

## AAUW NC Board Meeting – July 20, 2018

Community Foundation Building, 330 S. Greene Street, Greensboro, NC

\* See [aauwnc.org/minutes](http://aauwnc.org/minutes) or  
[aauwnc.org/documents](http://aauwnc.org/documents)

### 9:30 COFFEE AND GATHERING

### 10:00 BUSINESS MEETING

- p. 2 Introductions of the Board Members & Guests Cherrie & Jane
- \* Minutes of the March 23, 2018 meeting Debra
- \* Treasurer's Report for FY 2018 Wendy
- Annual Conference Planning 2019
- p. 3-17 Review of the 2018 Conference Survey & Suggestions Jane & Cherrie
- Report of Suggested Venues for 2019 Elaine & Janie
- Conference Program Committee for 2019?
- p. 18-20 Strategic Plan for FY'19, Review, Discussion & Update Jane & Cherrie
- Five Regional Meetings for the Fall
- p. 21-22 Work Smart/Start Smart Workshops & other opportunities
- Communications
- p. 23 Public Policy – ERA & Justice Center Retreat
- p. 24 Review & Discussion of Tabled Budget for FY 2019

### 2:30 ADJOURNMENT TO LUCKY 32 AND CONTINUED BUSINESS MEETING AT 3:00 p.m.

Archival Planning with Chair Linda Jensen

NC Archives and Digital Archives (Google Docs. Vs. Drop Box)

2020 Plans and Committee formations

Next Meeting? Would Saturdays work?

### 5:00 P.M. ADJOURNMENT

## AAUW NORTH CAROLINA

### AAUW NC BOARD and Key Contacts for 2018 – 2019

Co-Presidents*	Cherrie Wheaton (336-508-6512) <a href="mailto:cherriewheaton@gmail.com">cherriewheaton@gmail.com</a> Jane Terwillegar (336-782-5327) <a href="mailto:jcterwilleagr@gmail.com">jcterwilleagr@gmail.com</a>
VP/Membership*	Kathy Pearre ((336-761-1736) <a href="mailto:pearre.kathy@gmail.com">pearre.kathy@gmail.com</a>
Branch Advocate*	Diane Schneider (704-598-6268) <a href="mailto:dmschneider@carolina.rr.com">dmschneider@carolina.rr.com</a>
Treasurer*	Wendy Haner (828-252-5334) <a href="mailto:wendyhaner@icloud.com">wendyhaner@icloud.com</a>
Technology Director	Nancy Shoemaker(919-819-2598) <a href="mailto:nancy.e.shoemaker@gmail.com">nancy.e.shoemaker@gmail.com</a>
Advocacy Directors	Denny McGuire (919-562-0860) <a href="mailto:jmcguire11@nc.rr.com">jmcguire11@nc.rr.com</a> Laura Garmendia (302-236-3479) <a href="mailto:laura56@gmail.com">laura56@gmail.com</a>
Secretary/Historian	Debra Richardson (336-253-1817) <a href="mailto:dlrmassey@yahoo.com">dlrmassey@yahoo.com</a>
Annual Meeting Coord.	Elaine Morehead (336-617-6757) <a href="mailto:georgiehug@gmail.com">georgiehug@gmail.com</a> Janie Dominique (336-294-0050) <a href="mailto:pdominique@triad.rr.com">pdominique@triad.rr.com</a>
Editor	Winnie Robinson (718-687-4322) <a href="mailto:winner.robinson13@gmail.com">winner.robinson13@gmail.com</a>

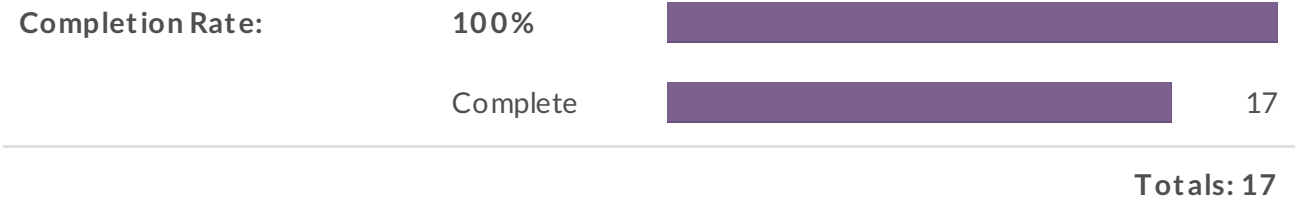
#### Other useful addresses:

<a href="mailto:president@aauwnc.org">president@aauwnc.org</a>	received by both Jane and Cherrie
<a href="mailto:treasurer@aauwnc.org">treasurer@aauwnc.org</a>	received by Wendy, Nancy, Jane and Cherrie
<a href="mailto:webmaster@aauwnc.org">webmaster@aauwnc.org</a>	received by Nancy
<a href="mailto:aauwnc-leaders@googlegroups.com">aauwnc-leaders@googlegroups.com</a>	received by board members
<a href="mailto:aauwnc-discussion@googlegroups.com">aauwnc-discussion@googlegroups.com</a>	discussion group for NC branch members

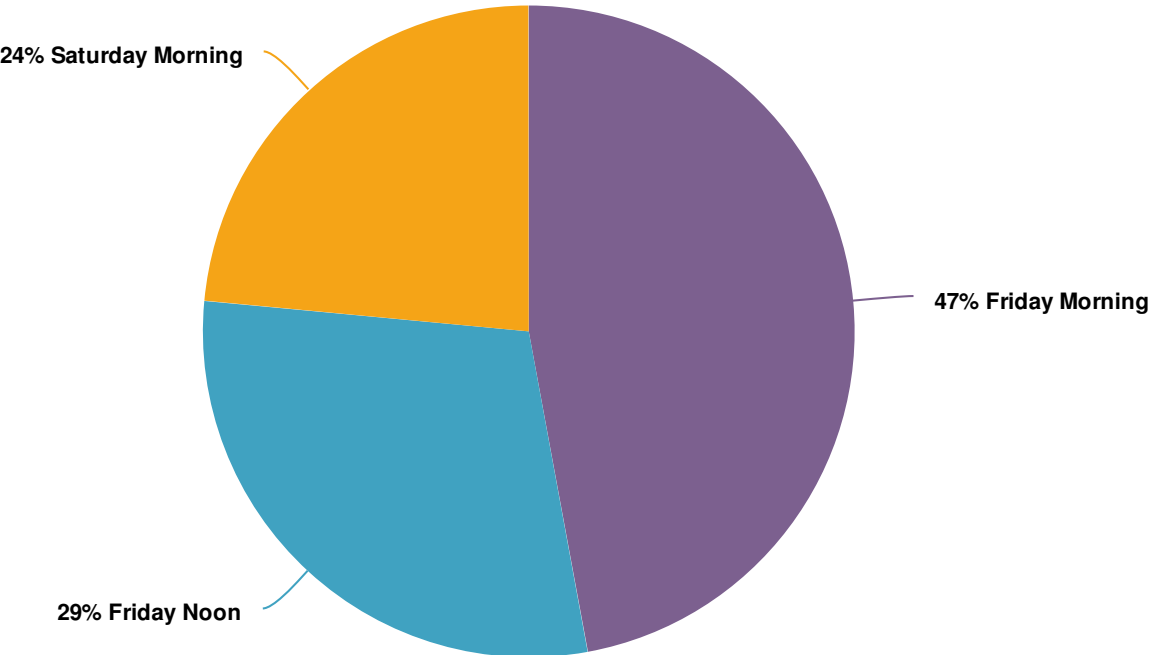
\*AAUW NC Executive Committee




# Report for AAUW NC Annual Meeting 2018 Survey

## Response Counts

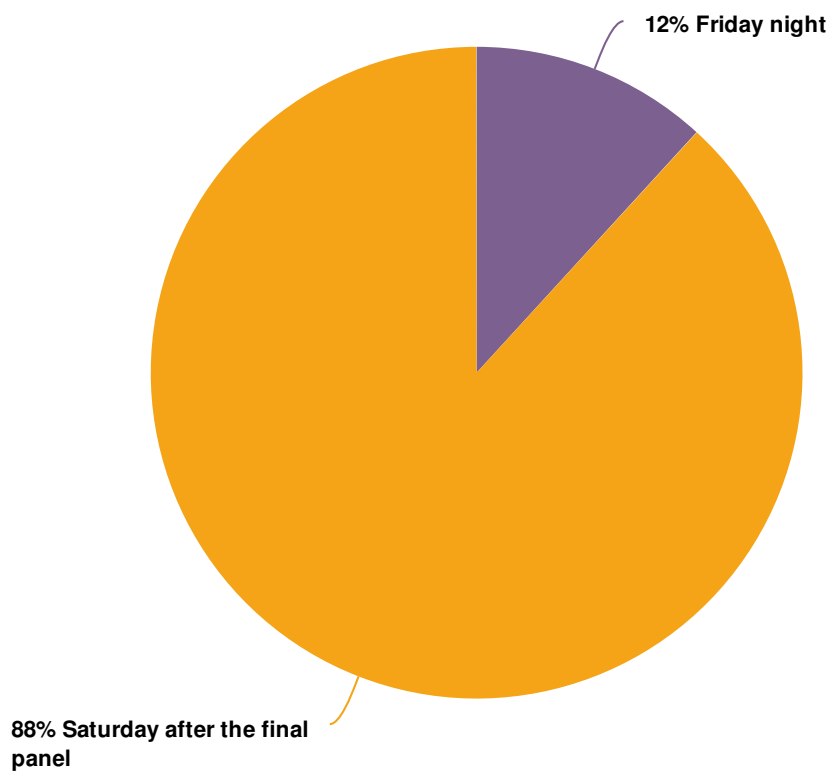




### 1. When did you arrive at the conference?



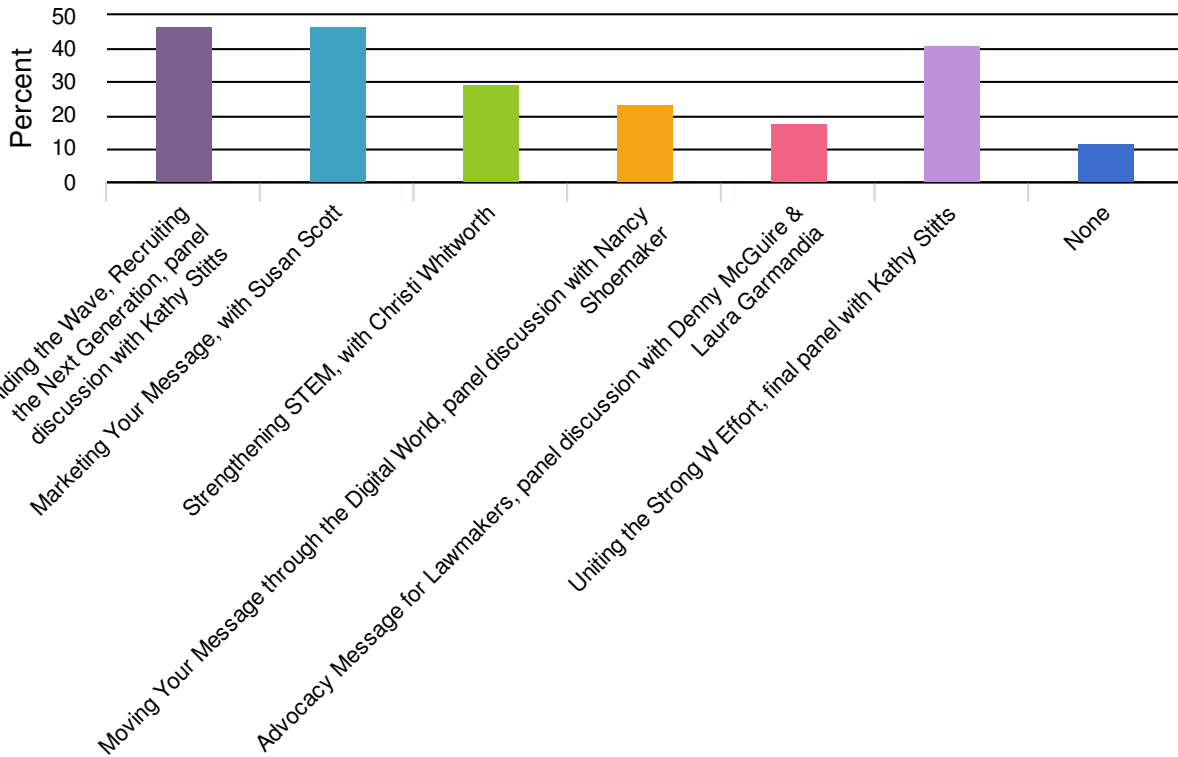
Value		Percent	Responses
Friday Morning		47.1%	8
Friday Noon		29.4%	5
Saturday Morning		23.5%	4
			<b>Totals: 17</b>

2. When did you leave the conference?



Value		Percent	Responses
Friday night		11.8%	2
Saturday after the final panel		88.2%	15
			<b>Totals: 17</b>

### 3. Which Saturday sessions did you attend?



Value	Percent	Responses
Riding the Wave, Recruiting the Next Generation, panel discussion with Kathy Stitts	47.1%	8
Marketing Your Message, with Susan Scott	47.1%	8
Strengthening STEM, with Christi Whitworth	29.4%	5
Moving Your Message through the Digital World, panel discussion with Nancy Shoemaker	23.5%	4
Advocacy Message for Lawmakers, panel discussion with Denny McGuire & Laura Garmandia	17.6%	3
Uniting the Strong W Effort, final panel with Kathy Stitts	41.2%	7
None	11.8%	2

4. What did you personally enjoy most about this year's conference?



ResponseID	Response
1	The energy of the women who attended.
2	Attending after a few years of not attending.
3	Getting to know the members better, especially the officers.
5	The Strengthening STEM presentation. Having dinner together. The author's talk.
6	Panel discussions with informed presenters who had actual experience in their respective fields
7	Riding the wave panel of women
10	meeting others. problem solving.
11	Questions and answers following panels
12	I thought it was very informative.
13	The engagement of other women's organization and the collaboration opportunities it provided for AAUW NC. Topics were timely and the content informative and the speakers were excellent
14	Getting to network with other professional women.
15	Final panel discussion. Meeting people from other organizations with different ideas
16	I enjoyed sitting in on the Board meeting because the members were very open to comments and suggestion. I also enjoyed a roundtable meeting & idea exchange hosted by Dr. Mickey Randolph, from WCU C/U.
17	seeing old friends and reconnecting with people

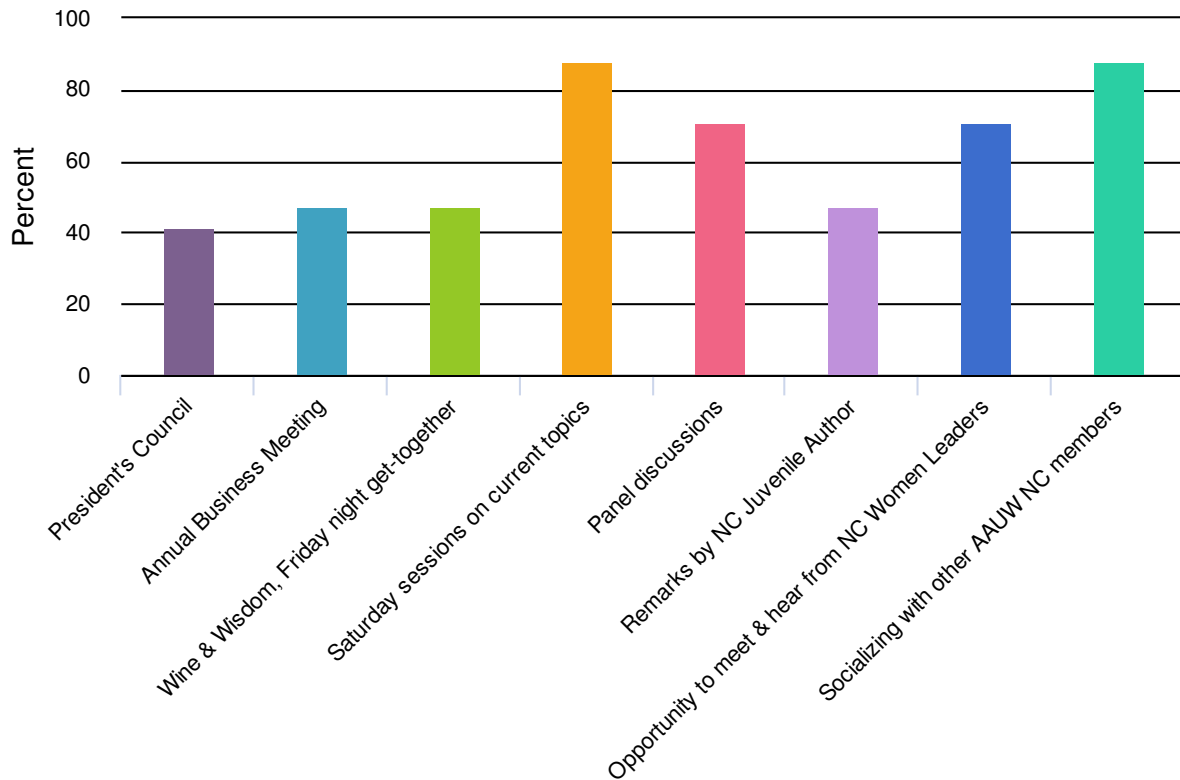
5. What did you like least about this year's conference?

future helpful  
efficient attendance find hours  
accomodations difficulties  
enjoy board attend lunch group difficult  
fact panel bios  
expanded attendees afternoon friday  
committment crammed



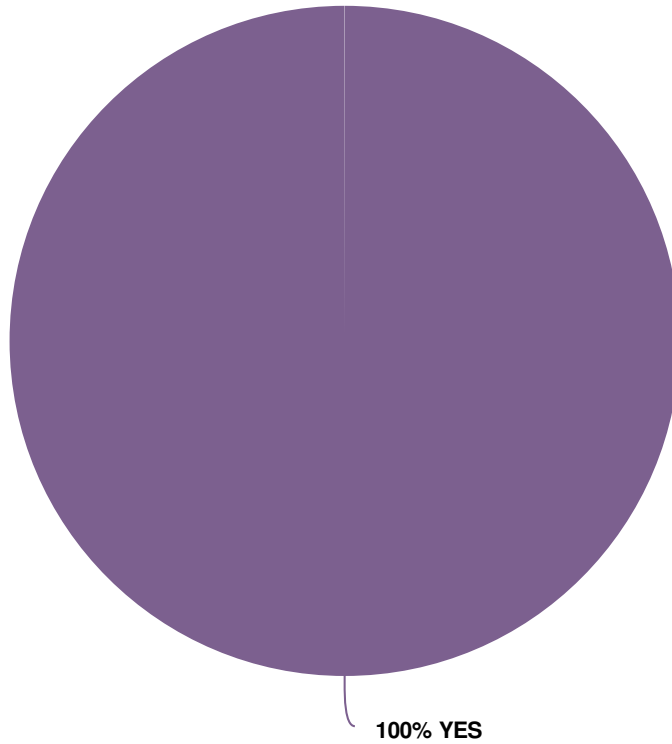
ResponseID	Response
1	Difficulties with hotel.
2	Hotel too difficult to manipulate
3	Not very many attendees. Find a way to get more participates to attend.
5	The presentation by the national board member was helpful in understanding the changes in our future, but the speaker didn't seem prepared.
6	Lack of attendance for Friday afternoon sessions
7	Panel after lunch
11	Most panelists bios were too long Need more membership ideas
12	A lot of information,in a short time. I understand why,as we are trying to be more efficient with time.
13	Loved all of it!
14	There was one specific panelist on the large panel after lunch who I did not enjoy and and seemed unprepared
15	a portion of hotel accomodations,
16	The fact that I had a prior committment and could not participate on Saturday.
17	Too much crammed into the last few hours. The last panel could have been expanded into a main presentation for the group.


6. Identify all of the following that you consider valuable for the Annual Conference.



Value	Percent	Responses
President's Council	41.2%	7
Annual Business Meeting	47.1%	8
Wine & Wisdom, Friday night get-together	47.1%	8
Saturday sessions on current topics	88.2%	15
Panel discussions	70.6%	12
Remarks by NC Juvenile Author	47.1%	8
Opportunity to meet & hear from NC Women Leaders	70.6%	12
Socializing with other AAUW NC members	88.2%	15

7. Were you aware that special sessions were offered Friday afternoon for branch members? (for treasurers, webmaster & C/U chairs)



Value		Percent	Responses
YES		100.0%	17
			<b>Totals: 17</b>

8. If training is offered for branch members at next year's conference, what topics will be most useful?

communication attending attend equity  
balance office public  
diversity afternoon  
establish members  
assist e.g. fri  
email activities  
creative chairs  
membership training  
committee attendance branding discussion

## ResponseID Response

1	Social media how to How to do branch surveys How to send email newsletters
2	Presentation from Wash. office on activities that branch members should or could be more involved in. Public policy activities.
3	Treasurer help.
5	Improving our branch website. Unfortunately, we had only one representative attending, and I couldn't be in two places at the same time.
6	Topics which are requested by branch members who will actually attend
7	How to run for office, work life balance
8	As a veteran planner, Fri. afternoon training for branch members has not been successful. You might want to try having tables at Sat. lunch for branch leaders, e.g. treasurers, membership chairs and let them have a problem solving discussion.
10	pay equity
11	membership
12	More ideas and how to partner for stem projects.
15	DIVERSITY
16	Statewide standardized communication branding Establish a regional creative committee to assist with technical review of written and graphic public communication.
17	Until there is greater participation/attendance from more branch members, there is no reason to offer training sessions.

9. What do you want the conference committee to consider for next year?

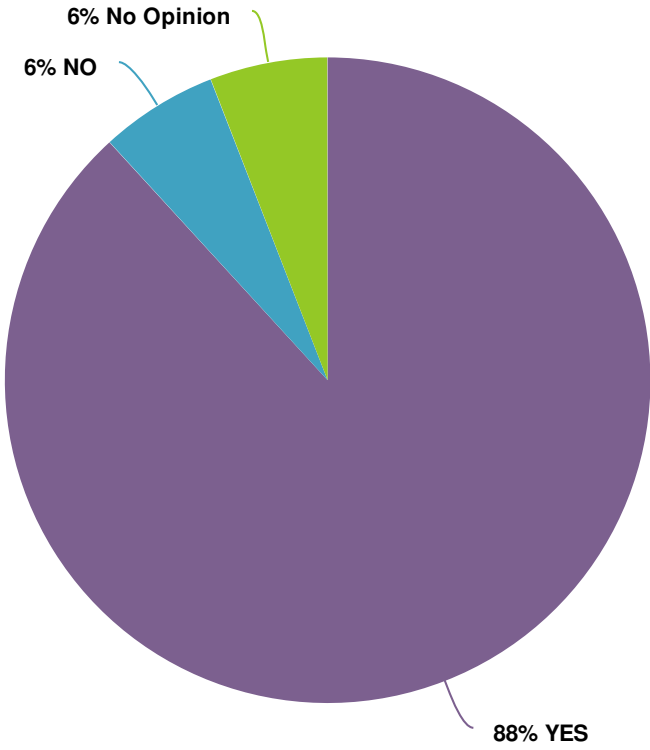
bylaws  
basically  
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build  
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branch  
attending  
acquainted  
annual  
continue  
branches  
collaboration  
council

# attend

ResponseID	Response
1	An interesting location & hotel
2	A short period of time for exercise. Like time to get acquainted or reacquainted. Not so much sugar and salty snacks. Many of us are watching our diets. Unhealthy food and drink made available in the late evening should be prohibited.
3	How to build strong members that are willing to serve on the individual branch executive teams.
6	Program planned for this year was excellent, but members did not attend on Friday in spite of publicity. Try to find a way to directly poll members to learn upfront the number interested in attending.
7	More elected officials to attend. Woman of the Year award or recognitions
8	The annual business meeting is required in the bylaws. I would like an outstanding well known speaker on the status of women and ideas about how to move it forward.
10	see above
11	Reducing cost
13	Continue the collaboration and engagement of women's organizations with AAUW - keeps AAUW relevant and in touch with a variety of issues impacting women.
15	LOCATION
16	No opinion.
17	Why there is so little participation from the branches with the largest membership, primarily Asheville and Hendersonville. Also, the information presented at the business meeting is basically a repetition of the info that is passed to the Presidents Council. Is there really a need to repeat that info?

10. This year, speakers and panelists were invited from other North Carolina

women's organizations. Was this a good idea?

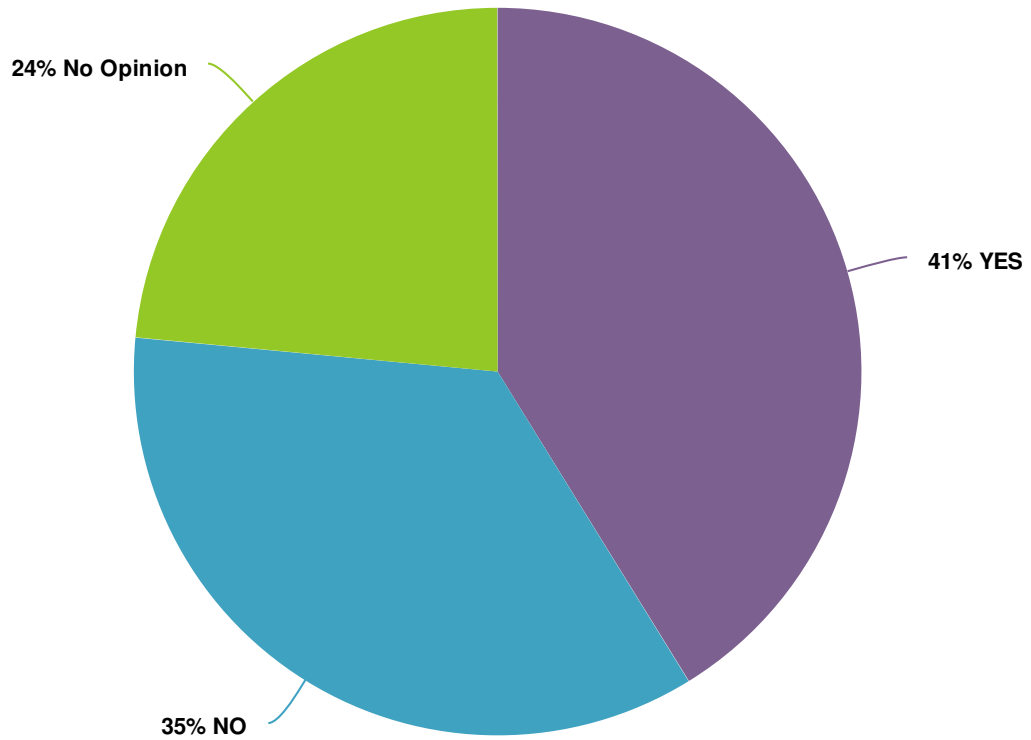





Value	Percent	Responses
YES	88.2%	15
NO	5.9%	1
No Opinion	5.9%	1

Totals: 17

11. Would you be willing to pay more for registration to have better hotel and conference services?





Value		Percent	Responses
YES		41.2%	7
NO		35.3%	6
No Opinion		23.5%	4

Totals: 17

# AAUW NC Strategic Management Plan, 2018-2019

**GOAL:** To increase AAUW NC’s involvement across the state by creating 5 geographic regions for program planning, communication and advocacy, which will advance equity for women and girls in North Carolina.

Priority	SMART Goal Metrics	July 2018	August 2018	January 2019	March-April 2019	2 <sup>nd</sup> year June 2019	Begin Planning for FY'20
Membership	<p>Increase statewide members by 5%: in branches, by number of C/U partners, &amp; Affiliate members</p> <p>Establish Marketing &amp; Communication plans for social media and online news-letters</p>	<p>Plan AAUW NC Board meeting, Set 5 regional meetings with branch leaders</p> <p>Continue marketing, publicity &amp; collaborative activities</p> <p>Appoint committees</p>	<p>Continue 5 regions w/ meetings. Continue: Pay Equity, local/state advocacy, STEM, and Title IX efforts w/branch leaders</p>	<p>Pay Equity WS/SS workshops scheduled, Headlined on AAUW NC website for FY'19</p> <p>Add NC STEM activities calendar</p> <p>Advocacy plans in motion for NC branches &amp; members</p> <p>Conference Program committee active</p>	<p>Annual Conference w/emphasis on AAUW NC goals &amp; preparation for 2020 celebration</p> <p>Continue Advocacy training and activist activities for legislative “long” session</p>	<p>Assess NC activities for purpose of Action Planning for FY'20</p> <p>Assess % of Membership increase since 2016</p> <p>Assess social media &amp; online news effectiveness</p>	<p>100<sup>th</sup> Anniversary of 19<sup>th</sup> Amendment on August 26,</p>

**AAUW NC STRATEGIC Management PLAN FOR 2018-2019**

Priority	GOAL	Summer 2018	Fall 2018	January 1, 2019	Spring 2019	June, 30, 2019		
Pay Equity	Work Smart/Start Smart workshops: one per region, plus collaborative workshops with other NC entities	Board adopts plan for supporting NC workshops  NC Justice Center Institute, w/2018 report on status of NC women	WS/SS info at Regional meetings  Promote fall workshops  Fall deadline 12/15/18 for applications	With AAUW NC grants, WS/SS workshop schedule set for spring	Tabulate results for WS/SS in five regional areas	Begin planning Pay Equity action for FY'20  Report results to NC members		
	AAUW NC Advocacy Committee active planning for "long" 2019 NC legislative session	Participate w/ERA NC Alliance  NC Justice Center Institute for Advocacy training	5 regional meetings w/advocacy plans for 2019	Promote joint efforts w/women's advocacy groups  Set Fy'19 NC advocacy program in motion w/NC legislature	Annual Conference session(s) w/ Advocacy training	Assess collaborative effort  Summarize activities, report results & plan for FY'20		
	Continue active AAUW NC STEM goals for girls – 2 per region by 6/30/19	Appoint STEM Director	5 regional meetings include STEM as a main goal	Organize STEM activities, set NC calendar by 1/1/19  Link on AAUW NC website	Tabulate results  STEM session at Annual Conference	Assess STEM activities & report results to NC members  Begin FY'20 planning		

<b>Integrated Communi- cations Plan</b>	<b>GOAL</b>	<b>Summer 2018</b>	<b>Fall 2018</b>	<b>January 1, 2019</b>	<b>Spring 2019</b>	<b>June 30, 2019</b>		
	<p>Begin building new integrated plan for state-wide communications via newsletter, social media and website</p> <p>Revise AAUW NC communications plan w/upgrade for state website, help for branch online info, NC social media &amp; news</p>	<p>Upgrade AAUW NC website w/goal to complete by 1/19</p> <p>Appoint Editor &amp; Communications committee for FY'19</p> <p>Appoint NC Social Media Manager &amp; NC news editor</p>	<p>Regional meeting info w/NC news gathering &amp; publication changes</p> <p>Begin online newsletter editions</p> <p>Add branch news into NC pipeline</p>	<p>Plan Annual Meeting sessions w/media education for branch leaders</p> <p>Annual Conference info published, with registration &amp; hotel information</p>	<p>Offer communication skills training at Annual Meeting for branch leaders &amp; members</p>	<p>Review &amp; assess current NC branch &amp; AAUW NC online information</p> <p>Assess statistics for FY'19 for AAUW NC online news &amp; website usage</p>		
<b>Celebration 2020</b>	<p>Begin plans to collaborate w/other organizations &amp; plans for AAUW NC's state-wide celebration</p>	<p>Appoint Chair &amp; committee members</p>	<p>Discuss Celebration and planning process at 5 Regional meetings</p>	<p>Begin promotion &amp; set dates for venues to be utilized in NC for August 26, 2020</p>	<p>Establish theme for NC</p> <p>Promote w/Annual Conference programs</p>	<p>Evaluate progress &amp; continue with collaborative plans &amp; state-wide AAUW NC Celebration plans</p>		

## AAUW NC – Salary Negotiation Workshop Program – 2017 – 201

### Summary - Salary Negotiation Workshop Program, Spring 2018

In all, seven workshops were offered in North Carolina during February and March 2018. These were hosted by: **Asheville** (Luna Grant), **Greensboro** (Luna Grant), **Hendersonville**, **Salisbury**, **Raleigh Wake** (Luna Grant), **Sandhills/Southern Pines**, and **Winston Salem** (Luna Grant).

The Luna workshops were fully funded by AAUW's grant, while AAUW NC funded the three workshops hosted by Hendersonville, Salisbury and Sandhills/Southern Pines. Three thousand dollars were included in the budget by the Board for 20018-20019. Two of the Luna workshops included Facilitator training with Dorrie Sieberg, Salary Negotiation Project Manager, AAUW.

<b>Spring 2018 Salary Negotiation Workshop Statistics and Cost</b>	<b>(Funding)</b>
<b>Feb 1</b> – Greensboro – <i>Work Smart</i> at the Women's Resource Center Preregistered -            Attended -	(Luna Grant)
<b>**February 24</b> – AAUW NC – Central Carolina CC – <i>Work Smart</i> , <b><u>Facilitator Training following workshop</u></b> Preregistered - 19    Attended - 9 Facilitators Trained - 7	(Luna Grant)
<b>March 1</b> – Winston Salem – <i>Work Smart</i> – Forsyth Tech CC, Preregistered – 25    Attended -	(Luna Grant)
<b>March 14</b> – Sandhills/Southern Pines – <i>Work Smart</i> at Sandhills CC Preregistered – 9    Attended - 13	<b>(\$750.00)</b>
<b>March 15</b> – Salisbury – <i>Start Smart</i> , Livingstone College Preregistered – 59    Attended - 53	<b>(\$350.00)</b>
<b>**March 20</b> – AAUW NC – Asheville – <i>Work Smart</i> at Chamber of Commerce, <b><u>Facilitator training following workshop</u></b> Preregistered - 21    Attended – 10 Facilitators Trained - 1	(Luna Grant)
<b>March 21</b> – Hendersonville – <i>Start Smart</i> at Blue Ridge CC, Preregistered – 11    Attended - 13	<b><u>(\$350.00)</u></b>
<b>TOTALS</b> Preregistered - <b>ATTENDED -</b> <b>Facilitators Trained – 8</b>	<b>\$1450.00</b>

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### Remarks:

**Three branches** provided a salary negotiation program that might not have planned to do so without the availability of AAUW NC grant funding.

**Five branches** reached out to local community colleges to collaborate with sponsoring the workshop: Raleigh, Winston Salem, Sandhill/Southern Pines, Salisbury and Hendersonville.

Asheville so-sponsored with their Chamber of Commerce.

Since applications were slow to come in and the deadline for completing the Luna sponsored Work Smarts was March 31, Greensboro branch received one of the Luna grants.

Two of the Luna grants were planned as opportunities to train Facilitators.

Generally, more people preregister, than actually attend. This was a problem noted last summer at many who attended one of the AAUW salary negotiation workshop discussions. Since it is a free workshop, this tends to be the case.

Seven new facilitators were trained. \_\_\_ women (and men) attended the seven salary negotiation workshops.

**The total cost so far to AAUW NC is \$1450. This leaves \$1550 is the budgeted funding for FY'19.**

**AAUW North Carolina**  
**Policy Academy 2018**  
**At the NC Justice Center,**  
**224 S. Dawson Street, Raleigh**  
**Tuesday, August 21<sup>st</sup>, 10 AM – 3 PM**

The AAUW NC Policy Academy is aimed at NC leaders who desire to advance economic opportunity and equitable policy solutions for women and girls locally and at the state level.

**DURING THIS DAY ATTENDEES WILL:**

- Connect with other AAUW North Carolina leaders
- Share our vision and learn how to strengthen opportunity for the women and girls of North Carolina
- Address major policy challenges and opportunities in 2018-2019
- Gain insight into the Justice Center's work in North Carolina
- Explore new practical strategies and tools for advancing policies that promote economic opportunity

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**Each AAUW branch in North Carolina is invited to send their president, or an alternate, to the 2018 AAUW NC Policy Academy. AAUW NC officers and board members will also be attending that day. *EventBright* invitations will be emailed soon, so please make sure you, or the branch member alternate, registers on *EventBright* for the AAUW NC Academy on August 21<sup>st</sup>. We do need an accurate count of attendees. Lunch will be provided.**

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***Let's use this opportunity to connect AAUW leaders across our state!***

## 2018-2019 AAUW NC BUDGET RECOMMENDATIONS

Wells Fargo Checking Account Balance. \$29,527.96

PayPal Account. \$5,000.00

Total. \$34,527.96

Budget is attached

### Recommendations for the Financial Budget

Move \$10,000 into a new CD account that is with the Self-Help Credit Union which has branches throughout North Carolina. A 24 month CD will earn 1.95% APR. The nice option is that this money can be used if needed and not held in an account that has restrictions.

### Recommendations for purchase

Financial accounting software program. *Quickbooks* or *Quicken* approx \$120.00

Office supplies – envelopes, postage stamps approx. \$15.00

Projector for state conference or rental expense

### Suggestions for upcoming state conference

Inquire about Office Depot and Geico to display a table with their benefits and give always and explain their services to the members. Change \$100.00 for a table to each vendor.

Advertise for Volunteers - volunteers will be useful for setup, bag stuffing, room counts, and cleanup.

Plan for the needs of different kinds of participants - you'll need dedicated members to help with general registration, ask for scholarship recipients to attend so that we can have oral story about how the dollars that they have received from AAUW branch has helped them succeed. Provide promotional material from our discount companies to help members understand their benefits.

Designate a conference social media lead who provides who is responsible for engaging and complete update of the on going calendar to keep everyone interested in attending. Have this person create a social media schedule – create a conference hashtag (something short and sweet) so that people feel camaraderie with fellow conference attendees and speakers and tweet about the conference. This will allow people to meet one another virtually, will provide a conference for those who were not able to attend. Once the schedule is finalized, you can tweet what times which panel is happening and with what speakers.

Make it easy for attendees to help you improve – Keep feedback forms and surveys handy. It's great to solicit feedback from attendees and speakers. Leave pre-printed forms on seats, in conference packets, or have volunteers hand them out at the doors before each presentation. You'll be glad to have this intimate feedback from past participants to incorporate into next year's conference to make it even better!

Draft an email to your volunteers and key members. Ask them to provide feedback to have it attractive for other members to attend- this email should include links to the conference & where folks can register, hotel block info if that's relevant to your conference, the designated hashtag, and highlights about speakers, panels, and social events.

Take a tour of the conference space with your schedule in hand - once you have a finalized schedule, you should figure out where tables will be placed, which is the most logical location for registration, and what might not fit. These are not things you want to figure out the day of the conference.

Conference organizing should be a collaborative effort with a few people. Someone will always think of something that you don't.

Have photos taken throughout the conference and use them on the website and Instagram.

Submitted by: Wendy Haner, Treasurer, AAUW NC