

**AAUW BOARD MEETING  
SEPTEMBER 24, 2018  
ASHLAND PUBLIC LIBRARY**

**Present:** Gretchen King, Pam Shay, Janet Troy, Ellen Fowler, Sonja Friedman, Paula Wiiken, Carol Ryan, Diana Versluis, Jean Conger, Olena Black, Sandra Coyner, Peggy Audibert

Gretchen King called the meeting to order at 3:30 pm and the following items were discussed:

Minutes from the August 27 Board Meeting were corrected to read “Jean (Conger) made a recommendation to consider moving a portion of the SOU Annual Fund to the Endowment Fund...” and the minutes were approved as corrected.

### **Programs**

Sunny Anderson reported that 2018-19 programs are scheduled with speakers, topics and dates for the months of October through March with branch business meetings and special events filling the rest of the calendar. **Celebration of Scholars** is in need of a chair/co-chair, **Interest Groups** sign ups have taken place at the September 13<sup>th</sup> branch meeting. Sixteen Interest Groups were offered and many members signed up for more than one group. **Friendship Circles** are in their 4<sup>th</sup> year and interest remains high. After sign ups, Groups will be formed and begin meeting this fall.

Several interest group coordinators mentioned the need for a standard approach to sign ups. There was some confusion as to whether or not a member needed to sign up if she/he were already a member of that group and wanted to continue.

### **Membership**

Catherine Lutes reported that the Welcome Back branch meeting was held in the Rogue River room and attended by 80 members with 9 visitors joining us for this fun and informative meeting. The brand new, photos included, directory was passed out to members attending. This will be a very useful tool for members with many new features; one of which is a member neighborhood/carpool locator. A special shout out to Chris Licata and her husband for all the work with photos and layout. Members were asked to let Chris or Catherine know of any errors to be corrected, with the knowledge that corrections would be added in about one month. Members were also encouraged to take directories to neighbors who are members who were no able to attend the meeting. The directories that were not picked up will be available at the October 18 meeting or may be picked up by contacting Catherine at [catwomanbsas@gmail.com](mailto:catwomanbsas@gmail.com).

Four new members were introduced at this meeting, two of whom had their bio's printed in last month's *Vision*, Shirley Malcolm and Riah Safady. The two newest members are Wendy Van Camp and Judy Newton.

At this meeting we talked about celebrating what is good in this world, and one of those good things is definitely this wonderful group of women, who are such lights in the world.

### **Public Relations**

Janet Troy reported the following:

Ashland Chamber Liaison: Donna Wright attends the Friday Ashland Chamber Greeters meeting as the AAUW representative and she is happy to share any news from our branch during her 40 second time allotment, Please send news items her way.

Ashland Daily Tidings: AAUW Ashland receives space for a 500-700 word column in the Ashland Daily Tidings on the fifth Thursdays of the year. Currently, members of the Public Policy committee are writing the articles. The next article will run on November 29. In 2019, columns will run on January 31, May 30, August 29 and October 31.

Oregon News: Janet Troy has been added to the email list to receive information on due dates for Oregon News. Please reach out to her if you would like to submit an article. Janet will also be the person who receives communications from AAUW of Oregon to share with members.

PR Calendar: Janet Troy is developing a PR calendar to help track events, press releases, columns and other PR activities related to our branch. Please send information on upcoming activities that are appropriate for an external audience her way.

### **SOU Partnership**

Mimi Pippel is the University Partnership chair and did not submit a report.

Gretchen announced that Sherri Morgan and Sandy Theis have agreed to chair the Celebration of Scholars, and the South District representative position has been accepted by a Medford AAUW member.

A Salon will be held October 29, at Gretchen King's home, with Alaya Ketani as speaker. 5 seats are open for AAUW Ashland members. Please contact Gretchen for further information.

### **Finance**

Sonja Friedman reported that checking and savings accounts total \$19,391, which includes the Vanguard total of \$10,455, which is not spendable. Sonja also reported that \$2,460 has been paid to SOU for rent/parking expense, with rent expense charged \$2000. Gretchen stated that this amount is incorrect, that rent expense is \$1600. She will speak to SOU regarding the overcharge as soon as possible.

## **Historian/Archivist**

Olena Black spoke to the Board regarding archive storage with the Southern Oregon Historical Society. During the 1990s, an agreement was signed with AAUW Ashland and the Historical Society to create an archive for AAUW memorabilia. Since 2011, Alice Mallory has kept binders of AAUW activities and scrap books which were given to her when assuming the Historian position. She and Jean Conger have spent over 20 hours preparing the scrapbooks for Archiving and are now ready to move the items to the Historical Society for storage. Included in these scrapbooks (sorted by year) are general meeting activities and photos, garden tour information and newsletters, all in unique binders.

Olena also noted that a Digital Archive of the above material has begun, starting with a Photo Archive. Once the Photo Archive has been created, a review with a working group to determine the best options for where to deposit it will be done. Possibilities include leaving it with the Historical Society, place on a cloud service, ask National if they have data storage for these items, make our own, etc. Questions of security, encryption, and ease of retrieval will be considered.

Olena moved that AAUW Ashland move archival items from Alice Mallory's storage to the Southern Oregon Historical Society per agreement and that a Digital Archive of photos be created and securely stored. Jean Conger seconded the motion, which passed unanimously.

## **AAUW Ashland Strategic Plan (see attached)**

Sandra Coyner discussed with the Board the development, aspect, and reward of a well thought-out Strategic Plan for the organization. Her first recommendation is that a Strategic Planning Committee be formed to create a document for 2019 which will guide the organization to make decisions which incorporate the mission of the National, State, and Local AAUW groups. In order to do this, the following is suggested:

1. Make a **To Do** list;
2. Set goals to make change;
3. How to contribute to change;
4. Create models – a call to action; and
5. Inclusion

While discussing the national AAUW Strategic Plan for 2018, Sandra pointed out how areas of focus, **Education and Training, Economic Security, Leadership, and Governance and Sustainability** are defined, then goals set and designed to effect change within each focus.

The Ashland AAUW current Strategic plan was discussed and the Board was asked what could be done to improve what had previously been created. Signature programs which are not sponsored by other organizations should be included and develop a strong partnership with SOU was suggested. In that aspect, outreach to staff/faculty would help to link AAUW to resources within the University; highlight SOU studies regarding women's equity and determine how students are actively participating in this area. Recognition of women's leadership with publicity and/or awards with faculty input would be appropriate, and look to inviting a more diverse community to join AAUW Ashland would be an exciting challenge. Sandra stated that it is very important to understand what the SOU partnership is and how this partnership can benefit both AAUW Ashland and the University. A strategy can be implemented to involve NCCWSL and other tools, to create goals and benchmarks for effectiveness.

In conclusion, Sandra suggested that the Board continue to implement Goals #1 and #2 of the 2017-18 Strategic Plan, and send out a survey to the membership to determine what is important to it regarding future goals of the organization.

### **October Branch Meeting**

Diana Versluis stated the meeting will be held Thursday October 18, 5:00 – 7:30pm in the Gallery Room at SOU. Speakers will be Michelle Carter, author of “From Under the Russian Snow,” and Dr. Kimie Oshima, sociolinguist. The program presented is titled “Women in Russia and Japan: Close-up Views.” Michelle Carter will have books to be signed.

Sandra Coyner asked that Branch Meetings be added to the website calendar.

Ellen Fowler asked if any budget has been established for the Holiday Party. No monies have been allocated, but Gretchen will discuss this with Sonja and Diana Quirk.

There being no further business, the meeting was adjourned at 5:00 pm.

Respectfully submitted,

Peggy Audibert, Recording Secretary