

Minutes of: AAUW North Carolina Board Retreat

Date: Friday, July 21, 2017 @ 11:00 a.m. – Community Foundation of Greater Greensboro (CFGG)

Members Present: Cheryl Wheaton, Co-President; Jane Terwillegar, Co-President; JoAnn Hall, Treasurer; Denny McGuire, Advocacy Co-Chair; Laura Garmendia, Advocacy Co-Chair; Diane Schneider, Branch Advocate; Nancy Shoemaker, Communications Chair; Kathy Pearre, Annual Meeting Coordinator; Libby Haile, Secretary Pro Tem

PROGRESS AND DECISIONS	
(What key decisions were made during the meeting?)	
SUBJECT	DISCUSSION/DECISIONS
Welcome/Introductions	The meeting was called to order at 11:14 AM by the Co-Presidents.
Announcements:	Cherrie and Jane announced that they are looking for a Secretary/Historian for the Board. A list of Board member emails was provided and it was announced that the discussion email address will be changed. The Board was reminded that the AAUW NC archives are stored in the state archives in Raleigh. The agenda for this meeting was reviewed.
Minutes:	The minutes from the March 31, 2017 meeting have already been approved. A copy of the minutes was provided to the Board for reference.
Financials:	The Treasurer’s report through June 30, 2017 was distributed (see attached). JoAnn Hall noted that three mini-grants had been awarded although the budget had proposed six. As a result, only one-half of the budgeted amount was distributed. Laura Garmendia moved approval of the Treasurer’s report (2nd Diane Schneider). Board approval was by voice vote.
Reimbursement for National Convention	There was discussion about the distribution of budgeted funds to Branches whose members attended the National Convention in June. Nancy Shoemaker proposed that, consistent with the Board minutes from March, \$100 be distributed to each of the 5 Branches who sent members to the Convention along with a letter of explanation that the Branch has authority to determine their process to reimburse members (2nd Dianne Schneider). Board approval was by voice vote.
Strategic Planning	The Co-Presidents presented a draft Strategic Plan to the Board for consideration based on SMART goals (see attached). A table listing Branch membership for the past 3 years was provided (see attached) and it was noted that overall membership has decreased. The draft plan proposed 3 primary actions: 1) increase AAUW NC membership by 5%; 2) establish a regional organization for AAUW NC Affiliates; 3) identify focus areas: Pay Equity, STEM activities and advocacy. Nancy Shoemaker stated that there are approximately 742 members at large (MAL) in North Carolina and she has an Excel sheet with these filtered by county. Encouraging MALs to join Branches will be one strategy to increase overall membership.
Regional Organization Of AAUW NC Affiliates	5 Geographic Regions were proposed: Triangle, Triad, Eastern, Southern, and Western along with the virtual Tar Heel Branch and the C/U Student Affiliate(s). The perceived advantages of establishing the regions were distributed along with a detailed listing of Affiliates and membership numbers (see attached). It was further proposed that there be at least one <i>Work Smart/Start Smart</i> workshop set in each region by January 1, 2018 and held by June 30, 2018. In addition, at least 2 STEM events per region are

<p>Pay Equity Workshops</p>	<p>proposed to be held by June 30, 2018. The Regional Organization will allow smaller branches to participate without having to put the event on by themselves.</p> <p>Board members volunteered to contact Branch Presidents in the regions to identify an appropriate date/location for the initial regional meetings: Diane Schneider – Southern; JoAnn Hall – Eastern; Denny McGuire – Triangle; Cherrie Wheaton and Jane Terwillegar – Triad; Peg Holmes – Western. The Co-Presidents will work with Diane Schneider to create an information packet for the meetings. It is hoped that 2-3 members from each Branch will attend.</p> <p>The National AAUW will provide 4 <i>Work Smart</i> workshops per state at no charge, a \$3000 equivalent. Denny McGuire moved that AAUW NC budget \$3000 to contract with National for additional <i>Work Smart/Start Smart</i> workshops (see attached), with the Branches or Regions providing the sites and copying (2nd Kathy Pearre). Board approval was by voice vote.</p>
<p>Communications</p>	<p>Nancy Shoemaker distributed a sheet reminding everyone that each message should be reviewed for a clear Purpose, Audience and Relevant Message. The format of AAUW NC Communications was discussed in terms of email and/or paper mailings. Cherrie Wheaton presented an estimate from Piedmont Direct Mailing for full color mailings to members. One mailing to 1000 members would cost \$1,434.93; to 2000 (including other women’s organizations) would be \$2,528.25. .</p> <p>The Board agreed on one newsletter with additional postcards to be sent. The two-color option will be considered and other choices within the budgeted amount.</p> <p>Laura Garmendia cited the 2-Minute Advocate Mobile platform as a good advocacy tool. Information was included in the Board handouts.</p>
<p>2018 AAUW NC Annual Meeting</p>	<p>The Annual Meeting will be held on March 23 – 24, 2018 in Winston-Salem. Kathy Pearre presented the estimated costs and amenities from both the Hawthorne Inn and the Village Inn in Clemmons. After reviewing the information, JoAnn Hall moved we contract with the Hawthorne Inn for the 2017-2018 Annual Meeting (2nd Diane Schneider). Board approval was by voice vote.</p>
<p>2017-2018 Budget</p>	<p>The proposed Budget was presented and discussed (see attached). It was noted that the next National Convention will be in 2020, so the amount budgeted for the next three years will be less than previously budgeted. Nancy Shoemaker moved we accept the proposed budget as amended (2nd Diane Schneider). Board approval was by voice vote.</p>
<p>Adjournment</p>	<p>The Board of Directors meeting was adjourned by Co-Presidents Cherrie Wheaton and Jane Terwillegar at 4:33pm.</p> <p>Respectfully submitted, Libby Haile Secretary Pro Tem</p>