style="list-style-type: none"> 2. The CFO proposes that \$8,570.56 be transferred from the Operations Reserve Fund to the checking account to cover the California Convention losses. |
| Proposed Motion #3 Detailed Description | <ul style="list-style-type: none"> Our policy changes approved in July 2017 but not yet incorporated requires that any Convention or Annual Meeting loss be repaid to the Operations checking account from the Operations Reserve Fund. (Conversely, any profit will be transferred from the Operations checking account to the Operations Reserve Fund for investment.) |
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| Committee | Public Policy |
| Submitter | Nancy Mahr |

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| Updates | <ul style="list-style-type: none"> Some CA members had sent messages asking what position AAUW was taking on the immigration issue and how they could voice their concerns. I checked with national, re-read recent messages from national and Kim Churches, and read statements on immigration posted on the AAUW website. Using language from these sources, I developed a statement to send out to our CA members. I checked the draft statement with Shannon, Jane and Cathy, then had the web team send it out to CA members. I have had mixed responses – some very positive and some very negative. Some of the negatives accused the statement of being political and opposing US law. I sent a follow-up message to three of the negatives who sounded open to discussion. The new PP Committee is working on a date for a conference call in July to plan for the coming year. In that call we will look at the 10 measures that have qualified for the November ballot. However, none of them appear to be related to our public policy priorities and mission. |
| Committee | Communications |
| Submitter | Sandi Gabe |
| Updates | <p>Updated the AAUW California Website:</p> <ul style="list-style-type: none"> Updated Leadership page on Website to reflect 2018-2019 election results Updated Fund pages to reflect 2018-2019 certificates and documents. Update website pages to differentiate between Programs and Projects. Updated California Endowments. Added PayPal donation button to SPF page. Updated dues and fees schedule. Removed electronic committee application form from website and replaced with downloadable form. Processed and posted Speech Trek videos. Uploaded all convention materials received to website. <p>Distributed email regarding AAUW position on Immigration to overall membership.</p> <p>Produced and distributed Summer Edition of the California Perspective.</p> <p>Initiated Branch Officer Reporting Updates.</p> <ul style="list-style-type: none"> Trained Administrative Assistant in process. Held two webinars for branch leaders regarding how to make updates. <p>Published monthly B2B eNewsletters.</p> <p>Began orientation of new Communications Director to job responsibilities.</p> <p>Responded to multiple questions regarding the AAUW CA and AAUW National Election.</p> <p>Began updating mailing lists to reflection 2018-2019 board and committee structure.</p> |
| Items for Board Discussion | Does the board want to produce a physical AAUW California Directory for 2018-2019 or only an online version? (budget reduction recommendation) |

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| Committee | Leadership Committee |
| Submitter | Cathy Foxhoven |

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| Updates | <ul style="list-style-type: none"> Continue to get requests from branches for leadership training. Have forwarded to Sharyn Siebert. Julika Barrett will now be the new AAUW CA Branch Resource Connection Chair. Making phone calls to Bay area branches - interesting!!! Most of my duties since convention have been co-presidency duties - organizing, putting out fires, pulling my hair out, having nightmares about what I have to do and juggling many balls in the air! Did get a request from Sue Miller at convention for assistance in getting Roseville/So Placer out of the lethargy they seem to be in having members step up to leadership positions. Have not followed up with her yet but intend to do so. <p>Will be offering "AAUW Jeopardy" for Leadership Days if I can have assistance with the tech aspect of the game.</p> |
| Items for Board Discussion | Would love the board to consider changing AAUW CA Branch Resource Connection back to Leader on Loan. It is a very unwieldy name. |
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| Committee | Branch Support |
| Submitter | Ainsley Nies |
| Updates | <ul style="list-style-type: none"> In-Person Branch/IBC Visits (social) – Q3 objective 3 visits 1 made. Communication to Branch Support Comm. (IBC Chairs & Branch Liaisons) <p>Q3 objective - submit updates to Branch Knowledge Sharing. Update collected, not yet submitted. Needs photo and description.</p> |

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| | <ul style="list-style-type: none"> ● Communication as Branch Liaison – ● Q3 objective - 1 Branch Liaison communication per area (Tahoe/Truckee, North San Joaquin or South San Joaquin). Two attempts, no replies. ● Branch Support - Responded to Branch/IBC Requests/Questions/Concerns (may also come from CA board members) - <ul style="list-style-type: none"> ○ Facilitated a Retrospective for Alhambra San-Gabriel branch ○ Attended the San Francisco-San Mateo IBC May meeting. Discussed convention and election. ○ Discussion with Bakersfield. They were able to solve their immediate problem and are good for this year. Talked about overall branch issues. Interested in a visit to review Alternative Board Design. Pending schedule. ○ Still ongoing (started early May) frequent email and phone call discussions with branch president, branch liaison and Sue Cochran about Mission Viejo-Saddleback shutting down. ○ Email and phone calls with Hemet-San Jacinto branch Director (president). No one stepping up to be on the board. Shared alternatives. ○ Email and phone calls with co-president of Amador branch about their continuing extreme difficulty to fill leadership positions. Working to schedule a visit & present Alternative Board Design. ○ Answered questions for Marysville and Novato (who is, where is, how do I, etc.) ● Bullets for upcoming top priority items (including target completion dates): <ul style="list-style-type: none"> ○ In-Person Visits (social) – Q1 objective 3 visits, 1 visit to be as Branch Liaison. ○ Communication to Branch Support Comm. (IBC Chairs & Branch Liaisons) Q1 objective – submit updates to Branch Knowledge Sharing. ○ Communication as Branch Liaison (Tahoe/Truckee, North San Joaquin or South San Joaquin). ○ Q1 objective - 1 Branch Liaison communication per area ● Planned Q1 Branch Support Visits – None, several TBD ● Director Activities: <ul style="list-style-type: none"> ○ Conference call in April to discuss struggling branches. ○ Developed network diagram to show board committee interactions in response to struggling branch alerts. ○ Attended May Leadership Day in Novato, presented Alternative Board Design. |
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AAUW California Strategic Plan

Draft Goals * June 2018



Mission

AAUW CA facilitates California branches in meeting the vision and mission of AAUW by providing programs, education and resources.

Assumptions

- The Strategic Plan will reinforce the AAUW CA mission.
 - The Strategic Plan will be reduced to a small number of more specific, **actionable** goals which will reflect priorities determined by the Board of Directors.
 - The Strategic Plan is a visionary and forward-thinking roadmap, not a rehashing or rubberstamping of what we already do.
 - The goals will be more focused. For example, the Membership goal won't be to just "increase membership" but to specify three specific areas of growth: diversity, member engagement and recruitment of leaders.
 - The Strategic Plan goals will represent umbrella initiatives that are specific to AAUW CA's work **as a standalone entity**. They will not be specific to committees but will involve all their efforts.
 - Each committee will be tasked to plan actions that specifically contribute to the umbrella goals. These actions may be outside its normal responsibilities. Committees are encouraged to connect with the others in their work groups. The intent is to break down silos between committees and foster collective planning to reach a shared goal.
 - Committees will be additionally expected to design separate action plans for their routine responsibilities and tasks, to be monitored by board leadership through typical committee reports.
 - The goals and activities of both AAUW CA and the individual committees will be measurable with more emphasis on impact and effectiveness than on deliverables. It is understood that that can be tricky to measure.
 - Some of our strategies this year may only set a baseline for next year. For example, if we decide to help branches increase member participation, we may only provide a tracking tool so they can get statistics this year for a year-over-year comparison as a measurement of the impact of their member engagement efforts.
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Areas of Priority

The Board of Directors established four priorities for next year. These will form the foundation of the umbrella goals, which, in turn, will reinforce the mission.

- Branch Connections and Communication
- Public Policy Advocacy
- Membership
- Marketing the Value of AAUW CA (internally and externally)

Draft Goals for the Four Priority Areas

Note: Each goal includes its purpose, which describes what we hope for in the long run, the benefit that's delivered. In our case, it's also a visionary statement. Visions are intended to be inspirational.

Branch Connections and Communication

Goal: Expand avenues for two-way connections between branches and AAUW CA through a minimum of (X) new strategies that result in:

- (X%) of branches accessing AAUW CA for information or assistance.
- (X%) of branches acting on or sharing information provided by the state.
- (X%) increase in branches participating in state-led initiatives.

Purpose: Branches are more productive and engaged with AAUW CA.

Public Policy Advocacy

Goal: Reinforce the importance of Public Policy at the branch level by instituting a minimum of (X) strategies to provide branches with regular updates on legislative issues and opportunities to discuss them, resulting in:

- a minimum of (X) branches presenting relevant programs and advocating member activism.

Purpose: AAUW CA branches are an active source of AAUW policy priorities in their communities.

Membership

Goal: Enhance membership diversity, engagement and board strength by providing branches with leadership training, programs and tools which result in:

- (X%) of branches demonstrating outreach to diverse groups
- (X%) of branches tracking member participation rates
- (X%) branches recording new leadership in the 2019-2020 BOR.

Purpose: AAUW CA branches grow stronger with leadership that is refreshed and engaged members reflect the diversity of their location.

Marketing the Value of AAUW CA (internally and externally)

Goal: Increase the visibility and value of AAUW CA to branches, members and the public by designing a minimum of:

- (X) measurable and multi-channel strategies that remind branches of AAUW CA activity and facilitate their expanded presence in the greater community.

Purpose: AAUW CA branches are recognized as a valuable resource in their communities.

For Committees to Consider

What specific actions could your committee do to support each goal?

What results would you expect and how would you measure them?

Activities should be:

- S = Specific
- M = Measurable
- A = Attainable
- R = Relevant
- T = Time-based

Measuring an activity and its impact can be hard. Knowing that surveys are not reliably returned, committees should think of ways to “go beyond the survey.”

Some random examples:

- Branch newsletters are the best source! Divide the task among the directors. Develop a checklist to record the appearance of any content which supports a goal (i.e. Does the newsletter have a public policy reference? Did the branch table at a college campus?)
- Track website hits and searches. Track trends that relate to goals.
- Track types of calls to directors and the office (i.e. after launching a “We’re Here to Help Campaign.”). Look for a reduction in the overall number of calls for assistance.
- Robocall polls (i.e. “Did your branch XYZ? Press 1 for Yes or 2 for No)
- Use database statistics (i.e. how many branches had diversity chairs before and after diversity messages from state? How many branches have at least one new name in the BOR for next year?)
- Count Action Alert signups pre and post campaign
- Count number of Give a Grad a Gift or Shape the Future memberships before and after campaigns
- Monitor number of Facebook interactions
- Conduct town hall calls and count sign-ups.

- Compile year over year stats on # of branches participating in ST, TT, program recognition, grants program, Fund luncheons, etc.

Strategic Plan

| 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>Oct 2017 Progress Review 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 Progress Review In progress - additional information is being added regarding the correct membership numbers and dues increase information.</p> <p>April 2018 Progress Review In progress - additional information still being sent to branches.</p> <p>June 30, 2018 Progress - No update submitted</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>Oct 2017 Progress Review 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 Progress Review 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 Progress Review Follow -up email has been adjusted to include additional information.</p> <p>June 30, 2018 Progress -</p> |
| 3. Encourage communication between the branches and the state. | Membership | 6/30/18 | <p>Oct 2017 Progress Review 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 Progress Review In process - ongoing.</p> <p>April 2018 Progress Review In process - ongoing.</p> <p>June 30, 2018 Progress - No update submitted</p> |

| Action Items | Responsible Committee | Deadline | Summary |
|---|--------------------------|----------|--|
| 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 | Oct 2017 Progress Review This is being done with the initial phone contact and follow-up email. January 2018 Progress Review In process - ongoing. April 2018 Progress Review In process - ongoing. June 30, 2018 Progress - No update submitted |
| 5. Solicit member and branch officer input for an article to be published in the Winter and Spring Perspective and/or Board-to-Board. | Membership | 6/30/18 | Oct 2017 Progress Review This is being done with the initial phone contact and follow-up email. January 2018 Progress Review In process - ongoing. April 2018 Progress Review In process - ongoing. June 30, 2018 Progress - No update submitted |
| 6. Create and present Diversity and Inclusion information for convention. | Membership/ Diversity | 1/31/18 | Oct 2017 Progress Review 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 Progress Review 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 Progress Review Still awaiting the survey - it has been adjusted several times - the survey should be in state hands by April Convention June 30, 2018 Progress - No update submitted |
| 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 | Oct 2017 Progress Review No progress to date. This will be a second quarter task. January 2018 Progress Review No progress to date - delayed until 3rd quarter. April 2018 Progress Review No progress to date - planned for April B2B. June 30, 2018 Progress - No update submitted |

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| 8. Distribute national video to branches and encourage distribution to local media. | Membership | 6/30/18 | Oct 2017 Progress Review No progress to date. January 2018 Progress Review No progress to date. April 2018 Progress Review No update submitted. June 30, 2018 Progress - No update submitted |
| 9. Encourage branches to form interest groups specifically for younger women via 4 B2B messages. | Membership/ Diversity | 6/30/18 | Oct 2017 Progress Review November or December target date for this goal. January 2018 Progress Review 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 Progress Review No update submitted. June 30, 2018 Progress - 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 | Oct 2017 Progress Review This task has been delayed until November B2B. January 2018 Progress Review This information was distributed in the January B2B. April 2018 Progress Review Complete 1/18. June 30, 2018 Progress - NA |
| 2. Encourage branches to connect new members with veteran members of similar interests via a buddy program. | Membership | 12/31/17 | Oct 2017 Progress Review Winter Perspective Article or a future B2B article. January 2018 Progress Review February B2B article planned. April 2018 Progress Review No update submitted. June 30, 2018 Progress - No update submitted |
| 3. Determine how to best measure diversity in branches/state to inform future goals. | Membership/ Diversity | 6/30/18 | Oct 2017 Progress Review 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 Progress Review The survey will be sent to the board for their input shortly. April 2018 Progress Review Survey delayed 6/30/18 completion date. June 30, 2018 Progress |

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| 4. Develop orientation materials for branch membership VPs and direct branch membership VPs to existing materials. | Membership | 6/30/18 | Oct 2017 Progress Review No progress to date. January 2018 Progress Review No progress to date. April 2018 Progress Review No progress to date. June 30, 2018 Progress - No update submitted |
| 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 | Oct 2017 Progress Review 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 Progress Review Objective completed December 30, 2017. April 2018 Progress Review - NA June 30, 2018 Progress - NA |
| 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 | Oct 2017 Progress Review This is an ongoing task, but a list will be available for the State Board by year's end. January 2018 Progress Review Objective completed December 30, 2017. April 2018 Progress Review - NA June 30, 2018 Progress - NA |
| 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 | Oct 2017 Progress Review This task is in process and Tina and her committee will have it done for 1/1/18. January 2018 Progress Review This objective is not yet complete. April 2018 Progress Review Completed but into B2B. June 30, 2018 Progress - NA |
| 3. Publish 4 article encouraging branch | Membership/C/U | 6/30/18 | Oct 2017 Progress Review |

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| support for NCCWSL, StartSmart, Campus Action Newsletter, Campus Project Grants, e-student affiliates and Give a Grad a Gift. | | | <p>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 Progress Review C/U continues to encourage branch participation in B2B and Perspective articles.</p> <p>April 2018 Progress Review No update submitted.</p> <p>June 30, 2018 Progress - 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>Oct 2017 Progress Review Tina will work with the Communications Committee to make this goal a reality.</p> <p>January 2018 Progress Review 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 Progress Review Work in progress.</p> <p>June 30, 2018 Progress - No update submitted</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>Oct 2017 Progress Review No progress on this yet.</p> <p>January 2018 Progress Review No progress on this yet. Looking to made progress in the 3rd quarter.</p> <p>April 2018 Progress Review Looking for completion by 4/27/18.</p> <p>June 30, 2018 Progress - No update submitted</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>Oct 2017 Progress Review Article will be submitted to next Perspective. Spoke to CHAR branch and included info regarding YWTF</p> <p>January 2018 Progress Review Article submitted for Perspective.</p> <p>April 2018 Progress Review Spoke to several members at Petaluma joint meeting as well as at the Pleasant Hill branch about YWTF.</p> <p>June 30, 2018 Progress Working to ascertain National commitment to YWTF support</p> |

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| 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 | Oct 2017 Progress Review Working to clarify list of prospective members from National office. January 2018 Progress Review Still in progress. April 2018 Progress Review Seeking answers to questions from a national office in flux. June 30, 2018 Progress Continued to seek answers and serve as Liaison for local chapters |
| 3. Foster collaboration between YWTF chapters and nearby AAUW CA branches by connecting key parties and providing support via email and/or phone. | Membership/YWTF | 6/10/18 | Oct 2017 Progress Review No further action until prospective list is solidified. January 2018 Progress Review Still in progress. April 2018 Progress Review Still in progress. June 30, 2018 Progress Still in progress |
| 4. Offer physical support to emerging YWTF chapters at events as necessary and practical. | Membership/YWTF | 6/10/18 | Oct 2017 Progress Review Attended Stockton YWTF Quarterly Roundtable at end of July. Contributed personal funds to chapter. January 2018 Progress Review Maintaining contact with Stockton YWTF. April 2018 Progress Review Maintaining contact with Stockton in particular. June 30, 2018 Progress Attended Stockton YWTF Trivia event |
| 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 | Oct 2017 Progress Review Have publicized in B2B, intent to participate forms are coming in January 2018 Progress Review No update submitted. April 2018 Progress Review No update submitted. June 30, 2018 Progress - No update submitted |
| II-B Increase participation in financial literacy programs. | | | |

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| 1. Seek grant money to support additional resource development and presentations | Program | 6/30/18 | Oct 2017 Progress Review In progress. No grants found during the first Q (7/1-9/30) January 2018 Progress Review No grants received as of 12/31/17. April 2018 Progress Review No grants received. June 30, 2018 Progress - No update submitted |
| 2. Create Money Trek modules for retirees and widows. | Program | 6/30/18 | Oct 2017 Progress Review In progress (Jan and Bakula) January 2018 Progress Review All modules have been upgraded. April 2018 Progress Review Complete. June 30, 2018 Progress - NA |
| 3. Publicize resources in B2B and Perspective. | Program | 6/30/18 | Oct 2017 Progress Review Articles written related to FL for B2B & Perspective January 2018 Progress Review An article will be in the Winter Perspective. April 2018 Progress Review Ongoing. June 30, 2018 Progress - No update submitted |
| 4. Present an overview of Financial Literacy and how to navigate the website at convention. | Program | 4/15/18 | Oct 2017 Progress Review In progress. FL team along with Program chairs are reviewing PowerPoint material and resources to use during convention presentation. January 2018 Progress Review Jan Cook and Donna Mertens will present a FL workshop at convention. April 2018 Progress Review Financial Literacy workshop will be presented at convention. June 30, 2018 Progress - No update submitted |
| II-D Present a State Convention with an overall evaluation of "good" or above and 50% of branches attending. | | | |

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| 1. Contact presenters and speakers. | Program | 12/1/17 | <p>Oct 2017 Progress Review Awaiting more RFPs.</p> <p>January 2018 Progress Review All workshop presenters have been contacted and the schedule is set for the convention. Most of the speakers for the plenaries have been set.</p> <p>April 2018 Progress Review Reminders have gone out to presenters and speakers regarding handouts and A/V equipment.</p> <p>June 30, 2018 Progress Overall evaluation for workshops was more than 50% receiving good or above.</p> |
| 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 | <p>Oct 2017 Progress Review Complete. Established through GoodReads. Information shared via B2B and on website.</p> <p>January 2018 Progress Review - NA</p> <p>April 2018 Progress Review - NA</p> <p>June 30, 2018 Progress - NA</p> |
| 2. Create and distribute branch bingo - Mission based electronic engagement activity. | Program | 3/1/18 | <p>Oct 2017 Progress Review Two rounds, round one to begin in October. Publicized via B2B and website.</p> <p>January 2018 Progress Review Two branches have completed round one as of 12/31/17.</p> <p>April 2018 Progress Review No update submitted.</p> <p>June 30, 2018 Progress We didn't receive any Bingo winning cards in the third quarter, but one branch said they had sent one in.</p> |
| 3. Provide information on International women's issues and suggestions for programs for International Women's Day. | Program | 1/8/18 | <p>Oct 2017 Progress Review In progress (Indrani)</p> <p>January 2018 Progress Review Article in upcoming Perspective about International Women's Day, 3/8/18.</p> <p>April 2018 Progress Review Indrani has put together a wonderful workshop for the convention: Women in STEM Globally.</p> <p>June 30, 2018 Progress - No update submitted</p> |
| 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. | | | |

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| 1. Develop technology workshops and deliver through Leader on Loan. | Leadership | 10/31/17 | <p>Oct 2017 Progress Review Pending until new administrative assistant is hired.</p> <p>January 2018 Progress Review Sandi Gabe has offered to be available to branches for Tech help. Branches will need to request through AAUW CA Branch Resource Connection.</p> <p>April 2018 Progress Review Sandi developed a Tech Peer Group that was extremely helpful and well attended. It is an ongoing program that will be invaluable to members.</p> <p>June 30, 2018 Progress Not sure where if this group will continue. Hoping someone on Communications will take up the task.</p> |
| 2. Develop and deliver workshop for Far North branches. | Leadership | 3/1/18 | <p>Oct 2017 Progress Review Redding is in process of determining a date for Leadership Day.</p> <p>January 2018 Progress Review 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 Progress Review 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> <p>June 30, 2018 Progress Completed the Novato Leadership Day and it was successful with good evaluations. Citrus Heights would like a leadership day in August. Hopefully, we will be able to provide this with our position transitions.</p> |
| 3. Survey 2016-2017 workshop attendees to determine effectiveness of Leadership Development programs. | Leadership | 12/1/17 | <p>Oct 2017 Progress Review Survey is created and will be sent out to attendees of 2017 Leadership Days on Nov. 1st.</p> <p>January 2018 Progress Review 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 Progress Review Will be having new surveys from the Novato Leadership Day.</p> <p>June 30, 2018 Progress Good evaluations for Novato.</p> |

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| 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>Oct 2017 Progress Review 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 Progress Review Secretary video still pending. Encouraged Nevada County to view the videos and sent out B2B encouraging officers to watch.</p> <p>April 2018 Progress Review Five videos are now available online for job-alike training.</p> <p>June 30, 2018 Progress Completed.</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>Oct 2017 Progress Review Completed September 2017.</p> <p>January 2018 Progress Review Re-worked Jeopardy for convention with valuable assistance from Sandi Gabe & Dawn Johnson.</p> <p>April 2018 Progress Review Still trying to recruit a tech-savvy volunteer for the convention workshop.</p> <p>June 30, 2018 Progress Completed.</p> |
| 2. Submit RFP's for "Board Alignment" workshop and "Empower, Engage & Retain New Members" for a plenary. | Leadership | 12/1/17 | <p>Oct 2017 Progress Review Completed September 2017. Renamed "AAUW - Advancing Equity for All.</p> <p>January 2018 Progress Review Bios & photos were gathered of the panel for convention for Perspective.</p> <p>April 2018 Progress Review Have contacted all four panelists to confirm their presence at convention.</p> <p>June 30, 2018 Progress Completed. Hope to continue this group in the position transition - will be invaluable in assisting Branch Support.</p> |
| IV. Increase donations to the AAUW Fund. | | | |
| IV-A Introduce members to fellowship and grant recipients. | | | |
| 1. Schedule AAUW Fund recipients to speak at 30 branch and IBC meetings. | Fund | 6/30/18 | <p>Oct 2017 Progress Review 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 Progress Review</p> |

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| | | | <p>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 Progress Review 26 Fellowship and Grant recipients scheduled for branch and IBC meetings in 2017-2018. 18 Fellowship and Grant recipients attended 4 Fund luncheons.</p> <p>June 30, 2018 Progress 1 Fellowship recipient scheduled for a September branch meeting. Aileen Rizo scheduled for September IBC meeting.</p> |
| 2. Hold 4 Fund luncheons regionally in California in 2017-2018. | Fund | 10/29/17 | <p>Oct 2017 Progress Review 4 luncheons scheduled; 1 in Southern CA, 2 in Northern CA and one on Central coast.</p> <p>January 2018 Progress Review 3 luncheons completed. Central Coast luncheon in February.</p> <p>April 2018 Progress Review 4 Fund luncheons completed with 352 attendees.</p> <p>June 30, 2018 Progress Completed</p> |
| 3. Video record 4 Fund luncheons and post to AAUW CA Website. | Fund | 6/1/18 | <p>Oct 2017 Progress Review Pending</p> <p>January 2018 Progress Review Videos completed for Danville, South San Francisco and Seal Beach luncheons.</p> <p>April 2018 Progress Review Videos were done for the Danville, South San Francisco and Seal Beach luncheons and are posted on the AAUW CA website.</p> <p>June 30, 2018 Progress Completed</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, emails and presentations at branches, in 2017-2018. | Fund | 6/1/18 | <p>Oct 2017 Progress Review Total contributions ending June 30, 2017: \$859,089.01</p> <p>January 2018 Progress Review Total contributions ending September 30, 2017: \$1,049,203.75.</p> <p>April 2018 Progress Review Total contributions for AAUW CA contributions for 2017 were \$1,336,746.56.</p> <p>June 30, 2018 Progress Completed</p> |

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| 2. All board members donate to the AAUW Fund, amount at their discretion. | Fund | 12/31/17 | <p>Oct 2017 Progress Review 5 of 12 board members have donated as of June 30, 2017</p> <p>January 2018 Progress Review 6 of 12 board members have donated as of September 30, 2017.</p> <p>April 2018 Progress Review 9 of 12 board members made contributions to AAUW in 2017. All have contributed many hours and skills to promoting the AAUW mission.</p> <p>June 30, 2018 Progress 9 of 12 board members made contributions to AAUW in 2017</p> |
| 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 | <p>Oct 2017 Progress Review Task assigned for 2018</p> <p>January 2018 Progress Review New bills are currently being submitted in the Legislature. Committee will review and take positions on relevant bills in March 2018.</p> <p>April 2018 Progress Review Committee met in March, researched and assigned support to relevant bills. Website updated.</p> <p>June 30, 2018 Progress Completed</p> |
| 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 | <p>Oct 2017 Progress Review 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.</p> <p>January 2018 Progress Review 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.</p> <p>April 2018 Progress Review Action Alerts and branch advocacy activation will come as session unfolds.</p> <p>June 30, 2018 Progress Action alerts have been used on 2 measures; we will continue through the legislative session.</p> |

| V-B Implement national voter education program in 50 branches. | | | |
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| 1. Provide branches with resource information about the November 2017 election. | Public Policy | 10/31/2017 | Oct 2017 Progress Review Article in Sept Perspective; reminder message in Oct B2B. January 2018 Progress Review completed. April 2018 Progress Review - NA June 30, 2018 Progress - NA |
| 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 | 10/31/2017 | Oct 2017 Progress Review Committee members contacted their IBCs and member branches in September to introduce themselves as liaisons from the PP Committee and offer support. January 2018 Progress Review completed. April 2018 Progress Review - NA June 30, 2018 Progress - NA |
| 3. Use Google group and other contact options to solicit reports on branch participation. | Public Policy | 12/31/2017 | Oct 2017 Progress Review Reports requested in Dec. for the Nov 2017 election. Just asking for reports was not successful. January 2018 Progress Review completed. April 2018 Progress Review - NA June 30, 2018 Progress - NA |
| 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 | Oct 2017 Progress Review Task assigned for 2018. January 2018 Progress Review List of possible activities and resources will be sent in B2B and to PP chairs in February 2018. April 2018 Progress Review Completed. June 30, 2018 Progress - NA |
| 2. Write an article on PED for branches to use in their newsletters. | Public Policy | 2/1/18 | Oct 2017 Progress Review Task assigned for 2018 January 2018 Progress Review Article is due in Feb 2018 for publication in branch newsletters in March 2018. April 2018 Progress Review Completed. June 30, 2018 Progress - NA |

V-D Develop and implement plan for branches to distribute new Title IX resources to public school districts in their communities.

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| 1. Send targeted email to branch public policy chairs with information on Title IX compliance requirements. | Public Policy | 11/1/17 | <p>Oct 2017 Progress Review New Title IX Coordinator will oversee this task.</p> <p>January 2018 Progress Review same.</p> <p>April 2018 Progress Review In progress.</p> <p>June 30, 2018 Progress This needs to be reconsidered for the fall of 2018.</p> |
| 2. Identify how many branches have contacted a school about Title IX. | Public Policy | 3/1/18 | <p>Oct 2017 Progress Review Will work with Coordinator to develop reporting method.</p> <p>January 2018 Progress Review same.</p> <p>April 2018 Progress Review In progress.</p> <p>June 30, 2018 Progress Reporting method was not developed.</p> |

V-E Increase branch advocacy efforts regarding public policy priorities.

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| 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>Oct 2017 Progress Review 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 Progress Review 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 Progress Review More advocacy/policy info in B2B, spoke to branches about legislation/past session success and advocacy opportunities, continued planning for convention plenary.</p> <p>June 30, 2018 Progress Convention plenary on grassroots advocacy.</p> |
| 2. Encourage specific branches to meet with targeted local legislative offices regarding identified bills. | Public Policy | 8/31/17 | <p>Oct 2017 Progress Review 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 Progress Review</p> |

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| | | | <p>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 Progress Review In progress.</p> <p>June 30, 2018 Progress At this point, advocate has not directed targeted contact with legislators; this continues in the current legislative session.</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>Oct 2017 Progress Review Will be discussed at upcoming committee meetings.</p> <p>January 2018 Progress Review TT P&Ps will be approved January 21, 2018. Didn't have time to review Speech Trek yet.</p> <p>April 2018 Progress Review TT P&Ps were approved January Bd mtg and minor edits will be approved in April.</p> <p>June 30, 2018 Progress TT P&Ps completed in April. Speech Trek P&Ps will be completed in June for July 2018 approval. Will be posted on website. Completed.</p> |
| 2. Committee members visit 3 Tech Trek camps by the end of the fiscal year. | POC | 6/30/18 | <p>Oct 2017 Progress Review 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 Progress Review 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 Progress Review All camps will be visited by Project Oversight Committee members this summer on visiting day. Camp directors will be contacted before camp begins.</p> <p>June 30, 2018 Progress Four camps will be visited by Oversight Comm. members by 6/30/18. Rest will be visited in July and August! Completed.</p> |
| 3. Collaborate with the governance | POC | 1/15/18 | <p>Oct 2017 Progress Review Will be working on this in October and November.</p> |

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| committee to update TT and ST policies and procedures. | | | <p>January 2018 Progress Review Tech Trek will be completed January 21, 2018. Speech Trek review coming up!</p> <p>April 2018 Progress Review Speech Trek P&Ps will be priority for next year.</p> <p>June 30, 2018 Progress Speech Trek P&Ps and MOU will be completed by 6/30/18.</p> |
| 4. Prepare frequently asked questions regarding State Projects Oversight Committee (SPOC) and distribute via B2B. | POC | 4/1/18 | <p>Oct 2017 Progress Review Frequently asked questions regarding TT are being answered by Tech Trek Coordinator.</p> <p>January 2018 Progress Review During our committee meetings, Linda Stinebaugh took responsibility for doing this and should have it completed by April 1.</p> <p>April 2018 Progress Review Linda Stinebaugh is completing the FAQs by April convention.</p> <p>June 30, 2018 Progress Will be completed next fiscal year by new Oversight committee and TT coordinator.</p> |
| 5. Prepare camp compliance list for camp visits by committee members. | POC | 4/1/18 | <p>Oct 2017 Progress Review Will be done after new TT Toolkit is released in November.</p> <p>January 2018 Progress Review Will begin working on Camp Compliance document during this quarter to be completed by June 15.</p> <p>April 2018 Progress Review Camp Checklist is completed and will be ready for camp directors in April.</p> <p>June 30, 2018 Progress Camp checklist and cover letter sent 6/1/18 to Camp Directors for this year's camps. Completed.</p> |
| 6. Review and update camp budget procedures, if necessary. | POC | 10/1/17 | <p>Oct 2017 Progress Review Need to move date to 1/15/18 because of October and November TT/ SPF meetings scheduled.</p> <p>January 2018 Progress Review These will be approved Jan 18.</p> <p>April 2018 Progress Review Completed.</p> <p>June 30, 2018 Progress - NA</p> |
| 7. Review TT Toolkit after AAUW National revision to ensure it | POC | 43115 | <p>Oct 2017 Progress Review This will be done in November/December/</p> <p>January 2018 Progress Review</p> |

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| incorporates CA processes and procedures. | | | Completed. Will be approved as part of TT P&Ps January 21,2018. April 2018 Progress Review Completed. June 30, 2018 Progress - NA |
| 8. Notify branches of all changes to policies and procedures via B2B or Perspective. | POC | 4/1/18 | Oct 2017 Progress Review Will follow update to P&Ps this fall. January 2018 Progress Review Will follow up after Board approval in January 2018. April 2018 Progress Review Plan to complete by June 30. June 30, 2018 Progress Governance committee working on this for website and future Perspective/B2B. |
| 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 | Oct 2017 Progress Review Will follow update to P&Ps this fall. January 2018 Progress Review Will follow up after Board approval in January 2018. April 2018 Progress Review Plan to complete by June 30. June 30, 2018 Progress Governance committee working on this for website and future Perspective/B2B. |
| 2. Use B2B and Perspective to communicate with branches and camps, for both Tech Trek and Speech Trek. | POC | 6/30/18 | Oct 2017 Progress Review Will accomplish this in the spring. January 2018 Progress Review 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 Progress Review Plan to accomplish by June 2018! June 30, 2018 Progress Article in Summer 2018 Perspective announcing new state project "The Zoo Experience" by Big Bear Valley Branch. Completed. |
| 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. | | | |

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| 1. Bring Articles of Incorporation and Bylaws into alignment with required wording for a PUBLIC BENEFIT CORPORATION. | Governance | 1/5/18 | <p>Oct 2017 Progress Review Pending discussion with legal counsel</p> <p>January 2018 Progress Review Awaiting results to January vote.</p> <p>April 2018 Progress Review 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-classification must occur before this piece can be tackled. We're subject to the State of CA schedule for resolving this issue.</p> <p>June 30, 2018 Progress Same as previous update</p> |
| 2. Review all AAUW CA policies and procedures for compliance and continuity. | Governance | 6/15/18 | <p>Oct 2017 Progress Review Will commence review after Jan. board meeting</p> <p>January 2018 Progress Review Ongoing with proposals being presented @ BOD mtg.</p> <p>April 2018 Progress Review In process of updating from January changes and incorporating new pieces related to TT Policy</p> <p>June 30, 2018 Progress In Process</p> |
| 3. If required, manage the communications to the general membership for a required vote on the change in the Articles of Incorporation. | Governance | 4/30/23 | <p>Oct 2017 Progress Review In process, preliminary communication in October B2B regarding outcome. Next steps pending discussions with legal counsel</p> <p>January 2018 Progress Review Completed.</p> <p>April 2018 Progress Review - NA</p> <p>June 30, 2018 Progress - NA</p> |
| 4. Prepare recommendations for future revisions to bylaws. | Governance | 3/31/18 | <p>Oct 2017 Progress Review On hold until status issue resolved</p> <p>January 2018 Progress Review Pending vote results.</p> <p>April 2018 Progress Review Pending.</p> <p>June 30, 2018 Progress Pending - waiting for ruling from SOS office</p> |
| 5. Review the list of branch documents on file with National to identify those that pose problems. | Governance | 6/30/18 | <p>Oct 2017 Progress Review All branch bylaws in CA are in compliance with National as of 9/30/2017</p> <p>January 2018 Progress Review Completed for branches, in process for separate 501c3 entities.</p> <p>April 2018 Progress Review</p> |

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| | | | Completed, all in compliance, including the 501c3 branch entities June 30, 2018 Progress - NA |
| 6. Contact branches whose governance documents are not in compliance and assist them in bringing their documents into compliance. | Governance | 9/30/17 | Oct 2017 Progress Review Completed January 2018 Progress Review - No update submitted April 2018 Progress Review Completed, all in compliance and on file with National. June 30, 2018 Progress - NA |
| 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 | Oct 2017 Progress Review On hold pending resolution of mutual v. public benefit issue January 2018 Progress Review pending. April 2018 Progress Review Completed. June 30, 2018 Progress - NA |
| 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 | Oct 2017 Progress Review Completed. Policy updated and sent to Governance 9/9/2017 January 2018 Progress Review Same as October. April 2018 Progress Review Completed. June 30, 2018 Progress Completed |
| 2. Assess value of managed portfolio. | Finance | 8/31/17 | Oct 2017 Progress Review Completed. Will be discussed at January BOD along with proposed policy changes January 2018 Progress Review Discussed at the October BOD. Will be reviewed again at the January BOD. April 2018 Progress Review Completed at Jan BOD. June 30, 2018 Progress Completed |
| 3. Update policy as needed. | Finance | 2/28/18 | Oct 2017 Progress Review Will be finalized as discussion at January BOD |

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| | | | <p>January 2018 Progress Review Same as October.</p> <p>April 2018 Progress Review 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.</p> <p>June 30, 2018 Progress Due to Governance chair not being present for July BOD, will be done by October 2018 BOD</p> |
| VII-B Evaluate insurance coverage for sufficiency or excess coverage. | | | |
| 1. Review coverage. | Finance | 10/31/17 | <p>Oct 2017 Progress Review In process</p> <p>January 2018 Progress Review 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.</p> <p>April 2018 Progress Review Complete. No changes to coverage needed except to explore cost to increase attendance from 500 to 1000 for the 2018/2019 year.</p> <p>June 30, 2018 Progress Complete.</p> |
| 2. Discuss with broker. | Finance | 10/31/17 | <p>Oct 2017 Progress Review In process</p> <p>January 2018 Progress Review 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 Progress Review Complete.</p> <p>June 30, 2018 Progress Complete</p> |
| 3. Develop recommendations for FY 2018-2019 coverage. | Finance | 3/31/18 | <p>Oct 2017 Progress Review To be completed after #1 and #2 are done.</p> <p>January 2018 Progress Review 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</p> |

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| | | | <p>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 Progress Review Will be done for 2018/2019 insurance. Quote received in mid-June typically.</p> <p>June 30, 2018 Progress Due to expedited renewal time for insurance this FY to have policies in place for Tech Trek camps, broker did not have time to get quotes to change coverage of attendance at events from 500 to 1000. Will be done in May 2019.</p> |
| VIII. Support branches, board, and committees' communication needs through efficient use of technology and available staff resources. | | | |
| VIII-A Engage IBCs, branches and the board in determining communication needs and submitting content for publications and online presence. | | | |
| 1. Redesign B2B Publication to improve readability. | Communications | 12/31/17 | <p>Oct 2017 Progress Review B2B template created with B2B header and links to website, and social media icons at the bottom.</p> <p>January 2018 Progress Review Complete. New format implemented.</p> <p>April 2018 Progress Review - NA</p> <p>June 30, 2018 Progress - NA</p> |
| 2. Evaluate effectiveness of communication team/committee chair liaison roles and modify as needed. | Communications | 12/31/17 | <p>Oct 2017 Progress Review Complete. Communication Team Liaison (CTL) roles and responsibilities revised and distributed to full board. CTLs assigned and expected to make initial contact with committee assignment by 10/15. Membership: Made contact with Kathy Andreini, Co-Chair of Membership, last spring and identified revisions and new approaches to website content. Proposed rewrites are in progress. Speech Trek: No direct contact with chair yet, but extensively reviewed the Speech Trek materials for the website prior to publication.</p> <p>January 2018 Progress Review - NA</p> <p>April 2018 Progress Review - NA</p> <p>June 30, 2018 Progress - NA</p> |
| 3. Develop guidelines submitting content to B2B. | Communications | 9/30/17 | <p>Oct 2017 Progress Review Complete. Guidelines created and distributed to full board.</p> <p>January 2018 Progress Review - NA</p> <p>April 2018 Progress Review - NA</p> <p>June 30, 2018 Progress - NA</p> |
| 4. Develop guidelines for submitting content | Communications | 43038 | <p>Oct 2017 Progress Review In progress. Will build upon B2B guidelines.</p> <p>January 2018 Progress Review Complete. Distributed to Full Board.</p> |

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| to California Perspective. | | | April 2018 Progress Review - NA June 30, 2018 Progress - NA |
| 5. Develop guidelines for submitting content for website. | Communications | 10/30/17 | Oct 2017 Progress Review Draft created for review by Communication Team. January 2018 Progress Review No action. This will be distributed to the Full Board in January. April 2018 Progress Review Complete. Distributed to Full Board March 2nd. June 30, 2018 Progress |
| 6. Evaluate and improve production schedule California Perspective. | Communications | 43159 | Oct 2017 Progress Review No action. January 2018 Progress Review 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. April 2018 Progress Review - NA June 30, 2018 Progress - NA |
| 7. Evaluate competitive pricing for the California Perspective production. | Communications | 1/30/18 | Oct 2017 Progress Review Documenting production process. January 2018 Progress Review 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 Progress Review Request for proposal will be drafted for implementation before June 30th. June 30, 2018 Progress A request for quote (RFQ) was sent to nine printing firms on May 25, 2018. Four firms provided quotes, two firms responded but did not provide quotes, and three firms did not respond. The lowest quote was from J Prassa Printers, the firm we have been using for the past several years. |
| 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 | Oct 2017 Progress Review No action January 2018 Progress Review Document started. Will be completed in February. April 2018 Progress Review Document drafted and being edited with goal to be complete prior to June Board retreat. June 30, 2018 Progress |

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| | | | Complete. Distributed to incoming board members 5/9/18 |
| 2. Create and deliver technology session at the annual convention. | Communications | 4/30/18 | <p>Oct 2017 Progress Review No action.</p> <p>January 2018 Progress Review Submitted proposal for convention session focused on how to find information on the AAUW CA Website.</p> <p>April 2018 Progress Review Session is being developed.</p> <p>June 30, 2018 Progress Complete. Session delivered.</p> |
| 3. Develop one technology-based peer group and conduct 1-2 sessions. | Communications | 2/1/18 | <p>Oct 2017 Progress Review No action</p> <p>January 2018 Progress Review Engaged one branch member to assist in launching group. Group will be launched in February 22nd.</p> <p>April 2018 Progress Review Complete. Two group meetings held. 3 additional meetings schedule. Topics included: Facebook, Mail system comparison, Mailchimp demo.</p> <p>June 30, 2018 Progress</p> |
| VIII-C Migrate email system to “Sentry”. | | | |
| 1. Identify AAUW California tasks in Sentry project. | Communications | 7/1/17 | <p>Oct 2017 Progress Review Complete. Project plan created.</p> <p>January 2018 Progress Review - NA</p> <p>April 2018 Progress Review - NA</p> <p>June 30, 2018 Progress - NA</p> |
| 2. Migrate existing mailing lists to Sentry. | Communications | 7/15/17 | <p>Oct 2017 Progress Review Complete. All lists migrated to new email platform.</p> <p>January 2018 Progress Review - NA</p> <p>April 2018 Progress Review - NA</p> <p>June 30, 2018 Progress - NA</p> |
| 3. Test migration. | Communications | 8/15/17 | <p>Oct 2017 Progress Review Complete. AAUW did the majority of the testing and identified several issues that need addressing:</p> <ol style="list-style-type: none"> 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. <p>January 2018 Progress Review - NA</p> <p>April 2018 Progress Review - NA</p> <p>June 30, 2018 Progress - NA</p> |
| VIII-D Strengthen Social Media Presence. | | | |

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| 1. Recruit team members for specific Social Media responsibilities. | Communications | 8/15/17 | <p>Oct 2017 Progress Review Complete. Nancy Turner engaged to do Facebook posts.</p> <p>January 2018 Progress Review - NA</p> <p>April 2018 Progress Review - NA</p> <p>June 30, 2018 Progress - NA</p> |
| 2. Work with the Governance and Public Policy Committees to define a Facebook posting policy or procedure. | Communications | 12/1/17 | <p>Oct 2017 Progress Review No action.</p> <p>January 2018 Progress Review 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.</p> <p>April 2018 Progress Review 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.</p> <p>June 30, 2018 Progress - NA</p> |
| 3. Develop a Communications team social media procedure. | Communications | 10/1/17 | <p>Oct 2017 Progress Review Draft started. Will be reviewed at October Communication Team Meeting.</p> <p>January 2018 Progress Review Social Media Policy submitted to Governance Committee for review and adoption.</p> <p>April 2018 Progress Review Complete. Social Media policy approved by Governance committee and distributed to Board members.</p> <p>June 30, 2018 Progress - NA</p> |
| 4. Increase Twitter followers from 200 to 400. | Communications | 6/30/18 | <p>Oct 2017 Progress Review No action.</p> <p>January 2018 Progress Review No action. Currently have 253 followers.</p> <p>April 2018 Progress Review No action. Currently have 267 followers.</p> <p>June 30, 2018 Progress Volunteer engaged at convention. Recommend this be considered as part of next year's goals.</p> |
| 5. Increase Facebook "likes" from 1,700 to 2,100. | Communications | 6/30/18 | <p>Oct 2017 Progress Review 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.</p> <p>January 2018 Progress Review Encouragement to "like" the page was included in Branch Bingo. As of 01/9/18, 1867 total "likes".</p> <p>April 2018 Progress Review Directors and Communications team continues daily posts. As of 4/8/19, 1938 total "likes".</p> <p>June 30, 2018 Progress 1970 followers as of 6-30-18.</p> |

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| 6. Demonstrate social media success to branches by communicating increase in Facebook and twitter engagement through 1 B2B article. | Communications | 43281 | Oct 2017 Progress Review Article included in September Board to Board. January 2018 Progress Review Completed in September. April 2018 Progress Review - NA June 30, 2018 Progress - NA |
| 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 | Oct 2017 Progress Review January 2018 Progress Review Received, not yet reviewed and sent to branches. April 2018 Progress Review Complete. On website in April B2B. June 30, 2018 Progress - NA |
| 2. Create a California-specific logo. | Communications | 2/28/17 | Oct 2017 Progress Review No action. January 2018 Progress Review No action. April 2018 Progress Review No action. June 30, 2018 Progress Recommend this be considered as part of next year's goals. |
| 3.. Review and revise "Value for your Dues" document. | Communications | 2/28/17 | Oct 2017 Progress Review No action. January 2018 Progress Review No action. April 2018 Progress Review Complete. Document and website updated. June 30, 2018 Progress |
| 4. Develop a marketing plan. | Communications | 2/28/17 | Oct 2017 Progress Review No action. January 2018 Progress Review Communication Team has started documenting options. April 2018 Progress Review Complete. Plan distributed to Board in February. Actions in progress. June 30, 2018 Progress - NA |
| 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 | Oct 2017 Progress Review No action January 2018 Progress Review Two google discussion groups have been established for the Public Policy and CU Committees. The CU |

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| | | | <p>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.</p> <p>April 2018 Progress Review Public Policy team has transitioned to Asana. C/U committee has not completed implementation.</p> <p>June 30, 2018 Progress Complete. Email groups developed for C/U and Public Policy teams.</p> |
| IX-C Encourage Tech Trek. | | | |
| 1. Link legislators with Tech Trek camps. | Public Policy | 6/30/18 | <p>Oct 2017 Progress Review No action.</p> <p>January 2018 Progress Review No update submitted.</p> <p>April 2018 Progress Review No update submitted.</p> <p>June 30, 2018 Progress - No update submitted</p> |
| IX-D Increase AAUW California board visibility. | | | |
| 1. Provide Board Member bios and share via the website, B2B or other mechanisms. | Communications | 6/30/18 | <p>Oct 2017 Progress Review No action.</p> <p>January 2018 Progress Review No action.</p> <p>April 2018 Progress Review Directors elected in 2018 election will be posted after election.</p> <p>June 30, 2018 Progress Recommend this be considered as part of next year's goals.</p> |
| 2. Conduct 1 virtual town hall meeting. | President | 1/31/18 | <p>Oct 2017 Progress Review Will plan to advertise in Perspective & B2B</p> <p>January 2018 Progress Review Determining capacity of teleconference service. Will set up for last quarter.</p> <p>April 2018 Progress Review No update submitted.</p> <p>June 30, 2018 Progress - No update submitted</p> |
| 3. Create at least 1 peer group to assist in educating branches about job alike training. | Leadership | 1/31/18 | <p>Oct 2017 Progress Review January 2018 Progress Review Have established a peer group - 17 branch president have offered to be in group. Will begin emails and blogs after the holidays.</p> <p>April 2018 Progress Review The 18- member peer group met via conference call on Feb. 28th. Will continue to communicate through the Leadership Peer Group developed by communications.</p> <p>A survey will be distributed at the Leadership brunch, as</p> |

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| | | | <p>well as through the IBC's and branch liaisons, to determine needs for branch leadership.</p> <p>June 30, 2018 Progress - No update submitted</p> |
| 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. | | | |
| <p>1. Identify and participate in at least 2 tabling activities.</p> | <p>Board</p> | <p>6/30/18</p> | <p>Oct 2017 Progress Review Tabled at the Wonder Women in Technology Conference in Long Beach.</p> <p>January 2018 Progress Review No progress.</p> <p>April 2018 Progress Review No update submitted.</p> <p>June 30, 2018 Progress- No update submitted</p> |

Appendix A

AAUW CA OFFICE WORK ORDER REQUEST

Instructions:

Fill out this form and submit it to:

statepresident@aauw-ca.org and cfo@aauw-ca.org

Date of request:

Expected/desired date of completion/delivery: ASAP

Contact person:

Committee:

Contact email:

Contact phone:

Description of work to be done (please be as specific as possible):

******FOR OFFICE USE ONLY******

Request approved (yes or no):

By (president or CFO):

Actual date of completion/delivery:

Materials mailed, emailed or picked up?

Number of photocopies made:

Supplies used:

Appendix B

AAUW BOD Electronic Vote

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 # 24 (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