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

<table>
<thead>
<tr>
<th></th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique web page views</td>
<td>1,576</td>
<td>1,771</td>
<td>2,140</td>
<td>1,847</td>
<td>2,050</td>
<td>2,403</td>
<td>1,833</td>
<td>2,783</td>
<td>2,819</td>
<td>1,970</td>
<td>2,057</td>
<td>1,905</td>
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<tr>
<td>Videos posted</td>
<td>9</td>
<td>24</td>
<td>10</td>
<td>14</td>
<td>12</td>
<td>10</td>
<td>8</td>
<td>11</td>
<td>19</td>
<td>6</td>
<td>18</td>
<td>11</td>
</tr>
<tr>
<td>eNewsletters delivered</td>
<td>—</td>
<td>—</td>
<td>898</td>
<td>883</td>
<td>876</td>
<td>873</td>
<td>—</td>
<td>776</td>
<td>775</td>
<td>803</td>
<td>798</td>
<td>799</td>
</tr>
<tr>
<td>eNewsletters opened</td>
<td>—</td>
<td>—</td>
<td>553</td>
<td>526</td>
<td>523</td>
<td>558</td>
<td>—</td>
<td>539</td>
<td>529</td>
<td>537</td>
<td>537</td>
<td>529</td>
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- Obituaries posted on the web July 2020–June 2021: 32
- Facebook group members: 81

### E-newsletters sent

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