

Boston University Women's Guild

Board Meeting

Friday, April 5, 2024

1:00 – 2:00 pm

Zoom: <https://bostonu.zoom.us/j/93280593889?pwd=a3JPMHBocldNR3UxM3dUMTZlRkREdz09>

Attendees: Amanda Urias, Judith Sandonato, Jin In, Korinne Dizon, Samantha Khosla, Beverly Brown, Maureen McCarthy, Kara Mullen, Patricia Castaldo, Helen Flagg, Carolina Gonzalez-Aller Winslow, Mary McCabe, Jana Mulkern, SandraJean Grasso, Rachele Joseph, Debbie Bazarsky, Kadambari Rawal, Sam Macriss, Holly Conviser

Report of the Secretary – Holly Conviser

- Present minutes from March board meeting
- Samantha made a motion to accept the minutes and Kara made a second motion. All were in favor.

Report of the President – Amanda Urias

- Mostly leave it to others to report on their committees
- A lot of good things going on with BUWG, proud of work we all do
 - Privilege to work with all of you, thanks to everyone for the work we do
- May 3: Annual business meeting will be in person
 - One Silber Way, 9th floor, Kenmore room
 - Will send an announcement about it to membership
- Pulling together annual report
 - Working off draft from last year, on Google drive
 - Will send link to it to all officers and committee chairs to review and populate it
 - Shifted from written reports to more visual presentation to showcase what BUWG does

Report of the First Vice President, Programming – Suzanne Maselli

Did not attend

Amanda reported

- March 21: Women in Tech event – present name scholarship award to Tracy Schroeder
 - Nice conversations, almost 40 people attended
- March 28: International Women's Day celebration with WOCC – 100 attended
 - Krista did amazing job organizing and members of WOCC, amazing diversity and performances
- Two recent events in Howard Thurman Center, great space
- Incredible events this month to think of what we can do as a board and showcase work going on around campus
- May 3: Annual Business meeting
- May 23: Annual lunch and awards presentation
- June: theater outing - Central square theater, go see performance of Next to Normal
 - Hoping for better turnout than last time; last theater outing was a lot of coordination for only 3 people to attend
- June 19 (approx.): Allyship event has been revived this year and is set to be commemorated around Juneteenth alongside the Faculty Staff Community Network, more details will be provided next month
- Carolina will send Doodle poll to find time for summer planning retreat

Report of the Second Vice President, Membership – Jin In

- Gender Pay Equity event – one of the most exciting and interesting events at BU with strong support and interest

- Received helpful feedback – would have like to address staff questions and input more, not just faculty
- Considering doing an equity series as an idea
- Traditionally have many categories of membership, not just faculty and staff
 - List of categories is quite long - approx. 10
 - Propose that we make it more concise and condense to four categories: staff, faculty, retirees and non-BU
 - Reporting and trends would be much easier to track monthly
- March – saw one of the highest increases – 25 new members, 27 signed up for WOCC list
- Propose creating a table to track membership more accurately
- Helen report - Ambassadors initiative
 - Working with Kara on new webpage, created draft and collected feedback from membership committee, will send Kara second draft
 - Establish Teams group for ambassadors, manage ongoing feedback
 - Have 17 ambassadors
 - Attend events to help others join, create badge/ pin as identifier
 - Look at vendors and branding for approval of badge/ pin, outsource as much as possible
 - Work on for next year
 - Carolina created QR codes to have available at events
- Start collecting membership data worth knowing, some old fields are no longer relevant, informative to us rather than just knowing who they are
- Debbie shared that HR onboarding team is now hosting a monthly tabling event for all new hires called Campus Connects: Bridging BU
- My impression is that they are open to adding other groups and offices if BUWG is interested
- Suggest reaching out
- More information at: <https://www.bu.edu/hr/employee-resources/orientation/campus-connects-bridging-bu/>

Report of the Treasurer – Korinne Dizon

- Shared screen with a draft of BUWG event/ purchase request form
 - Will send it out to collect feedback
 - Use for events or purchases to record the basics
 - Will outsource as much as possible to be mindful of Carolina’s time since she will be processing many of these for catering, ISRs and FSRs
 - Encourage to reach out to service providers to get quotes if possible
 - Try to make form as specific as possible without getting too detailed
 - Include branding/ logo/ Marcom questions
- Thank you to Caroline and Maureen for helping with process to create form
- Jin – gave special thank you to Maureen for connecting with BU Today on BUWG events and initiatives
- Monthly financial report is updated and in the 2024 Google financial folder

Report of the Women of Color Circle (WOCC) – Tess Carrington and Jennifer Lloyd

Did not attend

Amanda reported Katie’s note on Allyship event in Programming report above

Additional Committee Reports

- **Governance** – Samantha Khosla
- Sent out slides in advance of meeting
- Second reading of the revision of the by-laws
 - Received one note after first reading, shared substance of
 - Safe to say the rest of articles as good as they are
- Shared screen with presentation
- Revising by-laws to reflect our principles and make the document clear and simple
 - Got a comment on language and purpose, comes down to how women are identified or described
 - Shared LinkedIn article regarding the use of the word women and identifying as women
- Present 3 options:
 - “Women make to the University’
 - All who identify as women
 - Women all who identify as women – approved in Feb, language of the charter

Debbie present

- Too often trans women are not considered to be women
- Value in just saying women and not offering a qualification that trans women are women are included
- Also, people who identify as gender queer non-binary or gender fluid who also may identify as women
- Qualifying language helps to communicate that if you identify as a woman and are gender queer non-binary or gender fluid etc. you’re included
- Discussed BUWG being older organization which are often viewed as less inclusive of queer and trans women in general
- Think any of the options would be okay
 - Make it clear that trans women are women and there should not be a qualifier, but since we’re an older organization, it could be included
- Could do one-on-one meetings or focus groups or Governance Committee could do focus groups in summer or fall to get feedback from trans, non-binary community to see what language to use
 - Gather thoughts or language that makes them feel included or excluded
 - Opportunity to help people understand that BUWG is trying to be inclusive
 - Serve purpose of getting info and promoting work we’re doing
 - To make future changes

Samantha reported

- Discussed that language around gender description is changing and developing and we will revisit this at some point, carry conversations on
- Uncomfortable with using the women with no qualifiers
 - Assumption would be that we’re excluding trends

Bev reported

- Wording of this one sentence
 - We make it clear that no matter who you are you can be a member
 - Who we are looking to elevate through scholarships or programming
- Marketing perspective – how do we present ourselves in our literature etc.
- Revisit as situations evolve, have active campaign to reach out to women of all expressions
- Perhaps room for another affinity group like WOCC for women who are not traditionally considered women, would take a focus group and someone to spearhead

Maureen reported

- Have content on website, can add more powerful language of inclusivity to social channels
- The favored option is B, has a little qualifier but does not repeat the word women

- Make sure wording is clear and aligned with the charter, by-laws, scholarship, Fisk House, website
 - University aligns with what law requires in MA
- Amanda invited motion to amend the by-laws
 - Bev made motion to amend the by-laws with article 2 language for option B and make amendment for charter
 - All in favor
- Amanda invited motion to accept the entire by-laws document
 - Samantha made motion to accept by-laws
 - Maureen second
 - All in favor
- Put this before the membership for a vote at the annual business meeting
- **Awards** – Elizabeth Flagg
Did not attend
Samantha and Amanda reported
- Committee has been very busy currently reviewing approx. 250 applications
 - Each team of reviewers is presenting top recommendations within their group
 - Meeting as a group on April 18 to decide on top candidates
- Giving out twice as much money this year as last year
 - Need to spend down the Catherine Silber endowed fund and have not spent it down enough in 5-6 years
 - Giving out a quarter of a million dollars this year
- Inflated for this year because the Catherine Silber endowed fund has been growing
 - Big bulk of our awards come from this fund
 - Next few years may be inflated, but typically \$100k annually to award
- **Communications** – Maureen McCarthy, Sam Macriss, Kara Mullen (Web Specialist)
Maureen reported
- Social – focus on LinkedIn, not only interested in networking, want to grow membership and following
- March 21: Women in Tech event- 54 likes, 1300 impressions which will continue to grow
- March 28: International Womens Day event – amazing, stunning, brought attendees to tears
 - Huge shout out to all involved
 - Pre-event – Krista did amazing job sharing designs etc. on social
 - LinkedIn - 200 views of song sang at event
- Two items (one book, one poem) in celebration of Women’s History Month and International Womens Day
 - Link to the slideshow:
 - [https://www.linkedin.com/posts/bu-women-s-guild-342b40224_in-celebration-of-womens-hi\[...\]707031781376-cGg9?utm_source=share&utm_medium=member_desktop](https://www.linkedin.com/posts/bu-women-s-guild-342b40224_in-celebration-of-womens-hi[...]707031781376-cGg9?utm_source=share&utm_medium=member_desktop)
 - Want to highlight women in BUWG, WOCC and BU community
- Pay Equity event – groundbreaking
 - Over 1000 impressions on social
- Shout out to Helen for donating a dozen men’s ties to the BU Professional Clothing Closet
 - Generous and impactful
- Giving Day – email, social, landing page with Patricia
Kara reported
- Updating website - send any event photos and videos to her
- Jin – asked about cost of livestream and said professional photos are \$70 each so please use them

Sam reported

- Sent 4 emails this month for events
 - 3 through Constant Contact, 1 through BU broadcast system
 - For Constant Contact emails – almost half of recipients opened them
- International Womens Day celebration emails
 - Constant Contact email opened by 62% of recipients
 - BU broadcast email sent to 15,000 recipients
 - Large reach on both
- Many people interested and opening our emails
- Will keep up robust process for communicating and advertising events

- **Development** – Patricia Castaldo
- Giving day was a huge success
 - 31 donors, donated over \$3400 for endowed scholarship fund
- Committee discussing getting more in depth with our stewardship of our donors
 - Will send thank you notes to everyone for a personal touch
 - Executive board participated well
- Working towards \$250k, currently at \$130k - almost at 140k
 - Goal is from a campaign started 5-7 years ago
 - Initial campaign we raised over \$100k
 - Coverage of the story at the time, may be open to more coverage on this campaign

- **Fisk House** – Judith Sandonato
- Currently in application review process – 33 applications
- 9 vacancies to fill for next fall
- Will review and send final list to Bezo on April 16

New Business

Spring 2024 board meetings (Fridays 1-2pm)

May 3 (12pm - annual business meeting)

Adjourn