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## State Organizer Speeds Progress

AAUW-National launched a pilot program this year to improve communication with its grassroots organization and help states and branches make many of the changes that are now available to us.

Wisconsin quickly applied for a State Organizer and was selected for the pilot program, which will run from September through June. The State Organizers were hired and are paid through AAUW-National.

Jennifer Dillard (see article below) is the AAUW State Organizer for Region 3 (Ohio, Kentucky, Iowa and Wisconsin). Jennifer lives in Columbus, Ohio. She and I have a weekly conference call, and she expects to travel to each of her assigned states regularly. She attended our Legislative Day on Oct. 16 and State Board meeting on Oct. 17 in Madison.

The goals we set for our State Organizer include

1. Public Policy – holding a successful Legislative Day and strengthening our relations to potential coalition partners,
2. Internet Communications - using the Internet more and building website and social media traffic,
3. College/University Partnerships – enhancing the branch-campus exchanges and introducing Wisconsin C/Us and students to AAUW programs and opportunities. We are working on an introductory **AAUW webinar to be held Tuesday, November 19 at 10 am CST.**

Jennifer will also be involved in training and other aspects of our State Convention. She brings many talents and opportunities to us and facilitates our access to AAUW-National staff and programs.

We welcome Jennifer Dillard, our AAUW State Organizer.

Joyce Hoffman  
AAUW-WI President

## Meet Jennifer Dillard—State Organizer



Wisconsin AAUW members attending Legislative Day in October had the opportunity to meet Jennifer Dillard, Wisconsin's new State Organizer.

She is one of six full-time staff members in place to implement AAUW's state-based organizer pilot program. Located in six key regions, these organizers

coordinate grassroots activities on local, state and federal public policy issues; support branch and state mission-based initiatives; work with campus leaders; and recruit new members. Jennifer's region includes the states of Wisconsin, Iowa, Kentucky and Ohio.

Jennifer's passion is to make

*continued on page 2*

## College/University Partnerships

Thank you to all the AAUW Branches who responded to the College/University Partnership Survey.



Kathy McCarville  
C/U Coordinator

The responses help to educate us on successful partnership models and to share the information among branches.

There are so many programs already available through our National AAUW Office for branches to add to their activities with local colleges and universities: Start \$mart workshops, NCCWSL scholarships, Elect Her-Campus Women Win are all worthy partnership projects and designed specifically for college women or recent graduates.

Many imaginative local projects are unfolding with AAUW Branch partnerships around the state. They include a co-sponsored "Big Read" luncheon with speaker, participating in student activity and internship fairs on campus, university sponsored STEM camp scholarships, voter registration events, showing of the movie "Invisible War," and Pay Equity Day events.

The activities and projects mentioned above take money to complete. Fundraising for these and other projects should be a focus of branches, because without funds, it is impossible to live our mission of advancing equity for all women and girls.

The data from the surveys has not been completely analyzed yet, but an interesting bit of information to note is the variety of ways branches are connected to their college and university partners. Some are connected through affirmative action officers, chancellor's office, women's center directors, women's studies departments, and the outreach coordinator of the campus auditorium. It seems to indicate that there are many doors to try when forming a C/U partnership!

One important piece of information illuminated through the survey is that fewer than half of the responding branches have partnerships with their local institutions of higher learning. We hope to change that during this year with providing support, tips, and strategies to formalize a partnership between your branch and one or more colleges and universities in your region.

On November 19 at 10:00 a.m., we will hold a webinar designed to encourage Wisconsin colleges and universities to become partners with AAUW branches around the state. Branches will receive information about inviting nearby college and university faculty, staff, and students to attend the live Webinar. It will be recorded for future use for those not able to attend the live event.

*Jennifer from page 1*

the world more equitable and just by strengthening organizations and individuals engaged in public policy work. She served as a Peace Corps Volunteer in Thailand, worked with women in prison as a VISTA Volunteer and served as a Legislative Aide for the Ohio General Assembly. In addition, she has worked in the nonprofit world advocating for women involved in prostitution and for the homeless.

Her involvement in electoral politics includes working as a Field Organizer for the Ohio Democratic Party. In her most recent position, Jennifer was the Executive Director of the Franklin County Democratic Party.

Currently living in Columbus, Ohio with her husband and two sons, Jennifer has a BA degree in Religion from Mount Holyoke College.

If you have any questions for Jennifer, please email her at [dillardj@aauw.org](mailto:dillardj@aauw.org).

***"One important piece of information illuminated through the survey is that fewer than half of the responding branches have partnerships with their local institutions of higher learning."***



Planning for the 2014 State Convention in Eau Claire, April 25—26 is now underway. Pictured (l to r) are Connie Russell, Convention Arrangements chair; Donna Weidman, State Leadership VP; and Joyce Hoffman, AAUW-WI President.

## Spotlight is on Wisconsin

If you get the AAUW Washington Update, you may know that our successful Wisconsin lobby day was featured on Oct. 18. Along with much energizing prep for advocacy, we were treated to a discussion on pay equity that included Anne Hedgepeth, AAUW Government Relations Manager, via Skype.

At the State Capitol, 40 AAUW members met with 18 legislative offices. The highlight was when Rep. Cory Mason (Dist. 66) invited the Racine delegation into the Democratic caucus where we received an impromptu standing ovation. I reminded them that we represented 30 branches across the state and 2,300 AAUW members residing in Wisconsin who are very active voters.

After I got home, I sent Rep. Robin Vos, Speaker of the Assembly, copies he had requested of the reports, *Graduating to a Pay Gap* and *Behind the Gender Pay Gap*. The strength of AAUW advocacy is that it is based on such high-quality research.

The Legislature is working and I encourage all of you to continue important policy discussions with your own legislators at home. It is also easy to use the State Two Minute Activist (TMA) at [www.aauw-wi.aauw.net](http://www.aauw-wi.aauw.net) to reach them quickly.

### ***AAUW Intro Webinar Planned for Colleges and Universities***

One of our primary goals at present is to enhance existing college and university partnerships and create new campus connections. Our new State C/U Coordinator, Kathy McCarville, has been surveying branches regarding current local scholarships, joint projects, and other activities and outreach efforts.

Get ready to invite your campus connections to a 15-minute **AAUW webinar to be held on Tuesday, Nov. 19, at 10 am**. The webinar will feature AAUW-National staff and provide an overview of AAUW opportunities for C/U partners and students to be followed by Q&A. Webinar participants will need to register upon receiving an invitation. We would like to get the word out to at least one representative from all the colleges and universities in Wisconsin. Send any campus contacts you may have or want to develop to Kathy McCarville at [kmccarvil@aol.com](mailto:kmccarvil@aol.com).

Thank you for all you are doing for the women and girls across Wisconsin.

Joyce Hoffman  
AAUW-WI President



Joyce Hoffman  
AAUW-WI President

***“The strength of AAUW advocacy is that it is based on such high-quality research.”***

Lisa Maatz (left), AAUW's Vice President of Government Relations, met with members from three branches in Milwaukee and then with members of the Monona Branch in Madison where she was a featured speaker at the Fighting Bob Fest on September 7. She heads up public policy efforts.



### **Justice on Wheels**

At the invitation of Sheboygan Branch AAUW member Judge Angela Sutkiewicz, 17 branch members attended the Justice on Wheels luncheon October 3, 2013.

"Justice on Wheels" gives people around the state a chance to watch an oral argument of the Wisconsin Supreme Court. Celebrating the 20th anniversary, the justices heard arguments in favor and against using evidence from electronic devices to convict people accused of a crime.

During the luncheon members were treated to a question and answer session with the justices, hosted by Chief Justice Shirley Abrahamson. In addition, several Branch members were privileged to have justice Michael Gableman join them at their table.

## 2013—2014 Budget



Janet Quail  
Finance VP

Below is the budget for the fiscal year 2013 - 2014. Program and Action expenses have been reduced since National has changed to an online service, Salsa, which includes a state two-minute activist at no cost as well as other services. Board Administration expenses are also less, because our technology costs are substantially less. We are currently using web site services for a minimal cost through National that is overseen by board members. Since there is no national convention this year, there are less board travel expenses. Communication and Visibility expenses have increased since there will be an additional issue of Badger Briefs. The board is reviewing ways to effectively use our Revenue to help support our members, branches, and mission. Our projected net income is \$2,110.00.

***“The board is reviewing ways to effectively use our Revenue to help support our members, branches and mission.”***

<b>2013 -2014 Budget</b>	
<u>Sources of Revenue</u>	<u>Budget</u>
Dues	\$19,800.00
Events	\$ 3,475.00
Miscellaneous Revenue	\$ 0.00
Total Sources of Revenue	\$23,275.00
<u>Expenses</u>	
Program & Action	\$ 700.00
Membership	\$ 175.00
Communications & Visibility	\$ 6,600.00
AAUW Funds	\$ 50.00
Leadership Development	\$ 150.00
Board Administration	\$ 3,715.00
Events	\$ 2,650.00
Travel	\$ 7,125.00
Total Expenses	\$ 21,165.00
Net Income	\$ 2,110.00

With two clicks three documents: “Table of AAUW Dues 2013-2014 revised with National Dues”, “Branch/State Tool Kit” and “Tax Deductibility Table” can be accessed through links on the state web site, [aauw-wi.aauw.net](http://aauw-wi.aauw.net). Click on the drop down menu About Us. Click on the link Finance.

Two forms: “Additional Dues Remittance” and “Expense Voucher” also have links on the Finance page.

Email ([janet.quail@gmail.com](mailto:janet.quail@gmail.com)) or phone (414-213-9161) with any question.



## Membership and You!

The AAUW Vision is to bring people together for the common goal of breaking through educational and economic barriers for women and girls. If you feel that your branch is not sharing in that vision, then you need to volunteer to be on the board to help develop a stronger branch that is vision and mission based. How do you share that vision with your friends?



Joyce Gregg  
Membership VP

Do you know someone who shares that vision, who is not a member of AAUW? I hope that each member of every branch considers herself a part of the membership committee. Your membership chairman cannot bring new members to the branch by herself. These are some membership tips from the Association:

### Invite Them, and They Will Come

- Invite your branch members who have yet to renew or haven't decided about continuing. We're four months into the new fiscal year. Use this opportunity to reinvigorate members and seal the deal on their renewals.
- Invite National members. Branch presidents and administrators can access your state's list of national members (MAL's) for free through the [Member Services Database](#); use the list to e-mail invitations. National members already know [what AAUW is about](#); last year more than 300 National members joined branches. And even if they're not ready to join, they may be ready to participate in your event.
- Ask every member to bring one person to your next open event. Don't forget that men can join and participate, too!
- Have members introduce new participants to current members at the event to create a welcoming atmosphere.
- Help your friends befriend prospective members — it's what makes recruitment work. For every recruit you meet, there is likely someone in your branch with similar hobbies and interests.
- Be prepared to answer questions. Provide clear information about membership so newcomers get the true value of belonging.

Now is the time to act so new members can get the full benefit of membership.

***"Now is the time to act so new members can get the full benefit of membership."***

### AAUW 2013-14 Fellow & Grant Recipients

AAUW Educational Opportunities Fund announced the following recipients in Wisconsin:

#### American Fellowships

Sharyl Samargia	UW-River Falls	Speech/language pathology
Alana Sterkel	UW-Madison	Medical microbiology and immunology

#### Career Development Grants

Jessica Clark	Edgewood College	Secondary Education Physics
Jessie Lamberty	Concordia University	Family Nurse Practitioner

#### Community Action Grant (2-year)

Vera Court Neighborhood Center	Madison	Girl Media Power
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***“We have the opportunity to make our website, Facebook and Twitter presences relevant, up-to-date resources of information about AAUW-WI and our mission.”***



Kate Hinnant  
Internet  
Communications

## Online Sharing: New Procedures for Branches

We’ve got some changes that I think will make keeping everyone in the state up to date about what the branches are doing more efficient and timely. The first change has to do with **how we will share basic branch information** (board rosters, newsletters, etc.) on the state website. The second procedure explains **how to share news and information that is of potential interest to all members** across our entire online presence (website, Facebook, and Twitter).

### 1. Basic branch information on the AAUW-WI site

One of the guidelines of good web design is “don’t duplicate your content.” The more places you share the same content, the more places you have to update. And the more places you have to update, the more likely you are to forget to make a necessary change. Let’s not even mention the extra effort involved!

Branches with websites often have better, more current displays of their branch information than is available on the state website. Rather than continuing to duplicate this content, **the branch links on the state site will go directly to branch websites where they exist.** This means that if your branch has a website, you will no longer need to send me board updates, newsletters, etc. – you just continue to maintain your own site.

**Branches without websites should continue to send me updates for your page.** We will continue to maintain those. If you are interested in learning more about starting a website with AAUW’s Site Resources, which subsidizes the costs of hosting, email me. We have a number of branches using them now.

### 2. Sharing news and information that is of statewide interest

We have the opportunity to make our website, Facebook, and Twitter presences relevant, up-to-date resources of information about

AAUW-WI and our mission. I’d like to invite members **to share mission-related news and information that is of potential interest state-wide.**

Has your branch been in the news for an outstanding contribution to your community? Is your fund almost endowed? Are you working on a problem women face in your community that you think others might have thoughts on?

In addition to branch news, maybe there’s a mission-related article or video you’d like to share.

Items like these can be submitted to me or Marlene. Do not worry about formatting, as the various platforms impose their own restrictions. Simply send your information in either the text of your email or an attached document. Please include URLs for any links. If you have photos, please attach them to the email.

Some tips:

- Write with concision
- Include a photo whenever possible
- Avoid ALLCAPS (use **bold** for emphasis)
- When sharing articles, be sure to use quality publications

### Branch Bylaws Due By Dec. 1

State Bylaws Chair Stephanie Malaney is available to help your branch update its bylaws for currency and best practices and bring them into conformance with mandatory changes that were made last year in the AAUW-National bylaws. For access to AAUW-National bylaws and more information about the mandatory amendments, go to [www.aauw.org](http://www.aauw.org).

Branch bylaws are kept on file by AAUW-National and AAUW-Wisconsin for official review at any time. Before Dec 1, send revised branch bylaws electronically to Stephanie Malaney, [smalaney5@aol.com](mailto:smalaney5@aol.com); (920) 734-6750.

## District Coordinators Provide Essential Link to State

Our AAUW state is divided geographically into five districts, and each district is represented by a coordinator. These coordinators represent their districts on our state board and are a part of the vital two-way communications necessary between the State Board and all of our branches. These District Coordinators are in touch with Branch Presidents after each state board meeting updating them on happenings at the state level. Please share concerns at any time with these coordinators.

District Coordinators are appointed by the State President and serve two-year terms on the State Board. Contact information for your District Coordinator is found in this publication or on the State website. Your District Coordinators for the 2013-14 year are the following:



Donna Weidman  
Leadership VP

- District 1: Carol Robertson (La Crosse Branch)
- District 2: Audrey Keyes (Milwaukee--North Shore Branch)
- District 3: Camille Thibaudeau-Meyers (Kenosha Branch)
- District 4: Suzie Danielson (River Falls Branch)
- District 5: Connie Polley (Appleton Branch)

### ***NCCWSL Scholarship Nominees Needed By December 15***

Currently, AAUW-WI is offering **two** \$500 scholarships for Wisconsin student women leaders who would benefit from attending the annual National Conference for College Women Student Leaders being held this year from **June 5-7, 2014**, at the University of Maryland, College Park. Undergraduate and graduate students are eligible for nominations, and candidates must be nominated by an AAUW Branch with a limit of one nominee per Branch.

Eligible nominees must be currently enrolled in a program leading to an Associate degree, Bachelor's degree, or Master's degree at a technical college or other two- or four-year public or private college.

Branches are asked to provide the following:

- Name, educational institution attending, and enrollment status of nominee
- Awards, recognition, or honors received by the nominee
- Major area of study being pursued by nominee and why
- How attendance at the conference would further the nominee's goals
- Names and contact information for the Branch member making the recommendation

Please email nominations to Donna Weidman, AAUW-WI Vice President, Leadership Development, at [donna.weidman@gmail.com](mailto:donna.weidman@gmail.com) by **December 15, 2013**.

***“These coordinators represent their districts on our state board and are part of the vital two-way communications necessary between the State Board and all of our branches.”***



## Minutes for AAUW-WI STATE BOARD MEETING

Saturday, July 27, 2013

President Joyce Hoffman called the meeting called to order at 8:30 am at the Tuscumbia Country Club, Green Lake, WI.

**Present:** Donna Weidman, Barbara Peterson, Connie Russell, Joyce Hoffman, Connie Polley, Marlene Salley, Kate Hinnant, Janet Quail, Audrey Keyes, Joyce Gregg, Frances Kavenik and Peggy Crane

**Excused:** Carol Robertson, Camille Thibaudeau-Meyers, Suzie Danielson

Joyce introduced Dist. 2 Coordinator Audrey Keyes and Convention Arrangements Chair Connie Russell.

**Motion:** Frances moved to approve minutes of the April 26, 2013 State Board meeting. Donna seconded. Passed.

### Reports

#### **Joyce Hoffman, President**

The Wis. Women's Network has a new event in Madison called "Many Voices, One Network: A Celebration of Women's Equality Day." WWN requested our sponsorship of the program for \$100. Janet Quail noted that \$50 had already been paid to WWN at the time of dues renewal. The event will be held Aug. 26, 5-7 pm, at the Sunprint Café. Kate suggested linking info to a State webpage.

New York film producer seeks interest and audience from AAUW-Wisconsin for a documentary on Gerda Lerner's life.

**Motion:** Janet moved to endorse production of the Gerda Lerner film. Fran seconded. Passed.

Joyce reported on the Conference of State Presidents that was held prior to the AAUW-National convention.

A Bylaws chair is still needed. The AAUW-National bylaws contact is Jill Birdwhistle. An obstacle to AAUW-WI bylaws conforming to Wisconsin law is that we must have 10% voting membership attendance at State Convention for a quorum. Our membership is 1,700, so we can't meet the quorum requirement.

Barbara and Joyce filled out an application for a state organizer. The pilot program from AAUW-National will serve the needs of several states with a part time organizer yet to be hired. AAUW-WI will share the organizer with OH, IA, KY in Region 3. Some of the possible activities for the organizer are to create a webinar for university partners/students as an introduction to AAUW, expand and strengthen public policy coalition partners, improve electronic communications with branches.

#### **Kate Hinnant, Internet Communications**

New URL is [aauw-wi.aauw.net](http://aauw-wi.aauw.net). The old website address will send to the new. Banner has image of the Capitol dome.

CapWiz service was dropped by AAUW-National. The Two Minute Activist will now use Salsa Labs. AAUW will provide the service to us for \$119 annually and has a dedicated worker, Megan, to maintain it

Kate provided an overview of the website. A map of the branches is coming. The platform of the website is WordPress. As a blog, it can have more categories, such as public policy and then sub categories found under that.

Branches without a webpage must send updates to Kate for revising the State site with branch info.

If a membership application is offered on the website, someone such as Joyce Gregg, Membership VP, must receive the info on the application. Ditto other registration forms.

Google analytics tracks hits on the webpage – where from, new pp, number of repeats.

Facebook announces events and can post invites to special events.

Twitter "mobile.twitter.com.AAUW/tweets" "mobile.twitter.com/LisaMaatz" provides links to websites.

#### **Barbara Peterson, Public Policy**

Impact Grant: \$800 remains from last year's Get Out the Vote (GOTV) grant.

**Motion:** Janet moved that \$300 of the Impact Grant be used to defray the cost of Legislative Day in Oct. 2013 and \$500 be made available to branches for the 2014 election cycle. Frances seconded. Passed.

Legislative Day – October 16 in Madison at Crowne Plaza Hotel. Meeting will start with speakers, lunch, then visiting legislators. Barb wants to follow up later with participating branches. Suggestions for speakers: Mike McCabe, redistricting and overturning *Citizens United*; Sarah Finger from Wis. Alliance for Women's Health; Planned Parenthood; 9-to-5 on work issues; League of Women Voters on voter rights.

2014-16 Public Policy Statement needs to be updated. It is used as a guide for advocacy. Barbara will revise and distribute draft on Legislative Day.



**Janet Quail, Finance**

Janet reviewed her yearend financial report for FY 2012-13. Convention revenue was up; expenses down.  
 Janet will revise FY 2013-14 budget with input from the July 26 budget meeting for approval at the Oct. Board meeting.  
 No change will be made to the Past President waiver of convention fee (Policy Sheet - E. 10).

**Joyce Gregg, Membership**

New members have different interests than ones who became members years ago. "Older generation joined for friendship and stayed for the mission; newer generation joins for mission and stays for friendship."  
 Joyce Hoffman reported that Madison branch wants to disband and merge with Monona, but because it is the second oldest branch, we should work to save Madison. Waupaca is inactive, but they still meet socially. Hartford disbanded.

**Julie Ferris, Fund Development (report)**

Record giving: Wisconsin was a top donor in 2012 and was in the list of top ten states for donations.  
 The Madison Branch Research and Projects Fund was completed with donations made at National convention.

**Frances Kavenik, Program**

Racine – GENERATE convention report. Successful overall. One detractor was that the Sat. morning *Counterpart* sessions were under attended. Most evaluation comments were positive, especially relating to the program speakers and preconvention events.  
 2014 convention will be held April 25-26. Eau Claire is planning. Be sure to talk-up the benefits of "going north." Donna Weidman and Connie Russell are co-convention chairs. Connie discussed an outline of tasks wanting to be sure of what needs to be done and when.  
 2015 Dist. 2 will host; need site.  
 2016 Wisconsin – Illinois convention? Joyce said that the incoming president of AAUW-Illinois wants to partner with Wisconsin for an upcoming convention. She will tell Illinois that we are interested.

**Donna Weidman, Leadership**

After reviewing the Strategic Plan, Donna will revise per discussion points.  
 Redistricting. The *February 1 Count* document from AAUW-National shows trends in membership. Various districts need adjusting to get balance. We need to explore moving Sheboygan Branch into District 5 and Milwaukee Branch into District 2. Such moves will be revisited for action in the future.

**Marlene Salley, Communications**

*Badger Briefs* will have three issues this year. The fall issue deadline is **Aug. 3**; Winter issue deadline is **Oct. 25**, the spring/convention issue deadline is **Jan. 31**.  
 Better ways to offer convention news reporting were discussed.

**District Coordinators**

District #1 – Carol Robertson, La Crosse Branch, no report.  
 District #2 – Audrey Keyes, Milwaukee-North Shore Branch, is introducing herself.  
 District #3 – Camille Thibaudeau-Meyers, Kenosha Branch, found cross-branch interest.  
 District #4 – Suzie Danielson, River Falls Branch, was newly appointed.  
 District #5 – Connie Polley, Appleton Branch, reported on their 100<sup>th</sup> Anniversary party on Sept. 14.

2015 AAUW National Convention: June 18-21, Sheraton San Diego (CA) Hotel and Marina

**Next Board Meetings:**

October 17, 2013	Crowne Plaza Hotel, Madison
February 8, 2014	TBD, Milwaukee
April 25, 2014	Holiday Inn, Eau Claire

MOTION: Connie Polley moved to adjourn. Frances seconded. Meeting adjourned at 3:11 pm.

Respectfully submitted,

Peggy Crane  
 Administrative Services Coordinator



## Minutes for AAUW-WI BOARD MEETING

Thursday, October 17, 2013

President Joyce Hoffman called the meeting to order at 9 am in the Crowne Plaza Hotel, Madison, WI.

Present: Joyce Hoffman, Janet Quail, Donna Weidman, Peggy Crane, Barbara Peterson, Margot Bouchard, Marlene Salley, Kathy McCarville, Connie Polley, Suzie Danielson, Connie Russell

Absent: Frances Kavenik, Joyce Gregg, Julie Ferris, Kate Hinnant, Stephanie Malaney, Carol Robertson, Audrey Keyes, Camille Thibaudeau-Meyers

Guest: Jennifer Dillard, AAUW State Organizer, Region 3 (OH, KY, IA, WI)

Joyce introduced Kathy McCarville, the new College/University Coordinator, and Jennifer Dillard, AAUW State Organizer. Jennifer explained her role in relation to Wisconsin as State Organizer.

### **Administrative Coordinator, Peggy Crane**

Peggy distributed copies of the 2013-14 Directory of State and Branch Leaders.

**Motion:** Connie Russell moved to approve minutes of the July 27, 2013 State Board meeting. Donna Weidman seconded. Motion passed.

### **Reports**

#### **President – Joyce Hoffman**

Joyce said she will work with the new **State Bylaws Chair, Stephanie Malaney**, to bring State Bylaws into conformance with AAUW-National changes and Wisconsin code requiring a quorum of 10% of members present at the annual business meeting. AAUW-National offered to help us set up an online voting system.

**Nancy Schulz, State Historian**, sent word she was unable to submit the AAUW-WI anniversary quilt to the State Historical Society archives. Janet suggested a quilt museum in Cedarburg and will look into it.

**Nominations Chair Margot Bouchard** plans to contact and activate her committee as the nominations process needs to start soon to fill the offices of Finance VP, Program VP and Development VP.

#### **Internet Communications – Kate Hinnant (report), Jennifer Dillard**

Jennifer presented a handout with procedural guidelines she and Kate had prepared for branches and others submitting info to the State website and Salsa Labs. Salsa is an electronic distribution system that can be used for Action Alerts, event invitations and other notifications. Kate will be the primary contact with Joyce and Marlene as backup gatekeepers for incoming materials.

#### **Public Policy – Barbara Peterson**

- AAUW Public Policy and Government Relations VP Lisa Maatz met with 13 members in Milwaukee in September en route to the Fighting Bob Fest in Madison where she was a speaker. Barbara attended the event and distributed literature at an AAUW-WI table. Lisa met with Monona members afterward.
- Legislative Day. The Board gave Barbara a round of applause for organizing the Oct. 16 lobby day which was a huge success. Now she has a list of speakers who may be available for branch programs.
- Barbara suggested that we hire a part-time lobbyist because advocacy is time intensive and Wisconsin is in a difficult transition period. The lobbyist could use Salsa for Action Alerts, our 2 Minute Activist, and the AAUW State Track system which she uses to follow specific bills through the Wisconsin Legislature. The Board will investigate a paid lobbyist.
- The State Public Policy Statement is being revised. She invites comments. A 2014-16 statement will need to be approved at convention. It will be made available to legislators and branches.

#### **Leadership – Donna Weidman**

- Donna led a discussion for revising the strategic plan. She will produce a revision for approval.
- The Board discussed redistricting. Donna will work with the District Coordinators and branches on a plan better suited to the changing needs of the State's organization.

### **. Finance – Janet Quail**

Janet explained her FY 2013-14 1st quarter report and presented a FY 2013-14 budget for approval.

**Motion:** Barbara moved to approve the FY 2013-14 budget; Margot Bouchard seconded. Motion passed.

### **Membership – Joyce Hoffman for Joyce Gregg**

- Joyce Gregg made a visit to the Fond du Lac Branch.
- The Madison and Waupaca Branch are inactive, but they have not filed paperwork to finalize dissolution.
- The state has 603 AAUW-National members-at-large. We need to encourage them to join AAUW-WI.
- We want to develop more College/University partnerships. All students at a partner institution are eligible to become e-affiliates who can access the website and receive member communications, but they must sign up.

### **Fund Development – Joyce Hoffman for Julie Ferris**

There are two open funds: Katherine Teska Research and Projects Grant (#4320) and the new Appleton Branch 100<sup>th</sup> Anniversary Research and Projects Grant (#4365). Both must reach \$75,000 to produce grants.

### **Program – Joyce Hoffman for Frances Kavenik**

- Frances provided a tentative schedule for the 2014 Eau Claire convention. The Board liked the theme of *Start Smart, Stay Strong*. Joyce suggested adding a preconvention leadership conference on Friday for branch presidents and other elected officers. Various speakers and activities were discussed.
- In 2015, Dist. 2 hosts convention. Joyce will ask Audrey Keyes to address the site at the next meeting.
- A joint 2016 Wisconsin/Illinois convention with a probable location in Lake Geneva is still being discussed with the president of AAUW-IL.

### **Local Convention Arrangements – Connie Russell and Donna Weidman**

- Connie raised questions about expected needs for hotel accommodations and meeting rooms.
- Frances, Joyce and Peggy will visit Eau Claire to discuss arrangements with the committee.

### **Communications & Badger Briefs – Marlene Salley**

Marlene discussed possible article ideas. She will work with Kate and Jennifer to make the *Badger Briefs* available to members through email when Salsa allows us to do that.

- The Spring convention issue deadline will be Jan 31.
- The convention program book and publicity ideas were discussed.

### **College/University Coordinator – Kathy McCarville**

- Kathy compiled a list of benefits to colleges and universities when they become partners with AAUW. Such a list is useful when a branch markets the partnership in their area. She cited UW-Whitewater and The Big Read project. The application process is not difficult and only costs \$175. Discounts are available.
- Branch survey results show that fewer than half of branches have C/U partnerships.
- A live webinar that will introduce AAUW and its programs to potential college/university partners and others on campus is planned for Tuesday, Nov. 19, at 10 am. Kathy and Jennifer are working with AAUW-National on content and presenters.

### **District Coordinators**

- Joyce asked coordinators to work together and reconsider their roles with the branches, then draft a new job description. How can the coordinator enhance communication within and between branches, plus the State?
- District 4 – Suzie Danielson is working on networking with the branches.
- District #5 – Connie Polley reported on the Appleton centennial celebration. Her branch is doing a lot to work with Girl Scouts. She sent out reminders for NCCWSL nominees.

**Motion:** Kathy McCarville moved to adjourn. Donna Weidman seconded. Meeting adjourned at 3:05 pm.

Next meetings: February 8, 2014, Milwaukee area  
April 25, 2014, Eau Claire

Respectfully submitted, Peggy Crane, Administrative Coordinator

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The American  
Association of  
University Women  
(AAUW) advances  
equity for all  
women and girls  
through advocacy,  
education,  
philanthropy and  
research.

## Save the Date—April 25—26, 2014 AAUW-WI State Convention



*We're going North!*

Join the branches of District Four at the  
brand new Holiday Inn South in Eau Claire

Four reasons to start planning the trip with your  
branch members:

- ✓ Connect with AAUW members from  
around the state
- ✓ Learn what's happening at National
- ✓ Share ideas for advancing AAUW's  
mission
- ✓ Enjoy an energizing 24 hours with  
dedicated women

**A Road Trip worth making  
River Country is calling you...**



*Lighter Than  
Some*

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Gregory Mendez  
On the Eau  
Claire  
Sculpture Tour