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**BRANDEIS UNIVERSITY NATIONAL WOMEN'S COMMITTEE (BUNWC)**

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**National Board Meeting  
June 3-4, 2008**

TUESDAY, JUNE 3

The fifth meeting of the 2006-2008 National Board was held at 8:50 am in the International Lounge of the Usdan Student Center. Phyllis Perkal, Vice President, chaired the meeting in the absence of National President Dottie Pierce.

Phyllis read Dottie's report. It welcomed everyone and thanked the professional staff, board members, and university administrators. Certificates of appreciation were given to the board.

There was a moment of silence in memory of three honorary board members who had died during the course of the year: Bea Glenn, Barbara Schumacher, and Hannelies Guggenheim.

GREETINGS

Marty Krauss, Provost, remarked that both BUNWC and the University can help each other. She mentioned the energizing and innovative changes taking place: new department heads, new construction, new faculty.

There was a suggestion to describe the changes in a DVD to be distributed to chapters. It could be introduced by the national president, and include Marty, other senior administrators, and students as participants.

ASSOCIATE EXECUTIVE DIRECTOR'S REPORT

Janice Fineman thanked members of the board for the time, effort, and resources they have committed to BUNWC over the past 2 years. She also expressed her appreciation to the professional staff for their efforts and dedication. She reported that BUNWC's partnership with the University has increased. Publications, web site development, and the new logo are being enhanced with assistance from the Publication Office; programming continues to be enriched through increased collaboration with the Provost's Office, faculty, and Alumni Affairs; and fundraising outreach has benefited from the partnership with Development.

With the help of the Development Systems group, beginning this summer, both annual members who have paid their dues and life members will be listed by chapter online and updated every 24 hours. This should prove to be a welcomed enhancement to our reporting processes, as it will give chapters a real time listing of their members.

Recognition for the Science for Life campaign has been completed. Donors of \$500 and above received a folder and replica of their page in the tribute book, which will be found and housed in the laboratory that will bear the name of our organization. A sample folder was displayed.

The past three months, Janice and many volunteers have traveled to chapters and regions to meet with chapter leaders and members and initiate dialogues about the Strategic Plan. She felt it was a productive way to address concerns and answer questions.

Janice thanked Dottie for her leadership and the board for their efforts on behalf of BUNWC.

## FY09 BUDGET

Bernice Smilowitz, Treasurer, read the FY09 projected budget and summary, which was included in the board book. She emphasized a need for chapters to raise prices for their events and to reduce their expenses. Various points were made:

- She stressed that the FY09 budget is a conservative projection.
- If a chapter event is not designated to a specific fund, the amount is allocated to the library.
- Some chapters hold large balances in the bank instead of sending the money to the national center. They prefer not to ask for a BUNWC loan, even though it is interest-free.

## SLATE FOR FY09

Phyllis Perkal read the slate for the 2009 National Executive Council. It is appended to these minutes.

## LIBRARY BENEFACTOR FUND

Lynne Groban, Chair, reported the National Officers Committee discussed raising the minimum level from \$1,500 to \$1,800 in order for donors to receive a Benefactor pin. Bernice Smilowitz asked for a show of hands in favor of the increase.

- The response was unanimous.

Lynne described the design by Margo Gordon for the new Benefactor recognition pin. It suggests an architectural rendering of the Brandeis Library. The pin will be available July 1; a sample was circulated for viewing.

Dorothy Katz recommended that a Benefactor pin would be given to any donor who makes a gift to any library fund in the amount of \$1,800 and above. The lack of restrictions would broaden the scope for giving to the library. Dorothy asked for a show of hands in favor of the recommendation.

- The response was unanimous.

## STRATEGIC PLAN

Michaele Whelan, Vice Provost, referred to the plan's Executive Summary, provided in the board book. Elements of the plan were communicated to leaders, and there was outreach via flyers, *Connections*, *imprint*, calls to region presidents and letters to chapters and regions to address their concerns. In addition, information about the plan has been posted online.

A document was developed in response to questions raised by members. It includes a list of the steering committee members, the plan's themes, the new mission statement, membership, and detailed information regarding the dues increase and backup budgetary figures. The committee hoped the document would be helpful to chapter leaders. Michaele asked the board if it felt it answered questions they were hearing in the field. Discussion:

- There needs to be an in-person presentation to articulate the information.
- It was a unanimous consensus of the national board to change the organization's name.
- It is difficult for the older chapters to accept the idea that BUNWC is a philanthropic organization, and there is a reluctance to increase their program fees.
- The budget can be viewed on page 11 of the presentation and will also be viewable on the Web. The figures for FY08 and 09 are projected figures. Revenue sources, expenses, gifts, etc. are the important points. The dues were allocated to operating expenses and did not cover them. This needs to be explained to the members. Unlike BUNWC, other organizations take a percentage from their fundraising for operating expenses.

- The organization's concepts of philanthropy, learning, and community need to be conveyed.
- The University values BUNWC's Life Members and will try to find opportunities to engage those who are not active.
- The Western Region co-presidents plan to visit each one of their chapters twice over a three-year period to discuss upcoming changes.
- Change is hard to accept; other previous plans were studied and adopted but never implemented. Regulatory changes will be made, and BUNWC must be aware, compliant, and sufficiently flexible to adapt. Everything the organization does impacts the University. The role of the leaders is to focus on the broad policies.

### UPDATE ON WEB

Beth Bernstein, Director of Programming and Publications, reported that Brandeis University launched the new web site in January '08 using the new design within a content management system (CMS). It is a program that allows users to edit their sites via the Web without the need for additional software. All parts of the University, including the BNC, will be using a common template. Given the fact that the University is redesigning its website and, at the same time, the BNC is rebranding itself, this is an appropriate time for a complete redesign of the BNC website.

The professional staff will be trained in CMS. Over the summer, the goal is to get the site up and running. Ken Gornstein, Director of Communications, has taken some information from the existing web site and begun the process. The board viewed a PowerPoint presentation of the web test site. Once it is operational, the feasibility of having chapter web sites will be looked into. There will be a link to chapters and chapter websites on the new website.

### REPORTS FROM VICE PRESIDENTS

Communications – Francoise Marcus's report was distributed and is appended to these minutes.

Membership – Phyllis Perkal reported on the outcome of the team's efforts this year.

- The Guide to Membership was revised. A lighter, more compact version was printed for the chapters.
- A new brochure, "Baby Boomers: How to Attract the Younger Individual" and a sign-up flyer, both modeled on the Phoenix Chapter's Boomer program, is being developed for distribution to chapter membership chairs and presidents.
- A new 15 month Membership promotional copy-ready ad was designed and distributed to all chapters for use in advertising this promotion.
- A "Personal Touch" program, started in 2006 to create a closer connection between chapters and the national center, with the National Membership Team acting as liaisons, was reintroduced. Chapters were contacted more often during the year. The Team felt this program was successful and should be continued.
- The Team advised chapter membership leaders that there would be improvements in the University's new processing systems. By August, chapters will be able to go to the BUNWC website, with a protected password, every 24 hours if needed to see if a new member has been processed.
- All regions are in the 90+ percentile of their membership goals.
- As of 5/28, total membership = 39,622, which may increase slightly this month. It represents a decline of approximately 1,917 over the 6/30/07 final figures of 41,538. It was felt this was in part due to this year's deletion of Life Members who had bad addresses or who are deceased but had remained on the national lists.
- The 15 month membership promotion at \$60 resulted in 690 new members, as of 5/28/08. This was a slight drop from last year's total of 849. The new \$60 membership fee was not found to be a problem, and people joined without any hesitation.
- There will be a strong emphasis on retention and recruitment in the coming year.

Discussion regarding Life Members followed.

- Life Members should be celebrated and each year offered the opportunity to give a gift.
- They could be honored in any number of ways – on a plaque, at a special luncheon, at a special fundraising event.

Meeting recessed at 1:50 pm.

WEDNESDAY, JUNE 4, 2008

The meeting reconvened at 8:40 am. On behalf of Dottie Pierce, Phyllis Perkal thanked the outgoing board members for their endeavors and contributions to BUNWC. She congratulated the incoming NEC and introduced the former national presidents.

### PROGRAMMING

Beth Bernstein reported that one of the key findings from the Strategic Planning process was the importance of the Brandeis connection – be it through study group materials, faculty, or alumni and student visits. This past year, joint alumni and BUNWC programs included visits by faculty to Miami, Boston, Hartford, and Atlanta. Faculty also visited Denver and Cincinnati to which BUNWC members were invited. BUNWC chapters were also invited to University events in Atlanta, Minneapolis, and Santa Clara Valley.

Sam Vaghar, our student representative and student ambassador spoke at both the Boston and Phoenix Book and Author luncheons, Professor Joyce Antler spoke to hundreds of BUNWC members on both Florida coasts, and Rancho Bernardo held a 60<sup>th</sup> anniversary celebration where young Brandeis alumni were part of the program.

### Brandeis Connection

Next year will bring a new programming initiative. The goal is to bring the Brandeis connection to each chapter through visits from faculty, student ambassadors (both undergraduate and graduate), alumni, or university administrators. These visits will occur in a variety of ways –

1. Clusters of chapters getting together
2. Partnering with the Alumni Association in joint programming throughout the country
3. Planning a program around a professor's visit to an area, or making the most of the opportunity of an unplanned visit by a Brandeis professor

The National Center will cover travel costs, hotels, meals, and car rental for the professor. Chapters will no longer pay a \$250 honorarium. Because BWC is a fundraising organization, the expectation is the chapters will make the professors' visits a fundraising opportunity.

To facilitate a more effective and efficient program, a questionnaire has been sent in the publication *Connections* to assist in planning these Brandeis Connections. These will include opportunities for Faculty in the Field programs, student ambassadors, and local alumni who can be called upon as part of a chapter's program to make the Brandeis connection. Once information from throughout the country has been collected, it will be possible to reach the goals of maximizing the member connection to the University, fundraising opportunities, and promotion of the event while providing sufficient time and bringing topics of interest to each chapter.

### Study Groups

The Strategic Planning Study Group Subcommittee offered common definitions for the study group program in the spirit of providing both a common vocabulary and a learning experience nationally. In addition to providing intellectual stimulation, these Learning Opportunities are an opportunity for chapters to fundraise.

1. A Brandeis study group uses Brandeis-generated materials, is a peer-led academic discussion such as a book group, and can also be courses or lectures, usually multi-sessions, by faculty from other universities or colleges. To enroll in a study group, one must be a member of the BNC.
2. Learning Event/Programs open up the opportunity to fundraise around a learning experience, and these events can be open to the community and considered fundraisers. For example, a Learning Event usually involves a trip or activity, theater performances, art and museum tours, symphony and opera, or a lecture by a university faculty or community professional. (these can also be part of the study group program).  
 Chapters would be responsible for pricing these events/programs, keeping in mind that the BNC is a fundraising organization, and these events open up a new opportunity. One would not have to be a member of the BNC to attend these events.
3. Applied Learning – these are how-to courses such as arts and crafts, cooking, yoga, knitting, mah jong, holiday celebrations. One needs to be a member of the BNC to attend these classes.

### Scholars in Residence

Since Brandeis academic materials are a key element in connecting members to the University and providing intellectual stimulation for members, the plan calls for the development of more Brandeis materials and more high quality learning options. Lydia Axelrod and her Scholars in Residence are bringing Brandeis-generated materials to Florida chapters as a pilot program and will conduct Brandeis study groups as mentioned in the Strategic Plan. This program reintroduces our Brandeis materials into the chapters, and the Scholars in Residence will bring a new excitement. The plan is to use this concept and mentor chapters throughout the country.

### Elderquest

Dottie Pierce will pilot an Elderquest this season. Elderquests are journeys in life, using film and literature as a lens. This program was initially developed at UMass/Boston and funded by a National Endowment for the Humanities grant. An Elderquest was presented by Beth Bernstein, Director of Programming, and Sharon Sokoloff, Director of BOLLI, at a kickoff meeting in the Florida Region and was met with a high level of enthusiasm for this exciting new program.

### Student Ambassador Program

Launched by BUNWC last year, this program will connect members with the more than 4000 undergraduate and graduate students who attend Brandeis each year. It will offer presentations from student leaders and graduate students that cover their courses of study, research, and most importantly, their experiences at the University. This year the BNC will work with graduates and undergraduates to create a cadre of students to visit chapters and be a part of a chapter program or event.

All programs are building blocks in our quest to provide stronger programming and a Brandeis connection to the BNC. They are strengthened by our partnership with the University and with the resources of the Provost's office for student and faculty speakers.

### New Materials and Learning Events

New materials will be available throughout the year and include:

- "The Places in Between" by Rory Stewart, the book that the incoming first-year students will be reading. A video of the author and questions for discussion from Brandeis professors will be available in mid-September.
- Several new study guides

- Throughout the year, interesting Meet the Author presentations
- New films available from the National Center for Jewish Film through the BNC's Deis Flicks

### OVERVIEW OF MEETINGS & TRAINING

Dorothy Katz, Co-chair of the June Training Sessions, reported there were 16 interested interns attending the training sessions. There might have been even more had there been a "save the date" notice" and invitation sent earlier. When designing the workshops, the goal was to provide new and continuing chapter leaders with skills that are necessary to improve fundraising, better manage their daily responsibilities, and instill a passion for Brandeis.

The first session will begin with an overview of the Strategic Plan and a talk about importance of communication. Part two will cover getting the message out via print, the CIO, and the Brandeis website, and learning how to use it. Following workshops will focus on leadership, fundraising, programming, and membership renewal and enrollment.

### BRANDEIS IN THE BERKSHIRES

Michael Whelan encouraged the board to attend the University's two series of lectures held in western Massachusetts July 11-13 and August 3-4. The BNC will receive a special discount and provide a bus from campus for the August session. Brochures were distributed.

### STUDENT REPRESENTATIVE'S REPORT

Sam Vaghar '08, BUNWC student representative, visited both the Boston and Phoenix Chapters during the year. He felt he shared with BUNWC an obligation and responsibility to the University, and that BUNWC has given support to Brandeis at the highest level. He expressed his thanks to the organization for what it has accomplished.

### BUILDING PROJECTS ON CAMPUS

Dan Feldman, Vice President for Capital Projects, gave a PowerPoint presentation that showed several major projects completed since 1999. New buildings either in design or under construction include residence halls, the Fine Arts building, a new Shapiro Admissions Center, the Mandel Center for the Humanities, a science complex renewal, and Phase I of the Carl Shapiro Science Center.

### FACULTY SPEAKER

Christopher Miller, Professor of Biochemistry and a Howard Hughes Medical Institute Investigator, said undergraduates who are interested in doing scientific research can work directly with Brandeis faculty on cutting-edge projects. The University promotes this benefit to attract motivated science students who look for good facilities and interaction with the professors.

### UNIVERSITY FUNDRAISING & PLANNED GIVING

#### University Campaign

Nancy Winship, Senior Vice President for Institutional Advancement, gave an update on the University's fundraising campaign, which reached its goal of \$770 million 14 months ahead of plan. BUNWC played a significant role by opening doors to donors across the country. A PowerPoint presentation of graphs and figures illustrated her report. She said BUNWC is behind in planned gifts this year and finds that spreading the word about Brandeis nationwide makes a difference. The University has an endowment of about \$725 million.

Other schools are currently giving more financial aid and reducing student loans. Brandeis does not have a large endowment, and admissions are based on a need-blind policy. 70% of Brandeis students receive financial assistance, and there is a need to endow financial aid.

### Planned Giving

Michael Swartz, Associate Vice President for Gift Planning, told the board that the Development office works with BUNWC members on finding ways to make gifts to the University that maximize financial and tax benefits for both donors and Brandeis. Seminars are offered to chapters and regions, and there are one-on-one consultations with donors. Brochures describing various gift options such as bequests and charitable gift annuities were distributed.

### RE-BRANDING

Lorna Miles, Senior Vice President for Communications, commented that a new logo was necessary for the organization because of the change in its name and mission statement. She said a logo communicates a singleness of purpose, exudes confidence, reflects personality, states the name, is distinctive, clear, and understated, memorable, and easy to use. BNC's new logo needed to tell the name, tell what the organization stands for through the use of a tagline, and connect to Brandeis University through the name, color, and font. A picture of the logo was projected for the board to view. The Communications department is working on the logo with the office of the Provost, the BNC leadership, and designers of the Brandeis University Magazine and website. The three components of the tagline are Philanthropy, Learning, and Community.

A production schedule will be developed to share with the chapters. The goal is to have templates ready during the summer for release to chapters.

### OTHER BUSINESS

- The new structure does not mention the Honorary National Board. Is the new Leadership Council replacing it? Response: The Governance Subcommittee recommended approaching the organization in a new way by establishing a body that would both honor long-standing members and encourage new leaders. Responsibilities of the Leadership Council have not yet been determined and will be on the coming year's agenda for the NEC.

Will the NEC meetings be open to guests? Response: The NEC will meet and hold discussions as a group. Its meetings will be open in spirit and in transparency. Guests will be able to sit in the audience. Time will be allotted at the end of the meetings for them to ask questions.

The security of e-mail addresses is a source of concern. How will they be protected? Response: This will be explored with the University's technology security officer.

Phyllis Perkal was thanked for chairing the meeting in Dottie Pierce's absence. Meeting adjourned at 11:45 am.

## NEC MEMBERS 2008

### President

Carol Kern

### Vice Presidents

Lydia Axelrod  
Leslie Pearlstein  
Stephen Reiner '61  
Joanie Small  
Beth Wolfson

### Other Members

Ellen Atlas  
Elaine Bernstein  
Jean Carrus  
Ethel Daub  
Norma Feinsod  
Zita Fine  
Janice Fineman (ex officio)  
Lynne Groban  
Marjorie Housen '56  
Ellen Lasher Kaplan '64  
Joyce Krasnow  
Elinor Lubin  
Phyllis Perkal  
Rosalind Schacknow  
Cynthia Shulman  
Florence Simon  
Shirley Spero  
Detlev Suderow '70  
Lee Temkin  
Myles Weisenberg '78  
Michaele Whelan

## COMMUNICATIONS AND PUBLIC IMAGE

### REPORT

Françoise Marcus

The Communications team has been involved in a three prong approach to the issues of better communications with the chapters and increased connection with Brandeis University.

1. Standardization of the chapters bulletins. Advertisement within the community.
2. Publications of "Connections"
3. The Chapter Information Officer program (thereafter CIO)

#### Bulletins

A team of bulletin readers has poured over many bulletins and fliers mailed by our chapters to their members. This team has developed a list of items which each bulletin must include in order to reflect the standard of excellence of Brandeis University and demonstrate our connection with the University. All chapters in need have been issued this information.

Additionally, a member of the team has coached publicity persons within the chapters on how best to get the name of Brandeis and of the Women's Committee in the local press.

#### Connections

This publication is another very important vehicle of information for our members. It is packed with useful points for all leaders and outlines every important development at the National level. Connections are designed to reverse the sense of detachment sometimes felt by our leaders from the National Center and the National Board. We have developed a Q & A section tackling our member's most pressing questions. We have tried to be straightforward and to the point. We have used questions raised by our CIOs and included them in this particular section.

#### CIOs

The CIO program was instituted in July 2006. Our National President, Dottie Pierce conceived of the idea as a means to bring the National Women's Committee and the University closer together. Our chapters, in their eagerness to be even more vital on their own, were becoming more detached from their original raison d'être: Brandeis University's great ongoing progress and activities.

The increasing availability of computers among our members made this task possible. The Internet's great research capabilities, its lightning speed and low cost of dissemination made this dispersement of information about Brandeis to the chapters a simple and uniquely useful tool.

Over 80% of our chapters now have a CIO. His or her job is to search the University's website and select interesting current events or topics to bring to her board meetings or study groups. All Presidents have been asked to schedule a CIO presentation at their board meetings.

As the VP of communications, I have had the pleasure to coach, suggest possible areas of searches. My task has been to maintain a healthy equilibrium between remaining in steady contact with the CIOs and letting them search and develop in their own style. Only they know what their chapter might be interested in.

The CIO group is now a well established feature in our chapters and our members have learned a great deal about their favorite University. Their increasingly skillful use of the website is a great testimonial to their power of entering a previously foreboding activity.

I urge the new National Board to continue this program. I would also hope that the BNC website will be soon completely updated to reflect our current standing and organization.