



AAWCC Board Meeting/Retreat Lincoln City, Oregon January 25-27, 2013



Attendance: *Melissa Aaberg (Webmaster), Michele Cruze (Special Projects), Cheri Maas-Anderson (Co-President), Lynn Irvin (VP of Fall Conference), Julie Kopet (President-Elect), Karin Magnuson (Past President), Carol McKiel (VP of Membership/Registrar), Deb Nicholls (VP of Records), Jan Woodcock (Co-President), JoAnne Zahn (VP of Finance) and Donna Zmolek (VP of Communications)*

Absent: *Janet McIntyre, Jenni Newby and Denise Swafford*

CALL TO ORDER

Jan Woodcock (Co-President) called the meeting to order at approximately 3 p.m. and copies of the By-Laws were distributed.

Announcements - It was announced that the following would not be serving on the Board for various reasons:

- Janet McIntyre
- Jenni Newby
- Denise Swafford

Introductions - Brief introductions occurred.

OPENING ITEMS

Review Agenda and Goals of Retreat - A quick review of the meeting/retreat agenda occurred and the following items were added:

- Newsletter (Inspire)
- Development of Local Chapters
- Fourth Event

Approval of Minutes - Minutes of the last meeting were not available. However, a debriefing occurred on the Fall Conference:

- Speakers need to be inspirational
- Should breakout after lunch and then come back to another keynote speaker
 - Example:
 - Keynote
 - Breakout
 - Lunch
 - Breakout
 - Keynote

Donna will disseminate a draft of the September minutes electronically for review/approval.

Financial Report - Cherie reported on the Board's financial accounts:

\$ 7,152.44	Checking
\$ 8,277.02	Savings
\$20,469.89	CD

Discussion followed on the six-month Certificate of Deposit (CD) in the amount of \$20,469.89 that comes due in April. The CD has only earned \$1.52 during the last period. Therefore, Cheri suggested that \$10,000 be invested in something other than a CD and the remainder be placed in one of the cash accounts for easy access. It was noted that the Board pays 'national' \$550/year and approximately \$1,700/year (\$10 for each member in Oregon who attends Summer Conference and OILD).

Cheri, Julie and JoAnne to arrange banking changes (signing authority). With the change in leadership, Cheri suggested that the accounts be closed completely and new ones opened. She added that a debit card was needed for convenience purposes due to all the expenditures that occur throughout the year.

Jan shared recent correspondence received from AAWCC Founder, Mildred Bulpitt, and Jane Merritt that included a \$150 donation, noting that it was not earmarked for a specific project as was the case in the past so it would be deposited in the 'general' account. A thank you card was signed by all and readied for mailing.

Discussion occurred on the increase in the PayPal fee (now \$6). Other options will be explored.

REPORTS, RECOMMENDATIONS AND OBSERVATIONS

By-Laws and Fluidity of Positions - Review and discussion occurred of the most recent By-Laws. It was noted that the latest version needed to be posted on the Board's website. The fluidity of positions is important as it allows the Board some flexibility to capitalize on individuals' strengths and provide assistance in other areas as needed.

Review of Mission Statement, Needs Assessment - No changes were made.

National, State, and Local AAWCC - The national AAWCC is comprised of 10 different regions; Oregon is Region X (10). Oregon is also the only state with a chapter.

THOUGHTS, STRENGTHS, WISHES AND AVERSIONS

Newsletter - Donna was provided with a copy of an old newsletter. She inquired about ideas and potential software. Jan mentioned that an archive of previous newsletters had been posted on the Board's website.

EVOLVING POSITIONS

With the resignation of Denise Swafford, Deb Nicholls was named VP of Records.

It was noted that the VP, Summer Conference position was vacant. The Board discussed recruitment efforts for the position.

WEBSITE ORIENTATION AND REVIEW

Melissa displayed the current website (www.aawccoregon.org) as well as the proposed site and modifications were discussed.

- Add a compelling heading to spark interest and encourage revisits:
 - *New details*
 - *See what other schools are up to!*
 - *Latest trends*
 - *Member highlights* (helps to encourage viewers because they connect to the person)
- History will be moved to its own page.
- Donna to work with Melissa for communication updates after each meeting, etc.
- Carol will send information out to membership soliciting information/stories, to be submitted to Donna, for rotating displays to encourage viewers to return to site to see the latest information.
- Using a teaser line, add a link to the newsletter near it.
- Change email to be generic.

- Avoid duplication by using information from the newsletter to post on the website and have it change out periodically.
- Change “Board Meetings” tab to “Board.”
- Update Board of Directors to reflect new members.
- Quiet Area can still contain ‘Board only’ information, but Google Drive was suggested for collaborating on projects in real time – not static information. Michele to train Board during tomorrow’s session.
- Archive – PDF documents should be used so they can be seen, but not manipulated.

FALL CONFERENCE (November 7-8, 2013)

Lynn is the VP of Fall Conference. The budget is \$32,000. Possible keynoters need to be ranked and entertainment budgeted to determine remaining funds.

An engaging discussion occurred on the conference theme, development tracks, and workshops. The theme of “Reboot and Rediscover Your Potential...Finding Yourself through Your Work” was discussed.

Location - Embassy Suites near Washington Square in Tigard

Possible Tracks -

- Expand your horizons and release your potential (career development)
- Leadership mentoring
- Finding your story and determining your legacy – creating your career
- Bringing things back to my college
- Technology, leadership (who we are in continuum)/personal enrichment
- Mental and spiritual reboot/refresh
- Connect and network
- Leadership training at all levels and in many forms
- AAWCC: Where would you be without it?

Possible Workshops -

- Crisis management or emergency preparedness
- Where is higher education going?
 - Online courses/degrees at MIT and Stanford
- Panel of people telling their stories

Possible Keynote Speakers -

- Cheryl Strayed, author of *Wild*
- Heidi Durrow, author of *The Girl Who Fell From the Sky*
- Gwen Trice, featured DVD – *The Logger’s Daughter*
- Allatia Harris, AAWCC National Board and President of San Jacinto College/North campus
- Melanie Rose, OUS Vice Chancellor

Jan to contact Gwen Trice as the Board wants to hear her story and weave in the story of her heritage in Eastern Oregon. Cheri to contact Dr. Harris.

Entertainment – Budget is \$1,000

Discussion occurred regarding having the Linn-Benton choir open and hiring the band from last year’s event to close as people enjoyed them.

Conference Matrix - A matrix timeline was developed. After conference, add pictures and a report out of the conference.

Conference attendee list – It was the Board’s consensus that this information (name, email and college) be compiled by Carol and placed at each event’s registration table for attendees to have the option of picking up.

Discussion occurred on not using folders, but rather presenting the program with the conference papers inside. No decision was made.

Future presentations should be added to the website, when possible.

Photos - Victoria will be approached again to see if she is still interested in taking the conference photos. JoAnne will take photos as well and Michelle will assist them in developing a slideshow for display on the second day of the conference.

Evaluations - Discussion occurred regarding capturing the information.

Registration - Modifications were made to the registration form to allow attendees to print and mail or pay online.

Other Conference Areas

- Silent Auctions – Rita and Melissa and Michelle

SUMMER CONFERENCE (July 18, 2013)

VP position is vacant.

Location - Oregon Garden in Silverton

Registration - Capped at 150 due to facility limitations.

Theme - “Planting the Seeds for Success” (there will not be any breakout sessions)

Lynn to call and secure facility for July 18, 2013. Board meetings will occur before and after Summer Conference.

GOOGLE DRIVE DEMONSTRATION

Michele conducted a short demonstration on how to use Google Drive for collaborating on documents in real time.

- Go to Gmail account and click on Drive tab (shared documents will show)

VIDEO

The Board watched The Loggers Daughter DVD.

OTHER ISSUES TO CONSIDER

Replacement Event - Discussion occurred on holding another event mid-year on something like A.L.S. or Alzheimer’s.

Flicker Account – One or two years are remaining on the five-year paid agreement. Concern was raised whether photos could be retrieved from Flicker after the agreement concludes.

Old Photo Integration Plan – The Board reviewed photo archives, adding names where possible and discarding duplicates and unnecessary photos.

CAMPUS CHAPTERS

It was noted that several campuses were in need of support in establishing or revitalizing their local chapters. Support will be provided to the following institutions for Fall Conference in the way of event scholarships and lodging:

- Clatsop – Four scholarships/two rooms
- Southwestern – Six scholarships/three rooms

NEXT MEETINGS

- April 19, 10 am – 3 pm at Sylvania (Tigard)
- June 25, noon – dinner @ OILD (Silver Falls)
- July, before and after Summer Conference (Sublimity)
- September (TBD, if needed)

(APPROVED 04-19-13)