**AAUW Leadership Planning Retreat**

**Saturday, August 10, 2024, at 10:00 a.m.**

Present: Patricia Griffith, Pam Collins, Linda Hendrick, Terri Bawden, Karan Hannah, Kim Waller, and Bonnie Underwood

The meeting began at 10:00 a.m. with Pam Collins and Patricia Griffith presiding.

* Pam indicated that a year-end goal was to create a branch strategic plan.
* Opening discussion: Why did you join AAUW”
	+ To meet people
	+ Interesting programs
	+ Invited by someone and welcomed at programs
	+ Invested in the mission of encouraging and supporting women
* What keeps you in AAUW
	+ Advocacy, educational programs, philanthropy, scholarships, and social connections
* Discussion: how to restructure our meeting format and make better use of Zoom

Branch History: Bonnie has completed the branch history and will look into the cost of printing it for members as well as the cost of printing the directory.

Terri: Membership overview: 37 members; 10 did not renew; 2 will probably not return; Terri has emailed the others and will call them tomorrow to follow up.

* Important to actively recruit new members and stress the option of “Friends of Anacortes AAUW” option with dues at $18
* Open House event to encourage “Friends” – Trish has suggested holding a Non-Profit fair through the library
* For future discussion: next potluck (Halloween party was warmly received)
* Terri will have a survey available at the September meeting:
	+ What are your favorite AAUW activities or programs:
	+ Are there activities or programs you have little interest in which could be dropped without too much regret or sadness?
	+ How would you like to participate in the coming year?
	+ Examples:  Scholarship, Tech Trek, STEM awards, Programs, Fundraising, Membership, Technology, Publicity, Public Policy
	+ What interest groups would you be interested in joining?  Examples:  Book Group, Excursions, Bridge, Walking/Hiking, etc.
	+ What was your favorite program or activity offered by our branch?
	+ What else would you like to see our branch do?

Suggestion: annual Tech Trek and Scholarship recipient reunion at our October meeting.

Question: How can we increase our footprint?

* Equal Pay Day event at college was successful held by another branch
* Social events without agenda
* Recognizing that more communication happens remotely
* Contact and support women owned businesses

Diversity (Inclusion) Bonnie:

* Bonnie commented on diversity changing from visible differences to focusing on inclusion, especially pronouns, gender fluidity
* Bonnie and Kim will give a short presentation (10 minutes) at September board meeting

Lunch break until 12:45

Announcement: Patricia is on the State Communication Team

Tech Trek: Patricia reported for Trish that she believes Tech Trek will continue for at least another year. Most likely at PLU and the cost will probably be even higher. When asked about including students from the San Juan Islands, Trish indicated that if camp is not extended to two weeks, we will probably be limited in the number of students we can send (this year only 3) so her recommendation is to stay within Skagit County.

* Trish would like more participation from members to increase the number of local schools and was frustrated because everything took longer due to paper only applications. Patricia will bring this up with the Communication team. Trish may not stay on the state Tech Trek team.
* There was an issue with the $50 application fee being confusing this year.
* Kim suggested that we ask applicants what barriers they noticed in the process.

Fundraising: Karan

Last year the Mermen event and sales raised $17,000. To date, we have raised $8,700 but changes have been made to printing the calendars, so we hope to make more money from sales than last year. She said that there is continued interest from sponsors and mermen.

Discussion: Do we need to expand our fundraising? Merchandising? Events such as calendar signings? Holiday Market and Nutcracker Holiday Market? Bonnie to contact nutcrackerholidayshow@gmail.com for availability. Patricia to check on Holiday Market. Pub crawls, trivia nights, and progressive dinners were mentioned.

Pam and Patricia: Where do we want to go next?

* NCCWSL (National College Conference for Women Student Leaders) is a 3-day event held annually in Maryland the end of May. Patricia will follow up with Soroptimist to consider how they could co-sponsor or offer a grant to cover costs; application fee covering the event, housing, and some meals is around $665, additional travel and expenses = approximately $1,500-$2000. Bonnie will include information on PowerPoint for general meeting information.
* 5 Star Recognition – discuss this further at September board meeting; Patricia will send out information to board members

Programs: Kim presented the theme “Empowerment through Sisterhood.”

* We should have a discussion as to what defines a ‘safe space.’
* Linda volunteered to help Kim and provide some program history.
* Kim wants to make sure that our programs reflect our theme and AAUW mission.
* Book Talk will probably be on “Banned Books” this year.
* Pam suggested that meetings should end leaving audiences with an action item.

Final thoughts: In creating a strategic plan we need to define the following:

* Who will do it?
* What is the deadline? (with incremental deadlines)
* What is involved?

Next meeting: Tuesday, September 3, 7:00 p.m. at the home of Bonnie Underwood

Patricia will ask everyone to send in their reports for the agenda.

The meeting was adjourned at 3:10 p.m. with thanks to all for their participation!

Respectfully submitted,

Bonnie Underwood, Recording Secretary