

AAUW Colorado Board of Directors Meeting Minutes
Supplemental Meeting Conducted Via Webinar
Tuesday, March 27, 2017, 6:30-7:40 p.m.

1. Call to Order

President Amy Blackwell welcomed those present and called the meeting to order at 6:34 p.m. Amy Blackwell indicated that by recording the meeting readers and tellers would not be required. Those attending included: President Amy Blackwell, President Elect Stormy McDonald, Program Development VP Betty Flaten, Treasurer Bev Dare, Membership VPs Eileen Young and Terry Campbell Caron, Secretary Carolyn Cooley, Bylaws Co-Chairs Lois Florkey and Brenda Wolfe, Public Policy Co-Chairs Betty Boyd and Melinda Reed, Communications Committee Co-Chairs Melissa Johnsen and Heidi Baker, IBC Chair Jill Smith, and Nominating Committee Chair Susan Damon. Absent were Program Development VP Linda Groth and AAUW Funds Director Jeane Lindeke. A quorum was present.

2. Meeting Purpose

President Amy Blackwell indicated that the purpose of this supplemental meeting was to address the following motion: "The Executive Committee - in alignment with its positive recommendation - moves that the Board of Directors approve the Communications Committee's mid-cycle request for additional funding for the services of an external marketing/communications consultant." As this is a committee motion, a second will not be required.

3. Discussion

President Amy Blackwell opened up the discussion on the motion. Questions and concerns from Bylaws Co-Chairs Lois Florkey and Brenda Wolfe were discussed.

- a) "With the timeline of 8 weeks, the project would now be finished sometime the end of June the first of July. Our branches do shut down during the summer months and it would be difficult to contact branches until at least late August." The original timeline for the contract was for 4 months. We will be asking the consultant to extend the contract for 5 months. The branches will be contacted in the April - May time period. The consultant will have the summer months to prepare their report and recommendations. The branches will pick up materials during July-August and implement findings as they see fit. The Communications Committee has representatives from many of the branches who will work with the committee and will outreach to branches when they need help.
- b) "There does not seem to be any follow up plan for after the communications firm finishes its study and contact with our branches." The objective of the third party effort is to provide a creative, state-wide communications plan and to have a higher level of experience to help in developing our plan. The intent is to provide a unified message to the branches. All of the branches are in agreement with the effort and are expecting something for their involvement. The conclusions will be owned by the Communications Committee who will work with the state and branches to implement. This is the role of the Communications Committee.
- c) "Would there be a workshop presented by the consulting firm at Fall Leadership Conference on the communications proposal/plan? For \$5000.00 this seems like it should be a yes." Most likely this will be done in partnership with the Communications Committee. The specifics will be worked out in the negotiated contract.
- d) "Do our branches realize that they will be doing the communications work and not the hired firm?" The consultant will make recommendations for the communications plan. It will be the responsibility of the state and branches to implement as they wish. This will be done in a collaborative manner.
- e) "Which branches are going to benefit most from communications resources? Case in point, the largest branch in the state has increased membership by 25% with 42 new members this year. Is the state being asked to subsidize smaller branches?" This is a state project to develop the communications plan. AAUW

Colorado exists at the behest of the branches, and it is the responsibility of the state to serve and help the branches. It is an opportunity for collaboration, and all branches will have an opportunity to take advantage of the recommendations of the consultant. Those that do will benefit the most. We will look to the consultant to assist in how to measure success of the plan.

- f) Kim Churches, our new Chief Executive Officer, will be attending our Fall Leadership Conference, would it not be better to wait and see if AAUW is going to be reworking its strategic plan to embrace new forms of communication and membership building? As National was contacted during the background gathering phase, is there money available for a grant to help us be a beta test for the organization?" The Strategic Plan from National focuses on the mission of AAUW, basically the WHAT we are to communicate. At the state level, our proposal focuses on the HOW we communicate. A grant could possibly be explored.
- g) "Along with the lack of a follow up plan for the communications proposal there does not appear to be any leadership component for the project after July 1st. Both Heidi and Melissa are leaving the communications committee on this date. It has been suggested that others from the communications committee may take over the leadership of this project, but we have no names." Melissa Johnsen will continue as consultant to the Communications Committee. A ZAP team will be formed to coordinate the effort. Members of the Communications Committee have been approached for participation. Carolyn Cooley and Deborah Parchetta have agreed to support.

4. Final Motion

The motion was amended as follows: "The Executive Committee - in alignment with its positive recommendation - moves that the Board of Directors approve the Communications Committee's mid-cycle request for additional funding for the services of an external marketing/communications consultant, not to exceed the limit of \$4,500." The motion carried 9 ayes to 1 nay.

5. Adjourn

The meeting was adjourned at 7:38 p.m.

(Signature on File)

Carolyn Cooley, Secretary

April 13, 2018

Date of Approval