

**National Board Meeting
October 29-30, 2007**

The fourth meeting of the 2006-2008 National Board was held at 9:05 am in the Alumni Lounge of the Usdan Student Center. National President Dottie Pierce opened the meeting and noted BUNWC achievements during 2007: a gift to the University of \$7.8 million, and having raised \$2.4 million for the *Science for Life* initiative, a fund-raising campaign that will continue. Riding on the heels of that success is another campaign, *Students for Science*. She added that a new program, "Student Ambassadors," is being developed, and the Strategic Planning Committee is in the process of completing its work.

Executive Director Shari Meehan asked that everyone acknowledge that they care about BUNWC, that BUNWC has made a difference over the years for Brandeis, and that they will meet the new challenges to ensure a strong future for the organization.

STRATEGIC PLANNING

Five draft reports from the Strategic Planning subcommittees were presented to the board for feedback. Written reports had been distributed for review in advance of this meeting. The subcommittees' recommendations and board feedback would subsequently be considered by the steering committee and University Group.

1) Structure (Joan Roude/Janice Fineman, Co-chairs)

The subcommittee recommended various criteria for the structure of the organization: for regions, for remaining a chapter, for closing a chapter, for chapters-in-formation, and suggested alternative models (clusters and satellites).

2. Fundraising (Cynthia Shulman/Myles Weisenberg, Co-chairs)

The subcommittee emphasized that its goals were to build a commitment for the mission, to develop a philanthropic culture, and to create a passion for Brandeis. It was generally felt that BUNWC is a fundraising organization; that its volunteer leaders should set a philanthropic example and make a quality gift as each individual sees fit.

Membership dues, Planned Gifts, and bequests would not be included in setting this year's financial goals for chapters. Financial goals would be calculated on a per capita basis; membership goals would be based on the number of members of record as of 6/30/07.

3. Governance (Charlotte Schiff/Steve Reiner, Co-Chairs)

The subcommittee had kept in mind its charge to develop a new model for national governance. It had focused primarily on sharing governance with the University and the advisory role of the board. There was discussion about a new National Executive Committee (NEC), the role of the national president, recommendations for board giving, and NEC standing committees.

4) Study Groups (Gayle Wise/Beth Bernstein, Co-Chairs)

To achieve consistency, the subcommittee placed learning opportunities in the chapters into three categories – study groups, learning events/programs, and applied learning. A vibrant discussion ensued around these categories. A schedule of fees was suggested for future implementation. From a University perspective, quality, vitality, and the Brandeis image in the community are the important issues, not the specific fees.

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5) Membership (Phyllis Perkal/Joanie Small, Co-chairs)

To celebrate BUNWC's 60th anniversary and help defray operating costs, the subcommittee recommended a dues level of \$60. It also recommended that the dues structure be reviewed annually to keep in line with industry standards. A letter will also be sent to Life Members suggesting they make a donation. The national center will develop a list of ways for chapters to encourage giving at higher dues levels, and chapters will be asked to submit ideas that will benefit givers at those higher levels. The recruitment of Baby Boomers for membership was encouraged.

REMARKS (University President Jehuda Reinharz)

President Reinharz addressed the board and emphasized BUNWC's need to adhere to the Sarbanes-Oxley Act and guidelines for financial accountability and transparency. BUNWC is the University; there is no separation, and BUNWC must therefore adhere to the same rules as other constituencies. All Brandeis University boards, except for the Trustees, are advisory, and BUNWC is not an exception from other boards on campus.

He congratulated the board on the progress made by the strategic planning committees, and is open to any of the changes that might result from the deliberations, with one exception, that of the Governance recommendations for the nominating process. The president indicated that the composition of the nominating committee will be divided equally: four from BUNWC and four from the University. He will be willing to have more than one name submitted for the presidency. However, he approves all members of the board; that is how all entities within the University function.

President Reinharz noted that all changes are difficult to accept, for the University as well as for BUNWC. He was pleased that BUNWC is working in an orderly fashion. He acknowledged that BUNWC's mission and the University's appreciation for its members have not changed and thanked everyone for their diligent efforts.

TRIBUTES TO RUTH ROSE AND JEN KOWAL (Belle Jurkowitz)

Belle Jurkowitz spoke in memory of Ruth Rose and Jen Kowal, former national presidents. Ruth served from 1957-60, and Jen Kowal from 1975-77. During Ruth's tenure, membership enrollment increased, area conferences became regions, the model of Goldfarb library was unveiled, and an initiative called "New Books for Old" raised millions of dollars for Brandeis. At the 40th anniversary of BUNWC, the University granted Ruth an honorary degree.

Jen's achievements and interests ranged from the computerization of the national center to a focus on planned gifts. Dedicated to fundraising and the pursuit of excellence, she represented BUNWC at noteworthy events on campus and was president during the 1976 President's Councilors and Fellows celebration in the Fellows Garden.

The members of BUNWC will remember Ruth Rose and Jen Kowal with admiration and affection. In their honor, plaques bearing their names will be placed on stacks in the Goldfarb Library.

HOW SCIENCE SCHOLARSHIPS MAKE A DIFFERENCE

Art Reis, Research Scientist, noted BUNWC's efforts to help build the Volen Center for Complex Systems. He introduced Kaiane Habeshine, class of 2008. A biology major and recipient of a fellowship, Ms. Habeshine talked about her research on the early detection of esophageal cancer. She said she finds working with senior researchers at Brandeis to be an exciting and fulfilling learning experience.

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INTRODUCTION TO STUDENTS FOR SCIENCE (Janice Fineman, Associate Executive Director)

Following on the success of *Science for Life*, BUNWC is now embarking on a new fundraising initiative, *Students for Science*. Conceived by National President Dottie Pierce, this initiative will provide scholarships for students in the sciences. It will be possible for chapters, regions, and individual donors to participate. A fundraising kit for chapters and regions has been prepared and includes background information on the sciences at Brandeis, giving opportunities, donor recognition, and ideas for promotion. The Board's assistance was requested; if members have knowledge of potential donors, they should call Janice or Dottie for help with the solicitations.

STUDENT AMBASSADORS TO BUNWC (Sam Vaghar '08/Beth Bernstein
BUNWC Student Rep/Director of Programming)

In appreciation of BUNWC's assistance, selected students recently met in a focus group to brainstorm ideas to publicize BUNWC and form a connection between students and BUNWC. They developed a pilot program for local students to speak to chapters and regions about their Brandeis experiences during semester breaks or on vacation. The program will be piloted at Brandeis House and in South Florida this year.

JUNE 2007 EVENT/60TH ANNIVERSARY CELEBRATION (Dorothy Katz/Carol Rabinovitz, Co-Chairs)

An event in early June will include training for chapter leaders and a celebration of BUNWC's 60th anniversary. The celebration will include a reception and dinner with President Reinharz as host and key speaker, the honoring of former BUNWC national presidents, an installation luncheon, and a library presentation. Trainees will attend workshops, meetings of the national board, and be encouraged to stay for the University's Alumni College.