



**American Association of University Women North Carolina (AAUW NC)
Board Meeting - October 20, 2021
Minutes**

Meeting Date: October 20, 2021

Meeting Time: 7pm

Meeting Location: ZOOM

Board Members Present: Janet Bunger, Pat Ashe, Jane Terwillegar, Beverly Larson, Christi Whitworth, Kathy Pearre, Nicole Sherrill-Jamison, Melodía Gutiérrez, Adrienne Stuckey, Wendy Haner, Mary Ann Bents, Tiffany Jacobs

Guests Present: None

Subject	Discussion/Progress/Decisions
Welcome/Introduction	Pat Ashe, President, called the meeting to order at 7:04. There were no guests to introduce. The meeting agenda is provided in APPENDIX A.
Approval of the previous meeting's minutes <i>Adrienne Stuckey</i>	Minutes from the previous meeting (September 15, 2021) were provided by Adrienne Stuckey, Secretary, and sent by Pat Ashe via email prior to the meeting. Additionally, the gmail link to the minutes to review was provided in the ZOOM chat at the beginning of the meeting. Pat Ashe asked for review and approval of the September meeting minutes. Discussion resulted in no corrections, so the minutes were accepted as presented.
Treasurer's Report <i>Wendy Haner</i>	Wendy Haner, Treasurer, presented the treasurer's report (see APPENDIX B). She pointed out the need to increase membership updates (i.e., renewing membership), and reported that she has written an article encouraging renewal for the next <i>CONNECT</i> issue. Beverly Larson asked if it might be possible to transfer some of the funds currently in the checking account to a savings

	<p>account that would earn some interest. Kathy Pearre seconded the motion, and the board voted unanimously to approve the decision in principle.</p> <p>Discussion about recommended amounts for each account followed:</p> <p>Regarding the amount, Wendy Haner suggested leaving \$5,000 in the checking account and transferring the rest to a new savings account. Jane Terwillegar noted that interest rates are <i>very</i> low at this moment, so the value may be limited. Wendy will take the next month to investigate fees and rates and report back in the next monthly meeting. At that time, we will invite another motion to specify the amount to be moved to a savings account.</p>
<p>Executive Committee Report <i>Pat Ashe, President</i></p>	<p>Pat Ashe asked Janet Bunger, Branch Advocate, to report on upcoming officer elections. Janet reported:</p> <p>A treasurer and vice-president will be up for election this year. The job descriptions don't yet exist, but the current officers for both positions have been asked to draft those.</p> <p>The bylaws do not specify the details of the creation of a nominating committee. However, the bylaws do call for a President's Council, made up from all the Presidents from all the Branches to create a Nominating Committee process. Janet Bunger and Pat Ashe recommend that this current group of branch Presidents be responsible to create a process for the functioning of a nominating committee for candidates for elections to vet any submitted names for candidates.</p> <p>Janet Bunger and Pat Ashe have been in touch to ask Branch Presidents for recommended members of the nominating committee <i>and</i> potential candidate nominees. Recommendations for nominees can come from self-nominations, any member, or Branches. They need to be sent to Janet Bunger (as this year's chair of the nominating committee) 4 months prior to the next annual meeting. We plan to post a call for these written nomination recommendations in the next issue of <i>CONNECT</i>, which will be approximately November 1.</p>

<p>Public Policy Report <i>Beverly Larson, Public Policy Chair</i></p>	<p>Beverly Larson has been in active communication with the Branch Policy Chairs regarding various public policy issues.</p> <p>She held a <i>ZOOM</i> call with eleven Branch Policy Chairs recently that was well-received.</p> <p>The Salisbury Branch hosted a public meeting with their municipal candidate; they reported good turnout and a new member as a result.</p> <p>Melodía Gutiérrez also noted that the <i>Women’s Health Protection Act</i> has passed the US House and is moving on to the Senate. She pointed out that women’s reproductive health is an important part of upcoming discussions surrounding promoting new consideration of the ERA.</p>
<p>Program Report <i>Melodía Guitierrez, Programs Chair</i></p>	<p>Melodía Gutiérrez is currently working on finalizing a state program chair survey for distribution and feedback to determine how to most effectively and strategically move forward that meets DEI goals and 5 star goals. She is also working on developing statewide program offerings with Wendy as a helper and consultant. She hopes to have these items distributed and finalized before we meet again.</p>
<p>STEM Report <i>Christi Whitworth, STEM Chair</i></p>	<p>The Greensboro Branch is seeing STEM work come to fruition and will be posting their news to the next issue of <i>CONNECT</i>.</p> <p>Christi Whitworth has an October 28 meeting scheduled with Branch STEM Chairs, featuring information about the NC Science Olympiad. Her plan is to keep these meetings at quarterly pacing until 2022, with the possibility of moving to monthly meetings.</p>
<p>Communications Report <i>Kathy Pearre, Acting Communications Chair</i></p>	<p>Kathy Pearre is sending website materials to Keyla, our content manager, weekly. Kathy asks Board Members to send suggested website updates and requests to her.</p> <p>The Communications Committee continues to support Branches with programming. Kathy reported on which Branches are utilizing the AAUW NC <i>ZOOM</i> account (e.g., ODC, Charlotte, Cape Fear, Asheville, and Greensboro). She continues to encourage Branches to</p>

	<p>reach out to use the <i>ZOOM</i> account for programs and to promote them to the state via <i>CONNECT</i>. She is planning to set up a “Save the Date” section on the main AAUW NC website to help promote events (with weekly updates).</p> <p>Tiffany Jacobs asked if the state-hosted Branch programs are available on video after their meetings. Kathy Pearre said that they’re not currently provided, but she is working on setting up a AAUW NC YouTube channel for this purpose for virtual Branch and State programs where the presenters give their permission for the events to be recorded.</p>
<p><i>CONNECT</i> Newsletter Report Mary Ann Bents, Editor</p>	<p>Mary Ann shared various statistics from MailChimp (our <i>CONNECT</i> Newsletter distribution platform), industry recommendations for newsletter development, and the current outline for the upcoming November issue of <i>CONNECT</i> (all provided in APPENDIX C).</p> <p>She reports that the industry recommendations for newsletter development are: to include only about 20 lines or 200 words; <i>brevity</i>; effective use of visual breaks; carefully selected images with alt text included (for accessibility and visibility in email previews); consistent frequency and format; and others.</p> <p>Mary Ann Bents shared an outline of the <i>CONNECT</i> Newsletter for November. She is receiving many more items from Branches recently, which is exciting but presents challenges with meeting the recommended newsletter characteristics listed above. For example, fourteen articles are currently planned, divided into three main categories. She invited discussion about potential solutions:</p> <p>Dr. Nicole Sherrill-Jamison recommended moving to a quarterly timeline. The issue of how to advertise Branch and State programs would become an issue if we go to a quarterly format. Mary Ann noted that many of the Branch Programs are planned quickly with little lead time and wouldn’t be able to benefit from a quarterly newsletter. One additional suggestion from Dr. Nicole Sherrill-Jamison is to add a separate, weekly email listing events only. Melodía Gutiérrez suggested creating a visual prioritization</p>

	<p>structure within the <i>CONNECT</i> Newsletter such as “BLUF: Bottom Line Up Front” with other items placed below them as FYI items.</p> <p>Mary Ann also indicated that some Branches are submitting more items than others, so she plans to work with Janet Bunger to encourage the remaining Branches’ engagement in posting items in <i>CONNECT</i>.</p>
<p>Diversity Equity and Inclusion (DEI) Report <i>Tiffany Jacobs, Diversity Chair</i></p>	<p>We are happy to announce that Tiffany Jacobs has agreed to take on the DEI Chair role.</p> <p>Tiffany reports that she has held a passion for equity and justice work since high school. She has experience with Guilford County schools, college students, and adults. She now works for the State for economic development work.</p> <p>She notes that she seeks to work closely with others across AAUW NC and will help us to prioritize effective use of the AAUW Diversity Toolkit.</p> <p>We welcome Tiffany to this role with much appreciation!!</p>
<p>Board Member Tasks for this Year’s Strategic Priorities <i>Pat Ashe, President</i></p>	<p>Pat Ashe has asked for each Board member to volunteer to work on at least one strategic priority item (see the AAUW NC Board minutes from September 15, 2021 - APPENDIX C - for the list of strategic goals and who was already assigned to tasks).</p> <p>In addition to those already listed in the September 15 minutes:</p> <p>Dr. Nicole Sherrill-Jamison has offered to lead the procedures manual work, and Mary Ann Bents offered to help her.</p> <p>Adrienne Stuckey offered to help with University Branch outreach and will contact Janet Bunger to see how she can support this through her Branch Advocate role.</p>
<p>Other Business, I</p>	<p>Beverly Larson asked about funding opportunities for STEM workshops for Charlotte-Mecklenburg science teachers. The Charlotte branch has some seed money but will need to apply to AAUW NC Mini-Grants for</p>

	additional support. She asked if there is a deadline and a dollar amount. Jane Terwillegar reports the deadlines are rolling, the dollar amount limit is \$500 per mini-grant, and the submission documents are on the AAUW NC website.
Other Business, II	LaToya Gathers has stepped away from the Board. This means we will need another person (not necessarily a Board Member) to facilitate our AAUW NC Facebook account. Melodía Gutiérrez volunteered.
Next Meeting	Wednesday, November 17, 2021 at 7pm
Adjournment	The meeting was adjourned at 8:24 pm
Notetaker	The minutes were prepared and submitted by Adrienne Stuckey, Secretary, AAUW NC.

APPENDIX A

Board of Directors Meeting October 20, 2021

AGENDA

AAUW Mission: Advancing gender equity for women and girls through research, education and advocacy

Strategic Goal of AAUW NC: To develop program planning, communication, and advocacy to advance the climate for women's equity in North Carolina

- I. Meeting commencement at 7:00 pm via Zoom (Pat Ashe, President)
- II. Minutes of the September 15, 2021 board meeting (Adrienne Stuckey, Secretary)
- III. Treasurer's Report (Wendy Haner, Treasurer)
- IV. Branch Advocate Report (Janet Bunger, Branch Advocate)
- V. Committee Chair Reports
 - a. Executive Committee (Pat Ashe)
 - b. Public Policy (Beverly Larson, Chair)
 - c. Programs (Melodía Gutiérrez, Chair)
 - d. STEM (Christi Whitworth, Chair)
 - e. Communications (Kathy Pearre, Chair)
 - f. *Connect* newsletter (Mary Ann Bents, Editor)
- V. DEI Officer appointment
- VI. Needed board members (or their suggestions for designees) for goals tasks
 - a. Create succession plan (template for doing this is provided by AAUW)
 - b. Procedures Manual development oversight
 - c. Coordinate college/university relationship development with branches that are interested
 - d. 5-Star Program fundraising notifications to branches to increase "Greatest Needs Funds," contributions
- VII. Other Business
- VIII. Adjournment — — Next meeting November 17 at 7:00 pm via Zoom

APPENDIX B
Treasurer's Report

July 1, - October 1, 2021 Transaction History

Income			
Date			
7/7/2021	Gaston	\$ 132.00	12 members
7/16/2021	MPP Dues	\$ 1,694.00	154 members
8/5/2021	MPP Dues	\$ 671.00	61 members
9/9/2021	Jacksonville	\$ 11.00	1 member
9/15/2021	MPP Dues	\$ 418.00	38 members
Donations			
7/27/2021	Donation from B. Ann Vance Greensboro branch	\$ 11.00	1 member
	Total Income	\$ 2,937.00	
Expenses			
7/6/2021	Dream Host	\$ 15.99	Communication expense (renewed website name)
7/29/2021	Keyla Ferretiz	\$ 75.00	Communication expense Web designer
7/31/2021	Google Workspace July 13-31	\$ 11.03	Communication expense (storage)
8/5/2021	Dream Host	\$ 15.99	Communication expense (renewed website name)
9/9/2021	Google Workspace August 1-30	\$ 18.00	Communication expense (storage)
9/26/2021	Dream Host	\$ 15.99	Communication expense (renewed website name)
9/27/2021	Dream Host	\$ 155.88	Communication expense (yearly renewal fee)
10/1/2021	Keyal Ferretiz	\$ 75.00	Communication expense Web designer
10/1/2021	Google Workspace Sept 1-30	\$ 18.00	Communication expense (storage)
	Total Expense	\$ 400.88	
	As of 10/1/21		
	Checking Account Balance	\$ 27,174.93	
	Savings Account Balance	\$10,346.39	
	Grand Total	\$ 37,521.32	

Membership from April 1 to October 1, 2021

Date	Location	Amount	Members
4/15/2021	MPP	\$ 198.00	11 members
5/17/2021	MPP	\$ 374.00	34 members
6/4/2021	Brevard	\$ 11.00	1 member
6/14/2021	Jacksonville	\$ 88.00	8 members
6/17/2021	MPP	\$ 2,255.00	205 members
6/28/2021	Salisbury (4) and Jacksonville (1)	\$ 66.00	6 members
7/7/2021	Gaston	\$ 132.00	12 members
7/16/2021	MPP	\$ 1,694.00	154 members
8/18/2021	MPP	\$ 671.00	61 members
9/9/2021	Jacksonville	\$ 11.00	1 member
9/15/2021	MPP	\$ 418.00	38 members
	Total	\$ 5,918.00	493

650 projected members for 2021-2022

need 157 more

APPENDIX C

AAUW *CONNECT* Newsletter Recent Statistics & “Industry Recommendations”

Basic Information About Newsletters and AAUW *CONNECT* Newsletter Data for Oct 20, 2021 Board Meeting

How long should an e-newsletter be?

- Research: most people will only spend about a minute on reading a document; translates to about 20 lines or about 200 words
- It depends on: frequency, format and subject matter, audience

Some Newsletter Best Practices

- **Formatting**
 - Short words, short sentences, and short paragraphs
 - Break things up with headings and subheadings
 - Use large typeface for all the text in the email message (not too large for mobile device use)
 - Use various colors and fonts
 - Use unique labels for links
- **Images**
 - Use images to break up your newsletter
 - Limit size of images
 - Use a couple images to visually support the text
 - Use alternative text for the images (and content embedded in images) in your email newsletter; needed when image display is turned off or needed for accessibility
- **Think mobile**
 - Design content for viewing across multiple screens and devices
 - Use single-column design
 - Use call-to-action buttons that are big enough to tap with a finger
- **Send your email newsletters consistently** (timeframe and frequency)

AAUW CONNECT Newsletter Reports and Statistics

<u>Newsletter Issue</u>	<u>Recipients</u>	<u>Opens</u>	<u>Clicks</u>	<u>Bounced</u>	<u>Unsubscribed</u>
CONNECT AAUWNC Newsletter - October 2021; sent 10/2/21	1232	369 (30.1%)	18 (1.5%)	8	1
CONNECT AAUW Newsletter - September 2021; sent 9/1/21	1238	368 (29.9%)	7 (.6%)	6	2
CONNECT AAUW Newsletter - August 2021; sent 8/4/21	1240	384 (31.2%)	11 (.9%)	11	3
CONNECT AAUW Newsletter - July 2021 Note: there was a technical problem with this issue in MailChimp; reposted so that newsletter could be linked to website; stats not available					
CONNECT Extra News - June 16 2021 - In Memory of Members; sent 6/16/21	1248	419 (33.6%)	33 (2.6%)	2	4
CONNECT June 2021 - AAUW of North Carolina; sent 6/1/21	1249	366 (29.4%)	19 (1.5%)	3	0

MailChimp CONNECT Newsletter Audience group: AAUW NC Communications

- As of 10/20/21: This audience has 1,504 contacts. 1,231 of them are subscribers. (Note: MailChimp shows that this audience group has 1,751 records – not clear why this is larger than the number of contacts; needs further review)
- A contact is a person you send messages to through any marketing channel. ... A subscriber is a person who opted to receive communications or belongs to a particular channel.
- *Only the subscribed addresses receive the CONNECT newsletters.*

MailChimp Campaign (Newsletter messages) Reports - Extra Info Provided

- Unsubscribed addresses
- Details about Bounced message delivery
 - Soft Bounce: Soft bounces typically indicate a temporary delivery issue and are handled differently than hard bounces by Mailchimp. When an email address soft bounces, it will immediately display as a soft bounce in the campaign report. If an email address continues to soft bounce in additional campaigns, the address will eventually be considered a hard bounce and cleaned from your audience.
 - Hard Bounce: A hard bounce indicates a permanent reason an email cannot be delivered. In most cases, bounced email addresses are cleaned from your audience automatically and immediately. Cleaned addresses will be excluded from all future campaign sends.
- Links Clicked URLs and # of clicks

November CONNECT issue - submitted/planned content - still being drafted

Note: There are currently 3 types of content: AAUWNC Board and General Info; Scheduled Events; Info About Successful Events/Projects

1. Message from Pat Ashe, President, AAUW of North Carolina
2. Your membership matters. - Please renew your membership
 - a. Message from AAUWNC Treasurer, Wendy Haner
3. Public Policy
 - a. Election Day is Tuesday, November 2
4. Public Policy - Getting our Message Out
5. AAUW of North Carolina - New Board Member
 - a. Tiffany N. Jacobs
6. AAUW of North Carolina - New Board Member
 - a. Beverly Larson
7. AAUWNC - Western Carolina University Branch Co-Hosted Event - November 3, 2021
 - a. The River Cane Exhibit; 11:00 AM – 3:00 PM EDT
8. AAUWNC - Cape Fear Branch Hosted Event - November ???, 2021
 - a. Reproductive Health Zoom Event; time TBD ???
9. ** Reminder ** AAUWNC - Asheville Branch Hosted Event - November 30, 2021
 - a. Braver Angels Bridging the Divide Workshop - 6:30-8:15 PM
10. AAUWNC Cape Fear Branch Hosted Zoom Event - Saturday, December 11, 2021
 - a. Honors 4 Fellowship and Grant Recipients; 10:30 AM
11. Charlotte Branch - New Interest Group to Support Theatre Charlotte
12. Greensboro Branch - Drive-Through Supports Teachers Supply Warehouse and Provides READS Program Information
13. Public Policy Zoom Event - Report from Greensboro Branch, Public Policy Chair (paid leave)
14. AAUWNC Greensboro Branch Hosted AAUW Triad Tech Savvy Event - October 16, 2021

Open Discussion - Board Member Comments & Recommendation