

Executive Committee Meeting  
September 9, 2006 at 9:30 AM  
Telephone Conference Call

Present: Shoemaker, Atkinson (J), Atkinson (K), Hoffler-Foushee and (later into the conversation) Hill

The EC discussed various goals which had been drafted by leadership team areas at the July 15 leadership conference in Sandhills. The purpose of this morning's discussion was to define what goals from each team could be actually turned into SMART goals and tracked in reports to the Board and AAUW NC members.

By consensus the EC agreed that the following goals could be "SMARTified" for each leadership team.

#### Membership Leadership Team Goals

- 1) Create a presence at the North Carolina Conference for Women in Charlotte on October 19, 2006. The membership team plans to design and manage an exhibit at this conference.
- 2) Develop a State Recognition Program. A branch recognition form has already been prepared. The issue is how to get the branches to participate in the program.
- 3) Improve communications between the AAUW NC Vice President for Membership and the branch counterparts.

#### Events Leadership Team Goals

- 1) Advance the concept of a Women Assembly and support the Women's Assembly agenda. This initiative will begin at the fall leadership conference in Statesville on October 21, when the morning will feature a Women's Assembly. Also the Advocacy Leadership team will be presenting an AAUW MC public policy platform for discussion at the board meeting on Friday, October 20 and at the business meeting the next day.
- 2) Seek grants for continuing projects. The events leadership team is seeking a grant for a Leader on Loan to speak at state convention in April 2007.
- 3) Increase C/UCU participation in AAUW NC. The EC agreed that Shelia B-M should send out invitations to current C/UCU partners to attend the spring 2007 convention in Winston Salem. C/UCU partners in attendance will have specific workshops before and during lunch, designed to increase their understanding of the AAUW NC mission and to develop recommendations to increase the number of C/UCU partners throughout the state.

#### Communications Leadership Team

- 1) Improve media relations. Marty is working on creating state and branch media contact lists. This goal will also involve some kind of branch communication to follow up on state and local news. Nancy will be working with Marty to SMARTify this goal.
- 2) Revamp the distribution of the Tar Heel News to eventually cut mailing costs. Already the THN has been redesigned. The printing of the THN has been decreased from four to three issues annually. MALs will receive at least one issue a year. MALs have been encouraged to join AAUW NC for just \$11 dollars a year to receive all three issues. Currently all AAUW NC members will receive three issues in the mail. (The THN can always be downloaded from the web site.) Future plans may be directed to more electronic mailing of the newsletter rather than using a print form to cut costs.
- 3) Increase member use of the blog and integrated web site. Nancy is working on this goal.

### Advocacy Leadership Team

The Advocacy Leadership Team is preparing a AAUW NC public policy platform for discussion at upcoming state conference (see Events #1). Nancy will check with Mary Peterson on the progress of having this platform ready for review at the board meeting on October 20. Other advocacy leadership goals are being defined.

### Fundraising Leadership Team

The Fundraising Leadership Team has recommended using the web site for selling AAUW items. The EC committee felt that this and other goals of the Fundraising Leadership Team needed more discussion and definition. However, the EC did recommend using Cafe Press as a web sales site. (See Web Site Sales below.)

The EC also agreed that before the state conference in Statesville on October 21, a letter from the fundraising team will be sent to all elected and appointed board members. (Branch presidents will not receive a letter.) The letter will encourage them to support the mission of AAUW NC through a donation to the 100 Club, Educational Foundation, LAF and other appropriate channels. A donation form will be enclosed with the letter.

### Administration Leadership Team

- 1) Promote the Juvenile Literature Award at the state and local level to make AAUW NC more visible. Lib Laney is an ideal person to be the contact for this award.
- 2) Bring the policies into alignment with the new bylaws and new structure. A three person committee (Karla, Millie and Lois Ward) are working on this. Karla has prepared the first draft and will send it to Lois and Millie for review this weekend.

Nancy will review other notes from the Administrative Leadership Team to define any other goals that may be relevant in this year's programs.

### State Convention and Fall Conference Updates

Judy reported that she is meeting soon with the president of Salem College to ask if she would be a speaker at convention. Having a Leader on Loan for convention is still unknown. Judy will have draft of the program, registration details, housing, fees, etc. for convention for review by the Board at their October 20 meeting.

Plans for presenting the Women's Assembly Agenda and other workshops at the fall conference are coming along.

### 100 Club Update

To date only two board members have joined the 100 Club. This prompted the EC to recommend that a letter be sent to selected board members. (See Fundraising notes above).

### Web Site Sales

Nancy reviewed two options for making money, using Cafe Press as the outlet. However, no recommendation was made re. these two options.

However, the EC agreed to use Cafe Press as a web sale location because there are no upfront production costs to develop AAUW NC sale items. Nancy will talk more with Lil and Evelyn Lyngé about setting up AAUW NC as a store on the Cafe Press web site.

Nancy proposed using the AAUW NC state theme, "Open the Gates," as a logo to be imprinted on coffee cups. Those who join the 100 Club will receive a coffee cup with this logo. No decision was made.

Board discussions of how to best use Cafe Press as a fund raising vehicle will continue at the board meeting on October 20.

### Miscellaneous

- a) branch communications from State: The EC was reminded to use and "test" two subject

headings (URGENT and FYI) in their communications to each other. The “test” should offer some insight whether these two key words would be useful in email communications with the branches. Some information will continue to be sent to branches as hard copy. Nancy will use a postcard for branches to request hard copy rather than email forms of documents.

b) Leadership Team Reports: All such reports are due by October 1 for the upcoming fall board and leadership conference meetings. The reports will be posted immediately on the web site.

c) Business meeting at fall leadership conference: The EC put four items on the agenda for the business meeting which will be held after lunch on October 21, including (1) follow up discussion on the Womens Assembly Agenda forum, (2) Cafe Press, (3) state convention updates and (4) other matters coming from the board meeting on October 20.

The telephone conference meeting was adjourned at 11:07 am.

Respectfully Submitted,  
Karla Atkinson, Secretary