

AAUW Colorado Executive Committee Meeting Minutes

Friday, February 23, 2018, 6:44 p.m. – 8:00 p.m.

Supplemental Meeting to February 2, 2018 Executive Committee Meeting Conducted Via Webinar

1. Call to Order

The meeting was called to order at 6:44 pm.

2. Present

President Amy Blackwell, Secretary Carolyn Cooley, Treasurer Bev Dare, Membership co-VPs Eileen Young and Terry Campbell Caron, President Elect Stormy McDonald, Communications Committee Co-Chairs Melissa Johnsen and Heidi Baker (guests and presenters), and IBC Chair Jill (guest). Absent were: Program co-VPs Betty Flaten and Linda Groth. A quorum was present.

3. Finance Committee Recommendation for Additional Communications Committee Funding

At the February 2 Executive Committee Meeting, it was moved and approved to conduct a detailed discussion of this topic prior to resolution of the recommendation. On February 23, 2018 a webinar was held to have this discussion. Heidi Baker and Melissa Johnsen provided an in-depth presentation of the proposal to contract with CRS Impact and Creative Media Solutions to develop a state-wide strategic communications plan. The cost of the proposed contract is \$5,000, where \$500 comes from the Communications Committee budget and \$4,500 from state reserves. The time period for the contract would be 4-6 months.

An overview of the proposal was given which addressed baseline assessment of current communications, assessment of draft AAUW Colorado Communications strategy, refinement and finalization of strategic communications plan, training, and project management and oversight. (See attachment to these minutes for summary of the recommended proposal).

Benefits to utilizing an outside contractor were addressed. Specific highlights included: wise investment for AAUW Colorado; unified plan would be put together to guide state and branches; would provide technical expertise to the Communications Committee that members currently do not have; would help address long term technical deficiencies in Communications Committee by evaluating opportunities for support (e.g., engaging young college communications students); would address ways to support current members that are overworked in communications efforts; would train branches and state representatives in plan execution.

Other topics addressed included: process for selecting contractor, AAUW National contribution to communications tools, contractor qualifications, performance metrics and evaluation, transition to new Communications Committee members and co-Chairs, and potential for future budgeting requirements.

Bev Dare, representing the Finance Committee, presented the following motion: "On January 23, 2018, the Finance Committee voted to recommend to the Executive Committee that additional funding requested by the Communication Committee be approved." The motion carried.

The next steps in the approval process were discussed. Jill Smith, IBC Chair, will coordinate the IBC vote. Then President Amy Blackwell will convene the Board of Directors for their vote. There will be a 14 day voting window for each vote plus time for deliberation.

4. Adjourn

Adjournment was moved by Bev Dare and seconded by Stormy McDonald.

(Signature on file)

Carolyn Cooley, Secretary

April 27, 2018

Date of Approval