

AAUW Branch Meeting Minutes

AAUW Westchester Branch

April 7, 2021 at 5:30 pm

Call to Order: Lorrin Johnson The meeting was called to order at 5:30 p.m.

Announcements:

Speakers: Previous meetings' speaker presentations may be found online on our website.

Branch Votes: Votes have been submitted, either online or by snail mail, and we had a quorum.

Votes to approve the new board: 55 yes, 0 no.

Co-Presidents: Ellen Leuner, Rene Parmar

Program Co-VPs: Marie McKellar, Susan Perko

Membership Co-VPs: Marge Kingsley, Judy Walsh

Co-Treasurers: Susan Gardner, Cynthia Plater

Co-Recording Secretaries: Elaine Weiss, Marcia Keisz

Corresponding Secretary: Abby Hirsch

Votes to approve the budget: 54 yes, 0 no.

Votes to approve the increase in dues: 50 yes, 1 no.

New board members were introduced.

The national vote begins today, April 7.

Feminist Walk-through Harlem, Celebrating Remarkable Women" & WCC Scholarship: Marilee Scheuneman

I am pleased to say that, thanks to our branch members' generosity, we just raised \$3200 for the local scholarship fund. A special thanks to Shelli Pines and Marlene Brenhouse. who offered the art interest groups' "Feminist Walk through Harlem" in lieu of the scholarship luncheon. She also invited some of her non-AAUW friends to contribute. We will be awarding 4 scholarships of \$1000 each next time.

Marilee Scheuneman

Carol McMillan: Carol McMillan, a branch member for many years, who has been instrumental in moving our branch forward, was introduced by Lorrin. Carol will be moving to California in a few weeks, and spoke about the friendships that she made and activities she was involved in here. She will be maintaining dual membership, and will continue to participate in Westchester activities on Zoom. We wish Carol good luck, and will certainly miss her.

EYO: Explore Your Opportunities, our annual conference for middle school girls, sponsored jointly by the Westchester and NYC Empire branches, will be held virtually on Saturday, April 17.

Program Meeting: Marie McKellar, Co-Program VP, invited all members to attend a Zoom meeting at 10:00 am, on Thursday, May 13, to discuss the 2021-2022 programs. Links will be provided.

Speakers: Drs. Amanda Gunning and Meghan Marrero, co-Directors of the Mercy College Center for STEM Education: *Evolving Learning Environments: Challenges and Benefits of Online Learning*

Drs. Gunning and Marrero discussed the fact that online learning has been in existence since 1984, and virtual schools (mostly charter) started in the 1990s. Of course, since the pandemic, there has been a sea change as most schools have been completely virtual. The biggest problems are still the lack of equity in availability of Internet and devices, as well as the lack of knowledge of technology by teachers and students.

They spoke about the work that Mercy College is doing to meet the needs of both teachers and students. They have provided virtual professional learning activities for teachers, as well as a Saturday virtual STEM academy for students.

There was a lively Q & A session after their presentation, which was very well received.

Next branch meeting: The next meeting will be on Wednesday, May 5, at 5:30 p.m. The speaker will be Evelyn Stock, past president of the League of Women Voters of Scarsdale, Westchester, and NYS. Her topic is *The Role of Women in the USA-- 100 years after the 19th Amendment Gave Women the Vote*.

Adjournment: The meeting was adjourned at 6:31.

Submitted by

Susan Appel

Recording Secretary

AAUW Westchester Branch

April 7, 2021 at 4 pm

Attendance: All Board members were in attendance

Old Business: Ellen Leuner

Minutes of the Branch & Board: The March 3rd Board and Branch minutes were approved previously via email.

Membership: Judy Walsh, Marjorie Kingsley: Marge Kingsley attended the "AAUW Recruitment and Fundraising in COVID". Attached is her summary.

The recording of the meeting will be available in 3-5 days on the AAUW website. There were 124 people on the Zoom, nationwide as far as I could tell. The first 20 minutes or so was discussing how to set up and use virtual meetings. Everyone voted on what their branch was doing:

71% were already hosting virtual programs

35% were hosting virtual programs and fundraisers

5% were not yet on board with virtual meetings

The next 20 minutes were on recruitment and retention. Highlights:

Key points on recruitment:

- 1) Educate. What are strengths/weaknesses as a branch?
- 2) Have one voice. Develop an elevator pitch; and an invitation.
- 3) Set goals for bringing in new members. For ex., use a shared Google Doc to keep track of recruitment efforts, give certificates (use CANVA, a free graphics program)
- 4) Be virtual even after we go back to in-person meetings.

Re retention:

- 1) Find out why members are leaving. For ex., exit interviews to get feedback on positive/negative opinions. Suggestion here was to use Survey Monkey or something similar for people to respond (more objectively, probably).
- 2) Celebrations. Recognize milestones, special members, etc.

Final section, about 10 minutes - the group was broken up into 8-person subgroups for discussion on what they are doing. I figured I'd learn more by listening than talking, since the time was so short. One branch in NJ prepared a script with an "I Love Lucy" format, with a back-and-forth on how important it is to donate to such a good cause. This skit raised \$7,000. The contact is lindakarp@gmail.com. For more info, just put AAUW in the subject line. Several

branches were doing auctions and book sales, via Zoom. It only took an hour, but covered a lot.
Marge Kingsley

Marge and Judy will work on creating the elevator pitch for our branch.

Treasurers: Susan Gardner, Cynthia Platter: FYI AAUW promotion -- whenever we have an event, we can offer an option of 50% off national membership to new potential members. I think that after an event such as the Harlem walk, or just a monthly branch mtg, anyone new attending should be sent an email from Membership offering this limited time offer to join at half price. In the email include the link below [bottom of this email - click it and see where it takes you]. In this example I set it to expire 4/30 - then we can do it again for the May mtg, ...

Create a "Shape the Future" Promotion for your Branch

Create and send branch member prospects (MOB) a special link to join AAUW at 50% off national dues, plus regular state and branch dues, after your event. Select a deadline (10 days recommended) for your promo to expire. Example: To run your promo until the end of October, select November 1 as your expiration date.

NOTE: This offer is for new members only or those who have lapsed for two or more years. Use of this resource is otherwise prohibited.

Here's link =

svc.aauw.org/recore/wmembership/NewJoinBranch_Special.asp?BranchID=NY2026&strPcode=137

The current treasurer's report will be attached to these minutes.

Programs: Sue Perko, Marie McKellar: May 5th at 5:30 pm, Evelyn Stock will speak on "The Role of Women in the USA – 100 years after the 19th Amendment Gave Women the Vote."

Feminist Walk-through Harlem, Celebrating Remarkable Women" & WCC Scholarship: Marilee Scheuneman

I am pleased to say that, thanks to our branch members' generosity, we just raised \$3200 for the local scholarship fund. A special thanks to Shelli Pines and Marlene Brenhouse. who offered the art interest groups' "Feminist Walk through Harlem" in lieu of the scholarship luncheon. She also invited some of her non-AAUW friends to contribute. We will be awarding 4 scholarships of \$1000 each next time.
Marilee Scheuneman

"Garage-less" Garage Sale: Ellen Leuner. A few members tried it, and it was successful. We will try to do this in November, and will put an article in the October Chips.

EYO: Lorrin Johnson

Our annual Explore Your Opportunities event will take place on Saturday, April 17. Our eight workshop leaders met on April 3, with Manny Diaz, head of Information Technology at Mount St. Vincent College, where our virtual EYO will occur. Manny and his staff will be available during the event to deal with any technology problems.

Bedford-Hills Correctional Facility/Marymount College: Rene Parmar, Sue Appel

There was great support among our members for the book drive for the women at Bedford Hills who are enrolled in college classes. Unfortunately, the books have not yet been delivered to the facility, because of the COVID restrictions on visitors.

AAUW National Vote: begins April 7th.

Other Old Business:

Branch Vote: Ellen Leuner

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Equal Pay Day: Jane Pendergast.

Equal Pay Day: Roads to Women's Economic Recovery and Future was on March 24. Our

Westchester Branch and AAUW NYS sponsored this forum with NYS Attorney

General Leticia James and other luminaries.

Program Meeting: There will be a Zoom meeting on Thursday, May 13, at 10:00

a.m. to discuss programs for next year. All members are invited to attend. Links

will be sent.

New Business: Lorrin Johnson

Equal Pay Day: Roads to Women's Economic Recovery and Future Our Westchester Branch & AAUW NYS sponsored this forum with NYS Attorney General Letitia James and other luminaries. Jane Pendergast

The meeting was adjourned at 4:39 pm.

Submitted by

Susan Appel

Recording Secretary