

Healdsburg AAUW Board
Branch/Fund Retreat and Goals Setting
Minutes
July 22, 2025
1:00 - 4:30pm

Location: Home of Julie Hanamura

Board Members Attending: Quorum = 7 (based on 13 officers)

Nancy Jane Andrews, President
Celeste Plaister, Vice President
Pam Jones, Secretary
Renée Simi, Co-Treasurer and Fundraising Co-director
Julie Hanamura, Fundraising Co-director and Co-Treasurer
Ann Elston, Scholarship Director
Donna Campoverde, Membership Director
Cathy Mock, Mission-based Programs Director
Cristi Cameron, Mission-based Programs Co-director
Mary Newman, Social Activities Director
Anna Laura Jansma, STEM Director

Absent:

Laura Tredinnick, Past President
Cathy Mock, Mission-based Programs Co-director

Also attending:

Laura Tyler, representing communications functions

Open positions:

Communications Director
Public Policy Director

Overview – 2025 is the 50th Anniversary of AAUW Healdsburg Branch!

I. Officer Goal Setting for 2025 - 2026

Nancy Jane Andrews/President

Goal: Member retention and involvement

Julie Hanamura/Fundraising, Treasurer

Goal: More visibility for AAUW Healdsburg

Renee Simi/Treasurer, Fundraising

Pam Jones/Secretary

Goal: Capture important board meeting information and distribute the meeting minutes in a timely manner. Is planning to test AI technology to capture the meeting minutes by recording the meeting and editing through AI.

Donna Campoverde/Membership

Goal: Test and initiate Data Management software for the branch.

Cristi Cameron/Mission-Based Programs

Goal: Increase member involvement in Reading Rocks, Windsor.

Mary Newman/Social Activities

Goal: Increase member involvement and come up with new ideas for scheduled activities. Focus will be on the 50th Anniversary.

Ann Elston/Scholarship

Goal: Creation of a possible Trade Scholarship (ie. hairdressing, construction, EMT).

Anna Laura Jansma/Science, Technology, Engineering, Math (STEM)

Goal: Better understand funding and the creation of a TTAG scholarship. Building a stronger AAUW community through the STEM program.

Celeste Plaister/VP

Goal: Continue Speaker Series focusing on public policy issues and non-profit organizations.

Laura Tyler/representing open Communications position, Web master

II. Budget 2025-26

The budgets for 2025-26 were approved for the AAUW Branch and for the AAUW Fund.

III. Tech Trek Review

Anna Laura Jansma, STEM director, gave a recap of the 2025 Summer Tech Trek Camp. Healdsburg Branch sponsored 10 rising 8th grade girls to Sonoma State University (6) and UC Santa Cruz (4). She is interested in assessing whether there should be a Member's Day at the camp during which branch members can attend camp and observe.

IV. Goal Setting Workshop for 2025/26: Organizational Landscape Review

Pam Jones facilitated a discussion of branch goals for the upcoming year.

A. Organizational Landscape Review**Mission Statement Alignment**

Pam reviewed the National, State and Branch mission statements. While AAUW National's mission is to "Advance Gender Equality for women and girls through research, education and advocacy," the branch can create its own mission and a broader scope is possible. The focus was on our current Branch mission statement. Is it accurate and does it reflect all that our branch does? For example:

Does our mission statement include:

→ Fostering lifelong learning

- Community-based programs such as Reading Rocks
- Membership engagement for K-12 support

Big-picture view – Key Accomplishments from last year:

- Tech Trek and Tech Trek Alumni Group
- Fundraising success without a major event such as the Homes Tour

Big-picture view – Challenges:

- Reaching and engaging a large membership base (about 200)
- Working with AAUW National (eg. letter-writing campaigns)
- Keeping membership informed of all that the branch offers (not just member's special interest such as hiking or book clubs)
- Informing membership of all the possibilities AAUW membership has to offer
- Fellowship. The branch has no weekly meeting to connect members but the Speaker Series does offer a monthly opportunity to come together as a branch.
- Find "untapped" potential in members who might want to become more involved.

Big-picture view – Opportunities:

- "Untapped" members who could add talent but are underinvolved
- Branch can include issues such as Climate Change and Immigration issues
- Speaker Series – Open the scope by better understanding the needs in our community
- Partnerships - Link with other local non-profits such as The 222, Rotary, etc.

B. Branch Goals Development – Part 1 - Brainstorming

Board members were asked to develop ideas for four categories:

- Programs and Services
- Operations and Governance
- Member Engagement
- Community Outreach, Engagement and Impact

Many of the ideas have been identified by board members for their goals. The July 2025 goals brainstorming session was designed to organize and consolidate these ideas, without judgment.

The September 8, 2025 Board meeting will include **Part 2 -- Goals Refinement and Implementation** Note: the * in parentheses indicates the number of dot votes.

A. Programs and Services

1. Scholarship programs

- a. Establish a Trades Education Scholarship for a senior high girl
- b. Establish a Tech Trek Alumni Group (TTAG) Leadership Award for a senior high girl (to include a financial award)

2. Reading Rocks

- a. Increase membership participation (particularly Windsor and Healdsburg Elementary School)

B. Operations and Governance

1. Operations (Laura Tredinnick and Donna Campoverde, leads)

- a. Explore using organization software to improve membership management and member experience (6*)

2. Fundraising (Fundraising Committee – Julie Hanamura)

- a. Establish a Fundraising Committee
- b. Develop fundraising events that draw participation beyond AAUW membership (3*)
- c. Set and work towards a goal of 75% of members contribute to AAUW Fund (3*)
- d. Develop named campaigns (e.g. general public = 50th year, members = “do one thing this 50th year”) (2*)
- e. Seek grants and/or business sponsorships (beyond member donations) (1*)
- f. Develop fundraising event that educates and supports our mission (e.g. speaker of note)

3. Communications

- a. Update Branch website for members and community members (1*) to include specific and more clearly stated information (1*)

4. Succession Planning

- a. Recruitment of New Board Members for 2026/27 (2*) – all Board members
- b. Expand Board to have representatives from each interest group (e.g. hiking, book, social, potential new interest groups (e.g painting, art, museums)

C. Member Engagement

1. New and ongoing Member Education – Continue to improve new and ongoing member orientation and refresh (3*)

2. Engage untapped members (3*) – Past President lead?

- a. Expand social activities
- b. Ask/expect interest group chairs to publicize activities and get members to volunteer and publicize. Will increase interest, bring groups together and foster member bonding (1*)

3. Member Service Hours - Consider setting a goal for individual member service hours to AAUW and/or community (1*)

D. Community Outreach, Engagement and Impact

1. Community Engagement Director and Committee

- a. Expand Board to establish a Director of Community Engagement position
- b. Open call for this Director position
- c. Survey members

2. Program/Events

- a. Establish working relationships with other community organizations (6*)
- b. Get more non-members and members to attend our Speakers Series (4*)
- c. Survey and/or outreach to community organizations about doing joint projects

- d. Establish and promote programs that attract and appeal to larger groups in the community (i.e. fun, educational, etc.)
- e. Have a booth at community events
- f. Actively sell programs and services to attract more participation

The meeting was adjourned at 4:30pm. Next Meeting, September 8, 2025 at the Abel De Luna Community Center, Healdsburg, CA

Respectfully Submitted,
Donna Campoverde, acting Secretary
Pam Jones, Secretary and Goals Workshop Facilitator