

**Greater Naples Branch AAUW
Branch Meeting – Saturday, October 5, 2013
Hodges University**

The meeting was called to order at 9:58 am by President Ellen Granger.

Ellen welcomed Dr. Jeanette Brock, the new president of Hodges University, and acknowledged Dr. Marcia Turner, Dean of Students. She said the facility here is beautiful and will be the site for the STEM conference as well as our branch and board meetings.

Finance. Lisa Brice directed attention to the revised proposed 2013-2014 budget handout and said that minor changes had been made from the proposed budget distributed last spring due to a little income that had come in since then. She reported that Arthrex has agreed to underwrite a portion of the STEM conference so that we may not need to take funds from the Foundation. Vi Steffan moved that the revised proposed 2013-2014 budget be approved. Susie Mehas seconded the motion and the motion passed unanimously.

Program. Program chair Susie Mehas introduced the speaker, Dr. Char Wendell. Char was the founding dean of Online Learning and Information Resources at Hodges. With almost 30 years of experience in education, Char has taught a wide variety of courses. She has taught at Hodges since 1999. Her subject was “Taking the Mystery out of Distance Learning and Online Education.”

Ellen announced that Marcia Turner will give a tour of the facility after the meeting.

Membership. Rose Ford congratulated the 30 members and guests who found their way to the new facility and thanked Hodges for letting us meet there. She reported that 27 members were in attendance, along with three guests, whom she introduced. We now have about 80 paid members. Sixty-three of last year’s members have not renewed yet. Thirty-four of those are seasonal and Rose hopes they will rejoin when they return. She commented that it is much easier to budget if people renew by the official renewal date of July 1 and she asked those present to encourage people to renew. Besides Rose, the membership committee members are Joan Kendzior, Carol Light and Nancy Palvino. Rose announced that Ellen produced a new membership brochure over the summer and that it is available at the check-in table.

Communications. Vi Steffan reported that the membership renewal form has been revised but isn’t yet on the web site. Soon there will be two membership application forms, one for new members and one for renewals. The redesign of the web site is coming along well. Jeanne Bold’s organization, Bold Solutions, has been fantastic to work with. Vi will give a presentation at next month’s meeting of where everything is on the redesigned site. The membership roster that is currently on the site is up to date except for the listing of the two most recent members. The new roster is done and will be put up once the renewals are all in. The form to register for the 45th anniversary party of the branch’s founding is almost complete and will be on the site soon. A hard copy is available now. A hard copy of the directory is almost finished; it, too, will be finalized when the seasonal members have returned and their renewals have come in.

Development. Donna Walker reported on the survey she distributed through SurveyMonkey. It was sent to 100 of our members as that was the maximum number who could be surveyed using the free service. In the future, surveys will be sent to all members. Her committee wanted to hear directly from the membership. She thanked those who returned the survey, which was 45 people. The survey is very simple and consists of only 10 questions, with room for comments on each question. She said they have received some great comments and that so far there are two common threads. In response to the question about how to increase membership, the overwhelming response was for members to bring guests to our meetings and activities. As for what members enjoy most, the top answer was Tours and Talks. She announced that a Tours and Talks day-long program is being planned for the Everglades in January. She will send the survey out one more time to those who didn't respond. She said there will be corresponding actions for each of the survey responses, e.g., since people enjoy Tours and Talks so much, we will offer more of them.

Donna announced that the board has formed a development committee. One question the committee will discuss regarding fundraising is: Where have we been, where are we now and where are we going? In addition to Donna, committee members are Julie Olander, Caroline Crew, Susie Mehas and Laura Scott. The committee met in May and is regrouping now. Over the summer they developed and sent out the survey and attended development seminars. She said to expect some smaller fundraising activities this year, such as perhaps a Dollars for Scholars opportunity to donate at our events. She reported that Ellen has an idea for a fundraising luncheon that is related to books and book groups. Ellen explained that she had received a survey soon after attending the national AAUW conference this summer and that she and Donna then decided to do their own survey.

School and Community Relations.

Scholar Bowl. Nadine Wells said that Scholar Bowl will be reported on at the next meeting by Kathy Ryan.

Scholarship. Nadine announced that the Scholarship committee is in the process of automating the scholarship program. She thanked Vi for connecting them with Bold Solutions for help with this. Not only will the program be more efficient once automated, but they will then have a database so they can follow both award recipients and those who applied for but were not granted awards. Her committee has 10 members and is a mix of new people and those who have worked on the committee for years. She is looking forward to working with this group.

RIF. Nadine reported that the Reading Is Fundamental committee was able to complete the requirements imposed by Macy's as a contingency to Macy's funding of the program last year. The committee distributed two books each to 3600 students at five schools. Karen Clegg has recently completed the paperwork to request funding from Macy's for another year. A more detailed RIF report will be given at next month's meeting.

STEM. Caroline Crew said she was honored to be the new chair of this committee. This will be the 17th year of the STEM conference, which presents to fifth-grade girls the opportunities in STEM fields and also helps parents learn how to support their girls in these areas. The conference will be held on Saturday, February 8, and there will be a volunteer sign-up sheet at

the next meeting. Members will have the opportunity to be involved as volunteers and/or donors. The conference name is STEM Girls Count. Arthrex will donate \$3,000 to the conference. The keynote speaker is Ellen Prager. Caroline encouraged everyone to join her at the conference and said it is a fabulous day for the girls. Ellen said she is excited to have the conference at Hodges this year and that it will be a great venue for the girls to see.

Programs. Susie Mehas announced that there are flyers regarding the branch's 45th anniversary cruise aboard the Naples Princess, a 105-foot yacht. She encouraged people to bring a prospective member. As soon as people board the boat, they will be given a glass of champagne. There will be wonderful hors d'oeuvres and a cash bar. Attendees will receive a free ticket for a drawing for a beautiful autographed coffee-table book by Alan Maltz, a phenomenal wildlife photographer. Additional tickets can be purchased. Ellen encouraged people to attend and bring a friend and she noted that the boat is wheelchair accessible.

Vi explained that people can find out about the branch's events by clicking on the Events button on the web site. The various events will appear as a list. By clicking on List, the events will be displayed in calendar form. Ellen announced that the annual holiday party will be held at Grey Oaks on Friday, December 13. It will be a cocktail party.

Susie asked the three guests how they had heard about today's meeting. Two said that friends invited them to attend. The third guest said she read about the meeting in the Hodges newsletter.

Miscellaneous. Ellen displayed three items, all with the new AAUW logo, that she had gotten at the national convention – a very small notebook with the new logo, a journal with a pen and a larger journal without a pen. She also showed a tote bag she was given as a conference attendee and noted that there is also a larger canvas tote available. She announced that there would not be a 50-50 drawing today.

The meeting was adjourned at 11:48 am.

Glenda Struthers,
Recording Secretary