



**PURDUE WOMEN'S CLUB
Minutes of the Board Meeting
Wednesday, November 7, 2018
West Lafayette Public Library**

Present: Marchell Baker, Barb Bowman, Connie Davis, Linda Dolby, Rene Ferguson, Sara Harlan, MaryGayle Hartzell, Dorothy Hughes, Jeanna Jones, Kathy Matter, Becki Moore, Sue Peters, Carol Rosborg, Mary Anne Robinson, Cigdem Sheffield, Debby Sherman, Joanne Small, Sarah Wassgren

Absent: Emily Blue, Danielle Cohen, Nancy Eldridge, Kimba Dunsmore, Eileen Fitzpatrick, Lisa Hoverman, Sandy Komaskinski, Esther Madren, Ann McCracken, Jacky Ralph

Quorum Present: Yes

President

President Linda Dolby called the meeting to order at 11:00 AM.

Minutes of the October 2018 meeting

Marchell Baker moved that the October 2018 minutes be approved. Joanne Small seconded the motion, and the minutes were approved by voice vote. The approved October 2018 minutes will be placed on the PWC website.

Treasurer's Report

Treasurer Carol Rosborg presented the financial report for Main Fund, General Club Events Fund, and Big 10 Conference Fund for the periods of One Month and Three Months ending October 31, 2018. Also included was the Balance Sheet and Cash Disbursements Journal for one month ending October 30, 2018. Carol stated that our dues income is now within \$296 of our budgeted amount, with dues still coming in. No issues are anticipated with achieving the budgeted income. It was also reported that our credit card is generating award dollars. Several months ago the board approved the application of our credit card awards dollars to the Big 10 Fund. The Statement of Cash Receipts, Expenditures, and Changes in Fund Balances for the Future Big 10 Conference Fund now reflect a \$300 credit card award addition to this fund. The report was accepted as submitted.

Board and Committee Reports

In addition to the written reports submitted to the board, the following items were noted.

Sarah Wassgren has done an analysis of members renewing and not renewing. Sarah reports that for the new PWC members last year, the renewal rate is 66%, a success rate that the board attributes to the efforts of the enthusiastic Newcomer's Group.

Sara Harlan mailed four support notecards, four sympathy notecards, and is preparing a memorial tribute to long-term member Jess Sheele who passed away on October 27.

Becky Moore discussed plans for the Holiday Luncheon. Currently, the luncheon will run a deficit of \$327, with the objective of keeping the ticket prices low enough to encourage greater participation. The board agreed that the deficit could be made up by the PWC budget. December 7 is a hard deadline for turning counts into the Lafayette Country Club, and anyone cancelling a reservation after this date will not have money refunded.

The Chicago Bus trip is full, with two on the waiting list. Jeanna Jones reports that in the past, there have always been a few who drop out, so those on the wait list will most likely be accommodated.

Rene Fergusson reported on the meeting with Carol Rosborg and new Span Plan director Malissa Ayala. Span Plan reports that there are 1400 eligible students enrolled, of which 250 are parents. Last year, they were able to give 14 scholarships. The actions to be taken by the Span Plan include 1) making strong connections with the admissions office to ensure that eligible applicants know of the program and available resources, 2) working to implement renewable dollar programs that would support students with continuing scholarships as an improvement over one-time awards, 3) looking at the availability of federal funds such as Pell grants, and 4) benchmarking successful returning adult programs at other schools. Other programs and improvements under consideration include small group mentoring and social programs, evening day care, bathrooms with changing tables for both moms and dads, and parking considerations for students in the final trimester of pregnancy. The Span Plan has been in existence for 50 years, but plans for a 50 year celebration are being shifted out to next spring to focus now on revitalization of the student support programs.

Educational Excursions reported on a very successful trip to Bloomington with 39 members participating. Given that the trip had been targeted for 55 participants, there was a net loss of \$131, but the board agreed to cover this amount. Given that participation was less than anticipated, the Educational Excursion team is reviewing cost and venue options for the spring Louisville trip to ensure a trip that does not incur additional expense for PWC.

Linda Dolby reported on her communication with the Newsletter team regarding the timing of newsletter content with the newsletter delivery. The conversation that followed at the board meeting raised several interesting points:

- Like all PWC positions, the Newsletter team is a volunteer group, creating a monthly publication working around schedules of work and family. Accelerating the publication date of the newsletter is not realistic.

- A feature of the newsletter enjoyed by many are the pictures and stories of events.
- Some board members present who have organization-wide or interest group roles in submitting to the newsletter felt that it was unrealistic to provide input for events 2-3 months in advance, while others stated that they had made plans for the year, and could provide an input several months into the future.
- One suggestion was made that the newsletter be limited to 8 pages, both to reduce the time required to edit and to ensure that postage costs will be low.
- It was stressed that interest groups have a responsibility to communicate within their group, using email and the website, rather than depending on the newsletter for publication of group events.

President Dolby proposed a work-around that would keep the newsletter as is, but augment the near-term events with a early month club-wide email. Interest group leaders and event coordinators would forward a two-line announcement of an upcoming event to the email secretary. The email secretary would compile the inputs and mail to all on the last day of the month giving all a reminder of the events for the coming month. To ensure that this does not become a huge job for the email secretary, Kathy Matter volunteered to help create a format and instruction set for submitters. There was no formal motion made to try this approach. There was a group consensus, and agreement to try this for a few months, then revisit it in the spring.

Kathy Matter reported that PWC Volunteers! had successful events with Lions Club vision screening, helping the West Lafayette library, and assisting Happy Hollow school teachers in their move to the new buildings. Kathy reports success with combining volunteer events with informal lunch gatherings afterwards.

The Board and Committee Reports were accepted with no further discussion.

New Business

President Dolby reported on communication from the Purdue Northwest Women's Association. She reports that two groups are attempting to merge into one as their campuses merge together. A representative from Purdue Northwest will be coming south for a meeting with Linda. MaryGayle Hartzell and Marchell Baker agreed to join Linda to help represent PWC.

Old Business

At the October board meeting, President Dolby asked for an evaluation of the Fall Luncheon. Of concern were the 14 paid members who did not attend, in light of the parking situation. Nancy Eldridge made attempts to contact all non-attendees, and determined that four women did not attend because they could not park. This generated discussion for how to prevent the problem in the future.

- As an alternative to the Memorial Union, Nancy Eldridge did investigate the use of the Beck Agricultural Center. They can easily accommodate our group, seating up to 250 people at round tables. They offer menus and also allow outside catering. However, it was determined that the price of the facility would add about \$8 to the price of each lunch reservation. The Memorial Union food, service and setting has always been an excellent option when parking is available, so the current sentiment with the board is to pursue solving the parking problem at the Memorial Union rather than moving the lunch.

General Comments/Announcements

In October, President Dolby made a presentation to the Lions Club accompanied by Bev Mentzer, thanking the PWC for their participation in vision screening. PWC received a certificate of appreciation and a donation of \$25.

President Dolby gave the board members details of a holiday gathering at her home in lieu of a December board meeting.

President Dolby adjourned the meeting at 12:02 PM.

The next monthly board meeting will be held on Wednesday, January 9, in either the Elm Room or Walnut Room at the West Lafayette Public Library, from 11:00 to noon.

Respectfully submitted by Mary Anne Robinson, Recording Secretary