



## AAWCC Board Retreat Gresham, OR



**February 26-27, 2016**

**FEBRUARY 26, 2016**

**Attendance:** *Melissa Aaberg (VP-Web Development), Sydney Frost (VP- Membership), Lynn Irvin (VP-Fall Conference/ President-Elect), Julie Kopet (Past-President), Cherie Maas-Anderson (VP-Finance), Carol McKiel (President), Deb Nicholls (VP-Records), Heather White (VP-Registrar), Jan Woodcock (VP-OILD), and Donna Zmolek (VP-Communications)*

**Absent:** *Donna Lewelling (VP-Summer Conference/ VP-Fall Conference), Lynn Nakamura (VP-Special Projects) and Teri Olsen (VP-Special Projects/VP-Summer Conference)*

### **CALL TO ORDER**

Following the Board panel at the Mt. Hood Community College Chapter meeting, Carol called the retreat to order a 2 p.m.

### **AGENDA CHANGES**

Nothing was added or deleted, but a reorder of discussion items occurred.

### **DISCUSSION ITEMS**

Confirmation of Hotel Room Needs – Carol confirmed lodging needs.

Approval of Minutes – Julie’s motion to **approve the meeting minutes dated October 23, 2015 and November 20, 2015** was seconded by Cheri. Upon call for the vote, the **MOTION PASSED unanimously.**

Introductions and Baby Updates – No new members were in attendance so quick baby updates transpired.

President Report – Carol mentioned that the Board’s desire was to broaden the board and wants to continue outreach work with local chapters/schools by surveying them to see what they need and sending out ambassadors to campuses. Not all campuses have chapters. A budget for this outreach work will be discussed at the April meeting (i.e., gas or mileage for board members to visit campuses).

Discussion also occurred on **chapter grants**. It was noted that Central had requested \$149 for tax-id costs. Several chapters use their own college tax-ids. Further discussion to occur on this Saturday.

Past-President Report – Julie asked about a ‘cause.’ Discussion occurred and Jan stated that the board was formed for the purpose of putting on a fall conference. In past years, a ‘cause’ was supported due to a board member’s health issue, but that it wasn’t a requirement for the Board to have.

Julie’s motion to **remove #2 from the Past-President’s job description** was seconded by Jan. Upon call for the vote, the **MOTION PASSED unanimously.**

Financial Report – Copies of the financials were distributed at the meeting.

- Checking           \$6,920.41
- MM Savings       \$8,286.44
- CD                 \$20,514.96
- **TOTAL**            **\$35,721.81**

Cherie noted that the CD was coming due in August and suggested pulling the money out of the **CD** and putting it in savings. She noted that \$1,470 was spent on scholarships after monies came in from individual college sponsorships. **Fall 2015 Conference profit** was \$2,159.34.

Credit card processing expenses were discussed and other options are being investigated (i.e., Square).

Silent auction brought in \$1,142.50.

Discussion occurred on creating a financial spreadsheet of expenses for planning purposes to see trends in location costs, etc.

Conference Attendance - The number of attendees at last year's conferences were 139 (summer) and 180 (fall).

Registration - Continue Early Bird pricing; Tardy Bird should end two days before hotel deadlines (same price as Early Bird). Registration will remain open until right before the conference, but a higher rate will be charged after Tardy Bird ends to cover additional expenses charged by the hotel.

It was suggested that conference fees be increased in accordance with conference location fee increases.

Website – Melissa indicated that the site had been hacked recently so she had to recreate it. Lydia Rediske is scheduled to replace her on the Board. The calendar will be removed from the site. History info was moved from the 'private' board area to the main page. This information is very helpful!

Sydney suggested a LinkedIn account. Mt. Hood has one and they feel it's a more professional network than FaceBook as well as an extra place to market events. A LinkedIn session was suggested at a future conference. Sydney will explore and present her LinkedIn idea during the April meeting.

National Fall Conference – October 26-28, 2016, Bridging the Leadership Gap @ Doubletree Lloyd Center

Cheri reported that the hotel had been booked but that was about it. We asked for 150 rooms with 10 breakout sessions. We went down to 100 rooms and as a result we agreed to cut back to 7 breakout sessions.

The National will be holding a board meeting following AACC in April (10-12). Dawn DeWolf wants to wait until after that to really get started planning the fall national conference. Dawn and Alisha's role is to find the **keynote speakers**. State will publish the **program** and organize the **workshop** (tracks). A Call for Proposals will go out nationally. Claudia Currie will be doing the **music** (a choir). **Painting** will take place again on Thursday evening. The **Silent auction** will be handled by the State chapter, with the State chapter keeping the proceeds. All other costs/profits will be split 50/50 between State and National.

**Sponsors** are needed! State should keep the money from the sponsors as well since we are doing the work to get them. Meal/reception sponsors should be explored. Julie and Lynn to contact wineries about sponsoring a wine tasting event on Thursday evening.

The **marketing** firm is being hired by National. Cherie has a conference call meeting with the National board on March 9. Heather to send Cherie a list of questions to ask national in preparation for national fall conference. Cherie to provide Heather with the marketing firm contact information as well.

It would be nice to open **registration** earlier than normal. Registration fee will be \$295. No **awards** or **business meeting** will occur during the national year.

**Basket raffles** will be done a little differently because so many will be flying in for the conference. Discussion occurred on announcing the winning raffle tickets and letting the winners pick from the remaining baskets/items. We can encourage donating colleges to keep winners' travel restrictions in mind. AAWCC swag options will be available for those that win and cannot travel with the large basket items.

Julie requested that a **planning matrix** be developed and presented at the April 29.

The fall national conference will kick-off with an **evening reception** at 7 p.m. on October 26.

**Sponsorship Brainstorming** resulted in suggested contacts of Key bank, Wells Fargo, and other financial institutions.

Save the date emails for Summer and Fall Conferences could be created any time and posted to the webpage as well.

2017 Fall Conference - November 15-17 will be penciled in with the Embassy Suites-Tigard.

Day of Dialogue – Chapters hold discussions and send info to national. Discussion occurred as some local chapters not wanting to do the Day of Dialogue due to this year's sensitive topic of stopping sexual violence. Mt. Hood is holding the Day, but indicated that there were being very mindful to develop questions so as not to create trigger situations. They plan to have counselors on hand to assist if needed. It was noted that the dialogue wasn't intended to be a personal dialogue session. Chapters can report out to national and let Donna Z know for inclusion in the spring newsletter.

Summer Conference - July 21 at Salishan Resort

SWAG – Need to order more water bottles for OILD use and some for the fall national conference. Jan to order from company in Roseburg.

Position transitions - President-Elect Carol and Past President Julie briefed Lynn. More on this topic in April.

Centralized Passwords – Carol wants a procedure in place for passwords so that they aren't lost as people change positions or leave the Board. KeyPass or LastPass were mentioned (encrypted sites). It was noted that since there aren't very many passwords needing remembered, a hand written list in notebooks for a select few on the Board would suffice.

- Flickr - Teri
- WePay - Heather
- Constant Contact - Heather
- Key Bank - Cheri
- Website – Melissa / Lydia
- Listserve - Sydney
- Facebook – Melissa/Donna Z

Newsletter – Donna Z solicited stories. She needs a letter from president (Carol). Wants to also feature new board members and put something in it about Mary Spilde’s retirement.

Archives, Artifacts and Access to Our History - Historical info (programs, etc.) should be scanned and kept on the website. Discussion on other item needs occurred. Further discussion on this topic at Saturday’s meeting.

OILD - Need to have some succession planning as Jan will retire someday!

#### **RECESS**

The Board recessed for the evening.

**FEBRUARY 27, 2016**

#### **RECONVENED**

Carol reconvened the Retreat at 9:00 a.m.

***Attendance:*** Sydney Frost (VP- Membership), Lynn Irvin (VP-Fall Conference/ President-Elect), Julie Kopet (Past-President), Carol McKiel (President), Teri Olsen (VP-Special Projects/VP-Summer Conference) via phone, Heather White (VP-Registrar), Jan Woodcock (VP-OILD), and Donna Zmolek (VP-Communications)

***Absent:*** Melissa Aaberg (VP-Web Development), Cherie Maas-Anderson (VP-Finance), Donna Lewelling (VP-Summer Conference/ VP-Fall Conference), Lynn Nakamura (VP-Special Projects), Deb Nicholls (VP-Records)

#### **DISCUSSION ITEMS CONTINUED**

Summer Conference (Phone call with Teri)

The speaker for the Growing Together...Stronger Together theme is not available this year. Therefore, a new theme was selected for 2016 and the GTST theme will be for the 2017 Summer Conference.

**2016 Theme** is “Communication for Understanding and Connection.”

Due to low Summer Conference profits, the decision was made to raise the **conference fees** to \$120 for Early Bird; \$135 Regular registration.

## Potential Speakers

- Dr. Kathy Masarie. Heather contacting to check on availability.
- Get a president to talk about importance of communication in a college.
- Check Mary Spilde's availability. Donna, Donna, Teri, and Jan will work together on finding a president who can speak at the conference.
- Julie suggested PCC's communications person and will contact her.

**Food** – There was too much food as people didn't eat the provided snack. The snack will be cancelled unless we need it to meet the food minimum requirement. If kept, we can move the snack to the end of the day and put out to-go bags for the ride home.

April Meeting - Talk about recruiting the new member. Possibly the PCC communications person. She can cover the need for a marketing strategy for the conferences.

Credit Card Processing – Discussion continued on a mechanism to allow swiping of credit cards that can be plugged into some computers and cell phones is needed (Square). Research needed.

## Ideas for Future Conference

- Janet's video – Because Her Story is Where Yours Begins – telling mother's/women's stories
- Possibly Fall 2017 – Constance Carroll from San Diego – she has material about Seneca Falls
- We can also have a founding mother's session – Jan will track for feasibility, a possibility for this fall's conference?

Fall National Conference - We need to honor Mildred at this year's national conference. Idea for possible breakout session – History of AAWCC. Ask Julie's PCC communication person to do a breakout session. National is bringing in all the plenary speakers.

Plaques - Normally people get a plaque when they finish their position on the board, but some don't necessarily want a plaque. Therefore, people can now opt-out of a receiving a plaque. Lynn will contact people if they would like plaques upon completing their positions.

AAWCC Archives - Jan brought in AAWCC material that she's collected over the years. The board decided to archive certain documents.

- Conference programs - Lynn Irvin will have programs from past conferences scanned and coordinate to place on the web.
- Newsletters – Donna Z will scan and coordinate to place on the web.

Finance Reports - With lean years of conference income, we need more information to make sound financial decisions. The information can help us make projections of future conference financials. We don't know how much it's costing for board meetings so we need to add a line item in the budget for operating expenses for the board meetings (i.e., meal and hotel costs).

It would also be helpful to have more detail on conference expenses (i.e., speaker costs and their comped rooms, food costs, etc.).

Other items to add in the financial statement:

- Silent auction income
- Sponsorship income
- Chapter grants expenses
- Credit card processing fees – registration costs

Carol will create an Excel spreadsheet that can serve as a template for plugging in expenses and income.

The issue came up in discussion about being accountable for the money if anyone ever asked us about expenses. The board finances have never had an informal audit. We should try to get the finance paperwork detailed out, so we can do an informal audit in 2017.

Local Chapter Grants – Supporting local chapters with their start-up activities. Carol will send an email to Cherie about sending a check to COCC for their requested \$149 tax id expense. More discussion on the process for helping local chapters to occur at the April meeting. After our decision in April, we can send an email to the Campus Contacts with new/small local chapters encouraging them to send in requests for jumpstarting their chapters. As President-Elect, Lynn will send out the note.

OILD and New Board Members - Lynn Nakamura will be invited to attend as one of the two people who comes from Lane. We also need to check on Lydia Rediske, new webmaster from PCC, about attending OILD.

#### Future Board Meetings

- April 29, 10:00 a.m. – 3:30 p.m. @ Chemeketa (TBD)
- June 21, noon – 6:00 p.m. @ OILD (Silver Falls)
- July 20, noon – 6:00 p.m. @ Summer Conference (Salishan)
- August 19, 10:00 a.m. – 3:30 p.m. @ (TBD – *only if needed*)
- September 9 or 16, 10:00 a.m. – 3:30 p.m. @ (TBD – *only if needed*)
- October 26 (TBD) @ Fall National Conference (Doubletree Lloyd Center)
- November 15, 2017 (TBD) @ 2017 Fall Conference (TBD)