

# HEALDSBURG AAUW BOARD MEETING

January 19, 2015

Home of Judy Edmonds

**PRESENT:** Sue Campbell, Ronnie Devitt, Cecile Peters, Judy Edmonds, Janet Hoehn, Nancy Haiston, Michele St. Clair, Diane Bartleson, Gail Wright, Charlene Luks, Yvonne Hyatt

The branch meeting came to order immediately following the AAUW Fund meeting.

The minutes from the Strategic Planning meeting in December were approved.

**AAUW FORUM:** Judy reported that almost 250 people registered for the first Forum series with a net profit of approximately \$14,000. Judy moved and Ronnie seconded that we continue the Forum. It was unanimously approved by voice vote.

**NEW KICK-OFF MEETING DATE:** Ronnie asked for board approval of the kick-off meeting to be on Thursday, September 17. This was approved.

**BOARD MEETING DATES:** Sue requested that some of the regular dates for the branch board meetings be changed. The changes include February 23, March 23, and June 1 instead of May 18. The April 20 date will remain the same. After some discussion, the changes were approved.

**REVIEW OF THE REVISED GOALS:** Sue led a discussion of the Healdsburg AAUW Strategic Goals that she had revised and handed out for the board's consideration. There were suggested changes to be made. Sue will revise the goals which will be published in the March Grapevine and posted on the website.

**PUBLIC POLICY /ADVOCACY:** As a follow up to the Strategic Planning meeting Michele St. Clair talked about the issue of advocacy as it relates to the national AAUW organization and the Healdsburg branch. She told us she regularly receives material from the national office encouraging her to urge the branch members to take action on many issues. She stressed the need to understand the difference between public policy and advocacy. Public policy refers to policies that are proposed or enacted into law to serve, help, or protect the public. Advocacy relates to lobbying. Michele asked the question: "to what extent do we want to be involved in public-policy education and/or advocacy?"

The AAUW issues fall under the broad categories of 1.Civil Rights 2.Economic Security 3.Education 4.Title IX

We can educate branch members about the AAUW issues and possibly mobilize them to influence the community about those issues. How is this to be done? Write e-mails and letters to the editors of local papers, use Facebook and Twitter, write articles for local publications and have webinars.

Michele made available to the board members a copy of AAUW's Principles and Priorities.

It was agreed we ought to make the AAUW issues, principles and priorities known to potential and new members as part of the new member orientation.

As far as advocacy is concerned we have these options:

1. Do nothing
2. Educate elected officials about AAUW policies but not advocate
3. Focus on one issue per year and advocate for that issue

Most board members felt the third option to be the best one and discussed how to proceed with that option. We would need to have an advocacy committee to get involved with the issue chosen by the board by identifying those members who want to advocate. Members could be surveyed with the aid of an e-mail blast listing several questions to assess who might be interested in being on an advocacy committee. We also need to educate the entire membership about the issue.

Michele can have state and national brochures available at all meetings and events. These brochures explain AAUW's principles and priorities.

The meeting was adjourned at 5:35pm.

Respectfully Submitted,  
Yvonne Hyatt, Recording Secretary