

WSURA Board Meeting

August 4, 2021

Present: Peggy Bott, Betty Kangas, Mary Gromosiak, Sheryl Provens, Robin Suits, Mary Kenton, Richard Williams, Gary Barlow, Donna Schlagheck, Dan Abrahamowicz, Joyce Howes, Kathy Morris, Judi Engle.

Absent: Gail Whitaker and Jerry Alter

The minutes of the June meeting were approved as submitted.

President's Report – Judi Engle

WSU is again requiring masks on campus. Since we are all vaccinated, we are comfortable going without masks in our room but will wear them elsewhere on campus.

We may have to return to Zoom meetings, depending on Covid developments. This will be discussed at the Executive Committee meeting.

President-Elect's Report – Richard Williams

No Report

Past President's Report – Dan Abrahamowicz

No Report

Treasurer's Report – Sheryl Provens

Sheryl will send her report – it will not be included in the published minutes. She will continue to work on having the university correct errors in our account. For example, the charge for Constant Contact is not correct.

Communication Coordinator's Report – Mary Kenton

Work progresses on the Fall Newsletter. It will include an update on retrenchment and other WSU issues.

Activities Report – Mary Gromosiak

Mary is hesitant to plan activities that may have to be canceled because of Covid.

By-laws and Elections – Joyce Howes

There were 56 ballots returned. The complete slate of officers reported in last month's minutes were elected for the '21-'22 year.

Historical Preservation – Kathy Morris

Kathy asked if it would be agreeable with the board to suspend interviews until they could be done in person and without masks. The board agreed.

Membership Development – Judi Engle

Bob Hickey submitted an application for membership.

OCHER – Richard Williams and Peggy Bott

No report

Scholarships – Jerry Alter

No report in Jerry's absence.

Remembrance – Peggy Bott

Peggy reported on the death of former colleagues.

Webmaster – Robin Suits

Robin sent out her statistical report to members (see below). She asked for a volunteer to monitor our Facebook page and block people who are not affiliated with WSU. Kathy Morris agreed to take on this task.

Liaisons – no reports

Old Business

Joyce Howes would like to meet with Gail Whitaker to discuss how to proceed with a review of our by-laws.

New Business

Judi led the board in a brainstorming discussion process on how to revitalize WSURA after Covid. Results of this discussion will be summarized for the September board meeting.

There being no further business to come before the board, the meeting was adjourned.

Respectfully submitted,
Gail Whitaker, Secretary.

Webmaster Report for July 2020-June 2021

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Unique web page views	1,576	1,771	2,140	1,847	2,050	2,403	1,833	2,783	2,819	1,970	2,057	1,905
Average time on page	2:37	2:23	2:40	2:10	2:02	2:09	2:25	2:45	2:27	2:44	2:48	2:13
Videos posted	9	24	10	14	12	10	8	11	19	6	18	11
eNewsletters delivered	—	—	898	883	876	873	—	776	775	803	798	799
eNewsletters opened	—	—	553	526	523	558	—	539	529	537	537	529

- News stories posted on the web July 2020–June 2021: 251
- Obituaries posted on the web July 2020–June 2021: 32
- Facebook group members: 81

E-newsletters sent

Newsletter	Sends	Opens	Open Rate	Clicks	Click Rate	Bounces	Unsubscribes
Summer 2021	799	529	66.7%	117	22.1%	6	0
May 2021	798	537	67.7%	124	23.1%	5	1
April 2021	803	537	67.2%	81	15.1%	4	2
March 2021	775	529	68.6%	179	33.8%	4	0
February 2021	776	539	69.8%	197	36.5%	4	1
December 2020	873	558	64.1%	184	33.0%	3	1
November 2020	876	523	59.8%	113	21.6%	2	1
October 2020	883	526	60.1%	119	22.6%	8	1
September 2020	898	553	62.9%	107	19.3%	19	1

Constant Contact E-newsletter Subscriber Information

- 884 Contacts with working email addresses
- 798 Contacts who have opened at least one email in the past year
- 86 Contacts who haven't opened any email in the past year
- 21 Unsubscribes since inception; 8 in the last year
- 12 WSU Contacts — Current WSU employees in leadership positions
- 65% of subscribers use a computer to view the newsletter