



American Association of University Women North Carolina (AAUW NC)
June 18, 2025
Minutes

Meeting Date: June 18, 2025

Meeting Time: 5:30pm

Meeting Location: *ZOOM*

Board Members Present: Pat Ashe (President), Lena Murrill-Chapman (Vice-President), Millie Hoffler-Foushee (Treasurer), Mary Ann Bents (*Connect* Editor and Website Manager), Tiffany Jacobs (DEI Chair)

Absent: Laura Tew (STEM Ed Chair), Kathy Pearre (Programs Chair),

Guests Present: Da'Tarvia Parrish

Subject	Discussion/Progress/Decisions
Meeting Opening <i>Pat Ashe, President</i>	Pat opened the meeting at 5:35 and welcomed everyone.
Minutes from the Last Meeting <i>Pat</i>	The minutes from the May 21, 2025 meeting were provided to the Board members by email for review prior to the meeting. Minutes were accepted as distributed.

<p>Treasurer's Report <i>Millie Hoffler-Foushee, Treasurer</i></p>	<p>Millie reported the checking account balance is \$19,205.06. She then stated she had recently reinvested an expiring CD with a total balance of \$10,699.73 for another 3 months at 4% interest rate. Her plan is to reinvest each of the 2 CD's as they are expiring for this 3 month period as it is the best interest rate.</p>
<p>Board Retreat in July <i>Lena Murrill-Chapman, VP and Da'Tarvia Parrish, Director</i></p>	<p>Lena announced that the facility for the retreat at Livingstone has been reserved for July 16th. Da'Tarvia stated she would pick up the food for lunch and then get reimbursed. The invitation has gone out to the board members and the NC Branch Presidents. In answer to a question by Millie, discussion ensued as to why the branch presidents were included and Lena responded that it is a "Leadership Retreat," to both plan for the coming year as well as to more involve the state board and branch leadership in communicating and collaborating. It was suggested that perhaps some break out sessions or designated time in the agenda might be advisable, e.g. how to request a Mini Grant.</p>
<p>Executive Committee <i>Pat</i></p>	<p>Pat stated that the Executive Committee reviewed the AAUW NC Policy Statement and found no corrections needed. Mary Ann Bents has amended the document with the review date and posted it on the website</p>
<p>Public Policy@ <i>Pat Ashe, Interim Public Policy Chair</i></p>	<p>Pat reported that she is interested in becoming the AAUW NC Public Policy Chair for 2025-2026. There was general consensus of affirmation. She also stated that she will use the new AAUW Public Policy Priorities and the new AAUW Strategic Plan to present a possible direction for the coming year's NC Public Policy Committee at the retreat.</p>

<p>STEM Ed <i>Laura Tew, STEM Ed Chair</i></p>	<p>No report this month due to Laura's absence.</p>
<p>Diversity, Equity, and Inclusion (DEI) <i>Tiffany Jacobs, DEI Chair</i></p>	<p>Tiffany reported that she had attended some of the AAUW Greensboro/UNC Greensboro STEM Ed camp that day, stating there were 26 attendees. Tiffany then reported that the national Inclusion and Equity Committee recently held a town hall meeting on Zoom. One of the major topics asked about and discussed was opening the AAUW membership to non-degreed individuals. Tiffany pointed out that many of today's emerging occupations are focused more on higher level technical credentials and certifications. There are no current specific plans to conduct another vote on that topic. Tiffany went on to announce the two new Co-Chairs of the I and E Committee are Karen Francis (MO) and Trish Garner (OR). The recurring meetings with branch Diversity, Equity and Inclusion Chairs on the second Tuesday of each month will begin again in the fall. She remarked that the specific Chair titles vary from branch to branch, e.g. Inclusion and Belonging Committee.</p>
<p>Connect Newsletter <i>Mary Ann Bents, Editor</i></p>	<p>Mary Ann reported that the open rate for the June newsletter was 46.3% with the most frequently visited link being the instructions for AAUW self-renewal in Community Hub.</p> <p>Also, see report in Appendix B.</p>
<p>Website Maintenance <i>Mary Ann Bents</i></p>	<p>Mary Ann reported that GetYOUFound was engaged to make some logo and color scheme changes to the first page of the website. She stated that she has added an overview of the new AAUW Strategic Plan to that page.</p>

	Also, see report in Appendix B.
Programs <i>Kathy Pearre, Programs Chair</i>	No report due to Kathy's absence.
Membership <i>Lena Murrill-Chapman</i>	Lena stated that the branch Membership Chairs need some focus on attracting new members. She reported she had been approached to potentially do a podcast about AAUW Greensboro and suggested this might be something to consider for the state as a way to tell people about AAUW and all the NC branches. Due to technical interference, further discussion will be held at the retreat on this topic.

<p>Guidelines and Procedures Manual Review Process <i>Mary Ann</i></p>	<p>Mary Ann reported that almost all the reviews have been completed. Once revised documents are added to the Manual on line, approval by the President of all the documents will be the last step.</p> <p>See report in Appendix C.</p>
<p>Other Business <i>Pat</i></p>	<p>Pat asked whether anyone has researched Linked In as a social media source for AAUW NC. Mary Ann responded that she would prefer to get the Facebook posting process more streamlined, but she, Laura and Kathy would meet to discuss. Mary Ann reported that the three of them are currently posting on Facebook items related to AAUW NC. Tiffany asked to be a part of that Linked In discussion. Tiffany also stated that using Hoot Suite (a product of MailChimp) might be a good option to use for monitoring various social media platforms more effectively.</p> <p>Lena stated she would be sending a draft agenda for the Leadership Retreat and asked for feedback from the board.</p>
<p>Notetaker</p>	<p>Pat Ashe, monitoring Zoom AI transcription and meeting minutes</p>

Appendix A

AAUW NC Board Meeting

June 18, 2025

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 opening (Pat)
- II. Meeting minutes May 21, 2025 (Pat)
- III. Treasurer's Report (Millie)
- IV. Board Retreat in July (Lena and Da'Tarvia)

V. Committee Chair Reports (including any update on 24-25 goals)

- a. Executive Committee (Pat) Policy Statement revisions
- b. Public Policy —(Pat)
- c. STEM Ed (Laura)
- d.. Diversity, Equity and Inclusion (Tiffany)
- e. *Connect* newsletter (Mary Ann)
- f. Website update (Mary Ann)
- g. Programs (Kathy)
- h. Membership (Lena)

VI. Guidelines and Procedures Review Process (Mary Ann)

VII. Other business

Next meeting: Date TBD; location Livingstone College in Salisbury

Appendix B

Connect Newsletter

Recipients 1279

Email performance

June 1, 2025 - June 14, 2025 • Includes Apple MPP

 Open rate	 Click rate	 Bounce rate	 Unsubscribe rate
46.3%	1.9%	1.1%	0.24%
586 opened	24 clicked	14 bounced	3 unsubscribed

Most viewed link for: AAUW Community Hub: How to Self-Renew for Existing Members.

AAUW NC Website and Branch Websites

- Website Theme Updated by Get You Found - added revised logo and changed color scheme

- Updated logo for the Charlotte Area branch made by National site-resources support
- STEMEd newsletter for June posted to News and STEM pages
- Connect newsletter posted to News webpage
- Info about recorded AAUW Strategic Plan Launch Event posted to Events page
- Info about AAUW Strategic Plan and link to one-pager description added to Home Page

Facebook

- 7 posts made since last Board meeting including links to June Connect and STEMEd newsletters and several posts shared from the AAUW National FB account
- Drafted Guidelines & Procedures for AAUW NC Facebook account administration and moderation
-

Appendix C

Guidelines & Procedures - Review and Update

- Part 1: General Information - Elected Officers and Executive Committee & Board of Directors (7 items total)
 - 7 items reviewed - no changes recommended
- Part 2: General Information – Appointed Committee Chairs and Task Leads (10 items total)
 - 7 items reviewed with changes submitted
 - 3 items pending reply; reminders sent
- Part 3: Key Roles and Responsibilities: Process Checklists, Procedures and Additional Resources (8 items total; 1 discontinued)
 - 4 items reviews - no changes recommended
 - 2 items reviewed with changes submitted
 - 1 new item submitted
- Part 4: Meetings (5 items total)
 - 1 item reviewed - no changes recommended
 - 1 item reviewed with changes submitted

- 1 item pending reply; reminder sent
 - 2 items identified as samples - no further changes recommended
- Part 5: Mission Related Activities (3 items total)
 - 1 item reviewed - no changes recommended
 - 2 items reviewed with changes submitted

Summary

- Items reviewed - no changes recommended: 13
- Items reviewed with changes submitted: 10
- Items pending reply: 4
- Items - New item: 1
- Items considered samples - no further changes recommended: 2

Next Steps

- Obtain remaining replies
- Incorporate changes submitted into the 5 master part documents, obtain final President approval
- Post to website and Google Docs