

AAUW North Dakota  
Board Meeting Minutes  
10/31/2015  
Jamestown, ND

The meeting was called to order by State President Deb Alber. Representatives from Devils Lake, Dickinson, Fargo and Jamestown were present. No members from Grand Forks or Wahpeton were able to attend.

Susan Josephson agreed to be acting secretary for the meeting. The group approved minutes from the previous board meeting as well as the treasurer's report with a motion from Theresa Leiphon and a second from Molly McClain. The motion passed.

**OLD BUSINESS**

Mary Craft presented information as the Funds Chair. AAUW recommends striving for as much unrestricted giving as possible. The Charting the Course fund goal is \$1,000,000 and we are about halfway there as of today. We have raised \$8,505.00 from ND branches so far. Of that \$1,755.00 is unrestricted. Mary discussed some ideas for fundraisers including hosting a tea party.

Old Business: President Alber presented an action plan that she worked on with Kathy Ashe concerning utilizing the funds turned over to the state from the dissolved Bismarck/Mandan chapter. The plan is attached. Linda Steve moved that the plan be approved and Kelsey Murray seconded. The motion passed.

Discussion of 2016 Annual Meeting which will be in Devils Lake. There will be a reception on Friday 4/22/16 (1610 3<sup>rd</sup> St. SE, Devils Lake) and the program will be on Saturday at Chatauqua Gallery and Lake Region State College in Devils Lake. The plan for the annual meeting was approved with a motion by Sandy Sidler and a second by Linda Steve.

Linda provided a report on the finances of the 2015 Annual Meeting. It ended with an amount over cost of \$122.06. This amount is turned over to the state account.

The group discussed the strategic membership recruiting plan. The Fargo branch has had success with encouraging each member to bring 2-3 new people to each meeting. AAUW has learned that the number one reason people join AAUW because they believed in the mission. When we have potential members, it can be helpful to learn which AAUW issues are important to them. Some chapters have also made good use of setting up a Facebook page. Discussed reaching out to new community members and using AAUW's website. Deb suggested each branch offer one gift membership. She would also like to be notified of non-renewing members so she can reach out to them. Deb also suggested that each branch do a Shape the Future event each year. These events reduce National and State dues.

Molly McClain reviewed the Rational Recruitment Method. Steps are:

ASK—what are the potential member's values and passions? What are her interests and hobbies?  
What are her aspirations?

INFORM—Let potential members know about AAUW's focus on education, pay equity, health, leadership and STEM.

INVOLVE—Ask her to join, ask to a specific event, connect to one of her interests.

THANK—Thank her whether she says yes or no to future involvement. Thank her for taking the time to talk to you.

### **NEW BUSINESS**

Linda Steve presented the budget which was approved by the group.

There are mandatory by-laws changes which need to be incorporated into our state by-laws. Kelsey agreed to review the by-laws and draft changes.

Molly McClain reviewed College and University partnerships and recruiting. She talked about tabling events where the aim is to engage students quickly with a small amount of information. Also discussed crowd canvassing. Effective venues and topics can include: offering Payday candy bars to introduce discussion on pay equity, attend or set up a block party to introduce students downtown, look for natural partnerships. Focus on one short, simple message, tell a personal story of why you're involved, have SWAG to give out, highlight research. If you get someone's e-mail address, consider that a victory.

Sandy Sidler reviewed AAUW's public policy "fight" plan.

Deb Alber explained AAUW's Title IX project. Every public school is supposed to have a Title IX coordinator. AAUW has recommended that each member approach one school to discuss their Title IX plan. AAUW has examples of letters for school leaders and a letter for Title IX coordinators at the schools.

Deb discussed future board meetings. She is planning to have quarterly meetings via phone or video until the annual meeting in April. AAUW has examples of letters for school leaders and a letter for Title IX coordinators at the schools.

We have an opportunity to have Start Smart/Work Smart facilitator's training in ND. Kelsey, Molly, Susan and Theresa expressed interest in participating.

Deb talked about re-vamping our state awards. The awards we offer now are on the state website. Nominees can be submitted to Deb.

The meeting was adjourned by Deb Alber.

Respectfully submitted:  
Susan Josephson, Acting Secretary