



Annual Meeting Report

July 1, 2020 – June 30, 2021



Annual Meeting

Wednesday, June 2, 2021

Agenda Overview

5:25 - Zoom waiting room opens

5:35 - Meeting begins

- Election results
- Committee reports
- 50 Year Member recognized
- Carrie Chapman Catt awards presented

6:45 - Meeting concludes

Registration for the Annual Meeting will be sent to members by email in May. If you do not receive the registration link, please email the League at office@lwvdanecounty.org.

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LWVDC Board, Off-Board Portfolios, Committee Chairs & Discussion Unit Leaders

These are just a few of the incredible volunteer leaders that power the League of Women Voters of Dane County. We wish to express our deep appreciation for the time, effort, and heart that each of these individuals contributed to our work over the past year. You will find the names of many other volunteer leaders throughout the report as well. Thank you all!

Board Officers

President	Christine Clements
Vice President (Governance)*	Maria Spinozzi
Vice President (Finance)	Jean Jacobson
Secretary	Joan Provencher
Treasurer	Jean Jacobson

Directors

Bulletin Editor	Maria Spinozzi
Fund Development	Linda Dietrich
Program	Georgianna Hernandez
Publicity	Bonnie Chang & Laura Grueneberg
Membership	Mary Ellen Schmit & Joan Schwarz
Voter Service	Paul Lindquist & Marian Matthews

Committee Chairs

DEI Committee	Lisa Janairo
Financial Advisory Committee	Susan Dietzel
Nominating Committee	Janet Van Vleck
Program Co-chair	Meg Gordon

Appointed & Liaison Positions

Dane County Voter ID Coalition	Ingrid Rothe
Upper Mississippi River ILO	Mary & Steve Ploeser
Webmaster	Brook Soltvedt

Discussion Unit Leaders

Discussion Unit Coordinator	Pat Kippert
West/Middleton	Merilyn Kupferberg & Gloria Meyer
Oakwood Prairie Ridge	Dorothy Wheeler
Central	Kathy Johnson
Northeast Side	Karen Gunderson
Downtown Capitol Lakes	Ingrid Rothe
Campus	Laura Grueneberg

**Board Appointed*

President's Report [Christine Clements]

The 2020-2021 year has been both exciting and challenging for LWVDC. Our program and fiscal year began last July with an immediate push to prepare for what may have been one of the most challenging election seasons of our lifetime, with ongoing threats to voter rights and racial justice amid a world pandemic. LWVDC members and volunteers responded with innovation, resilience and a strong commitment to our shared values of justice and democracy. As a result, we will leave this year stronger than ever and positioned for even greater impact going forward. Among the highlights of the past year:

- Continued membership growth. One year ago, LWVDC had doubled its membership over a two-year period to 554 members. At the end of March 2021, we had grown to 622 members.
- Growth in the number and types of member engagement opportunities with new Voter Service activities, more forums available to a more diverse and location-dispersed audience, more Book Club discussions, additional action and advocacy commitments, new research on alternative voting systems and increased use of an expanded committee structure across our domains of activity.
- Continuing expansion of League efforts in diversity, equity and inclusion with a growing and active DEI committee, organizational assessment and consideration and implementation of committee recommendations for creating a more diverse, equitable and inclusive League.

The greatest change and the highlight of the past year was the hiring of LWVDC's first executive director, Kate Vickery, who brings the strong leadership and deep experience that will allow us to more powerfully utilize our resources and optimize our impact while becoming more inclusive and partnership-driven with diverse communities.

Strategic priorities for next year include comprehensive strategic planning, expanded Board and DEI training and further development of LWVDC's capacity to leverage our changing organization for maximum impact toward building a more perfect democracy.

I am extremely grateful to the Board of Directors for their tireless efforts and their commitment to the mission and the values of LWVDC.

Program Committee Report [Georgiana Hernandez]

The Program/Advocacy Committee develops and implements the education and policy platform that our League adopts each year to further our mission. The thematic areas the membership voted to address during 2020-2021 were: Making Democracy Work and Climate Change. A third category, Emerging Issues, was also included.

Public Issues Forums

The Program/Advocacy Committee produced 13 virtual Public Issues Forums on a range of topics, including criminal justice reform, clean energy initiatives, fair and secure elections, policies to preserve the wetlands, understanding the political divide, gerrymandering and redistricting and several others. Forum attendance averaged 80, with a high of 151, as the virtual presentations drew new audiences, both League members and non-members. Forum panelists represented affiliations with a diverse array of public and nonprofit organizations, including Beloit College, Black Leaders Organizing for Communities (BLOC), Dane County Criminal Justice Council, Madison College, Madison Police Department, McFarland Police Department, Nehemiah Center for Urban Leadership Development, RENEW Wisconsin, UW-Madison, We Are Many—United Against Hate, Wisconsin Conservative Energy Forum, Wisconsin Conservation Voices, Voces de la Frontera Madison Chapter and Wisconsin Farmers Union. Resource materials and video recordings supplemented the forums.

Table 1. 2020-21 Forums - DEI and Other Metrics	Attendees	Diversity, Equity & Inclusion (Panelists)						Advocacy/Actions
		Race & Ethnicity	Disability	LGBTQ	Conservative Viewpoints	Age	Rural	
Revenge of the Marshes, Part I (video only)	99							Stormwater ordinance
Revenge of the Marshes, Part II (video only)	65							Stormwater ordinance
Women's Rights and the Fight over the ERA	49							
The ERA Today	47							
How Can We Ensure a Safe, Fair and Accessible Election?	72	✓				✓		
Check Your Ballot for Climate	37	✓				✓		GTFOC Recommendations
Wisconsin's Path Forward: Election and Redistricting	112							Fair Maps Hearings
Reimagining Public Safety	79	✓				✓		Resolution 180 hearings
Lively Issues Conversations: Centennial Challenges	115	✓						
C'Mon – Wisconsin Needs Clean Energy!	119				✓	✓		
Crisis Cops: Creating Communities of Care	101	✓	✓	✓		✓	✓	Resolution 180 hearings
How Does a Divided Wisconsin Move Forward?	151	✓				✓	✓	
Watts Ahead--Financing Our Energy Future	TBD							

Examples of 2020-2021 Advocacy Efforts in Support of League Positions

Advancing the LWV Position on Climate Change

- Ten members of the Climate Crisis Subcommittee submitted oral and written testimony to the Governor's Task Force on Climate Change (7/20).
- On behalf of LWVDC, League member Caryl Terrell submitted oral and written recommendations (7/31/20) to the Governor's Task Force on Climate Change.

Advancing the LWVWI Position on Redistricting

- Six members of the Dane County Working Group on Fair Maps submitted oral and/or written testimony as individuals to the People's Maps Commission.
- League member Joan Schwarz submitted an oral statement (1/14/21) on behalf of LWVDC in opposition to Rule Change Petition 20-03, which proposed to give the Wisconsin Supreme Court original jurisdiction in all redistricting legislation.

Advancing LWVDC's Position on Administration of Justice

- League members Mary Anglim and Kathy Fullin submitted correspondence (1/11/2021) on behalf of LWVDC to the City of Madison Police Civilian Oversight Board with suggestions concerning Special Rules for the Police Civilian Oversight Board meetings.
- League members Mary Anglim and Kathy Fullin submitted correspondence to all City of Madison alders (8/4/20) supporting referral of Police Oversight ordinances to appropriate city committees.



Monitoring of Government Meetings

- Observer Corps members Laurie Egge, Wally Brinkman and Molly Fulton monitored the deliberations and actions of the Dane County Criminal Justice Council, the Dane County Environment, Agriculture & Natural Resources Committee, the Madison Committee on the Environment and Public Health Madison & Dane County.

Book Discussion Groups

The Book Discussion Group hosted seven sessions, addressing topics ranging from the perils of implicit bias (*How to Be an Antiracist* by Ibram X.

Kendi) to entrenched partisan gridlock (*The Politics Industry: How Political Innovation Can Break Partisan Gridlock and Save Our Democracy* by Katherine Gehl and Michael Porter).

"Love the book discussions. Activism and relevant readings contribute to informed, active citizens."

– Book Group Participant

Discussion Units

Despite pandemic-induced challenges, six discussion units continued to convene their monthly conversations to share thoughts and knowledge about the topics addressed in the Public Issues forums. An average of 30 members participated each month from September through March.

LWV Upper Mississippi River Region (UMRR)

We continued our partnership with UMRR, which works to protect the Mississippi River system.

Looking Ahead to 2021-2022

The Program/Advocacy Committee will work to ensure the 2021-2022 Program reflects the principles of diversity, equity and inclusion in all its forms. The committee made some strides in the racial/ethnic and age diversity of forum panelists this year. Moving forward, the committee is committed to achieving a wider articulation of diversity by endeavoring to present differing perspectives on the issues addressed in forums, and by partnering more closely with community allies during the design and implementation stages of our forums and advocacy campaigns.

As we close out 2020-2021, we thank all the League members who contributed to the success of the Program/Advocacy Committee this year: Mary Anglim, Barbara Arnold, Carlene Bechen, Libby Beldon, Carol Barford, Wally Brinkmann, Joy Cardin, Lili Crane, Janine Edwards, Laurie Egge, Myra Enloe, Molly Fulton, Sally Gleason, Paige Goodhew, Meg Gordon, Laura Grueneberg, Karen Gunderson, Kathy Johnson, Marilyn Kuperberg, Cara Lee Mahany Braithwait, Mahr Malik, Bonnie McKnight, Gloria Meyer, Aileen Nettleton, Pat Patterson, Ralph Petersen, Mary Ploeser, Steve Ploeser, Tom Poppe, Louise Robbins, Ingrid Rothe, Joan Schwarz, Colette Sisco, Shirley Smith, Caryl Terrell, Dorothy Wheeler and Ann Wieben. Thanks also go to League members in other areas of LWVDC who supported this work.

Voter Service Report [Paul Lindquist & Marian Matthews]

The mission of the Voter Service Committee is *to provide citizens with unbiased factual information and nonpartisan assistance to register and prepare to vote*. While our mission did not change during the past year, our strategies changed dramatically due to the pandemic. One constant, however, was the creativity, ingenuity and dedication of our volunteers to achieve our mission.

Our accomplishments:

- **Absentee ballot witnesses:** During the 2020 elections, particularly in April when the number of absentee ballots and the need for ballot witnesses increased significantly, we developed a protocol to safely witness absentee ballots on the voter's doorstep. We utilized our Voter Helpline to dispatch witnesses across the county to complete more than 100 ballots
- **Apartment Project:** We increased the number of apartment complex adopters who distributed flyers and posters by whatever means the apartment management would allow (emails to residents, posting flyers in a common area, etc). We mailed flyers to 1,000 apartment residents and collaborated with the Girl Scouts to send 500 letters to apartment residents in low-turnout neighborhoods
- **Dane County Project:** The LWVDC served as the fiscal agent for a Voter ID Coalition project funded by Dane County to conduct voter education and outreach using alternative strategies, necessary due to the pandemic. Funds were used to enhance the operation of the Voter Helpline and to publicize the Helpline through television and radio advertising, social media and Google search ads. In the nine weeks prior to the November election, 2,244 contacts were made to the Helpline.
- **UW-Madison:** Because bus pass distribution for students was completed virtually this past year, we did not have the option to conduct our simultaneous voter outreach event, which typically has been our largest and most complex activity. Nevertheless, we assisted students by developing an online tool (accessible through vote.wisc.edu) to use to decide where and how to register and vote (with 14 different scenarios). Our two UW interns, Angela Maloney and Makayla Pesch, although also restricted to virtual activities, were very active training volunteers, creating social media campaigns and assisting with *Zoom the Vote* registration events for student athletes.
- **Candidates' Answers:** We used the national League platform Vote411.org to contact candidates and gather their responses to our questions for the fall and spring primary and general elections. The state League questioned federal, state and most judicial candidates. We published the voter guide on Vote411.org and on our website. For the general elections, we produced print editions of *Candidates' Answers*, which were distributed countywide in the *Wisconsin State Journal* (41,000 fall; 37,000 spring), free on newsstands in the *Capital City Hues* (1,900 fall, 2,100 spring) and in the community (2,000 fall and spring) as allowed by pandemic restrictions. Hard copies were mailed to candidates, non-member contributors and members who requested mailed copies.
- **High School Outreach:** We collaborated with social studies teachers to offer nine Zoom registration sessions in October 2020 and three sessions in March 2021. Several students were trained to assist their peers.
- **In-person Voter Outreach:** Prior to the November election, we resumed in-person voter outreach on a limited basis while it was still warm enough to conduct events outside. We visited encampments for people experiencing homelessness to register voters and offered free cab rides to the DMV to get an ID, distributed flyers at food disbursement locations and offered voter registration outside retail outlets and at the YWCA.
- **Fitchburg Polling Site Move:** LWVDC paid the postage for a mailer to notify voters about a new polling site, moved to a more equitable location. Volunteers also distributed literature at doors to notify voters of the new polling site.
- **Provisional Voters:** After each election, volunteers contacted the provisional voters in Madison, Middleton and Stoughton to provide information on how to obtain an appropriate ID or how to show their ID to their clerk.
- **Senior Liaisons:** Senior liaisons conducted limited outreach by providing voter education flyers to senior centers, senior apartments and care facilities. During the year, outreach was extended to

“special” housing such as the YWCA and the Salvation Army and to city-owned CDA housing. An “Are You Ready to Vote” article was written and sent to a number of area senior centers requesting publication in their newsletters prior to the November election.

- **Know Your Candidates Interviews:** Seven League members interviewed 32 candidates for alder or county board on January 26 and 29, and two county executive candidates on February 15, all by Zoom. The interviews were scheduled, produced and broadcast by Madison City Channel.

Implementation Partners: We would like to thank the following individuals and groups for facilitating our accomplishments:

- Voter Service Steering Committee members Gail Bliss, Kathy Fullin, Sue Fulks, Shirley Haidinger, Paul Malischke, Bonnie Chang, Mary Anglim and Brook Soltvedt.
- Morgridge Center staff Cristina Johnson and Zachary Holder for supervising our UW interns and facilitating communication with the UW-Madison community.
- Voter ID Coalition steering committee, particularly Co-Chairs Ingrid Rothe and Earnestine Moss.
- Apartment Project Coordinator JoAnn Boushon for bringing this project to life
- Dane County Clerk Scott McDonell and the Dane County Board for authorizing grant money and Rippe Keane Marketing for thousands of dollars of pro bono work for the Dane County Project.

Strategies or action priorities for next year:

- Resume in-person voter outreach and volunteer training. At the same time, we have learned a great deal about the added effectiveness of virtual strategies like the Voter Helpline and social media which we want to integrate fully into our overall plan.
- Enhance our DEI efforts by establishing specific goals and metrics to evaluate progress
- Strengthen our subcommittee structure and disbursement of leadership responsibilities
- Resume working with Dane County libraries to distribute bookmarks and organize “Check Out Voting” events.

Diversity, Equity and Inclusion [Lisa Janairo]

Lisa Janairo succeeded Maria Spinozzi as chair of the DEI Committee in August 2020. The committee has 12-15 active members and is open to new members who wish to join. Meetings are held every four to six weeks.

The vision for the DEI Committee in 2020-2021 was to 1) advise the various League domains about how they can put DEI principles into practice and 2) educate members on DEI-related issues.

With regard to our advisory role, the goal was to advise domains like Program, Voter Services, and others on their current practices and encourage them toward institutionalizing DEI principles in all their activities. This emphasis is consistent with efforts elsewhere in the state to decentralize DEI work as the League implements the national DEI Policy.

- As part of this work, members are conducting a self-assessment using the LWVUS template.
- A subgroup of members is researching past practices to uncover any problematic practices as well as exemplary practices.
- The committee is reviewing League positions to look for any DEI implications and to identify the need for new positions on matters related to race, ableism, classism and gender bias.
- The committee is also identifying community partners to help the League reach a more diverse audience both for providing services and, eventually, engaging new members. The committee subgroup working on this task recently completed a database of organizations so that information on all LWVDC activities with these organizations can be centralized.

Our educational activities this past year included:

- Hosting two quarterly DEI Cafés in 2021: On January 28 to discuss Dr. Carolyn Jefferson-Jenkins' talk "Finishing the Fight," and on April 24 to extend the book discussion of "The Color of Law: A Forgotten History of How Our Government Segregated America" by Richard Rothstein;
- Identifying and sharing training and other educational opportunities available in Dane County and neighboring communities;
- Contributing a DEI article to every issue of the *Bulletin* since October 2020; and
- Sharing DEI-related information with members through the LWVDC weekly emails.

Looking ahead to the coming year:

- Our advisory and educational work will continue, providing recommendations to the Board expected to be discussed in June and July.
- Member training will be an important activity in the coming year. Several members have enrolled in the "Witnessing Whiteness" course offered through the UW. There is interest in holding periodic sessions to give alumni of these courses an opportunity to practice what they have learned. There may also be an opportunity to host a course specifically for LWV members.
- We will begin building relationships with community organizations by learning about their own interests and needs and, when possible, by volunteering to assist in meeting those needs.
- We will continue to coordinate with the Community Alliance Committee and the state-level DEI Committee to implement the state's DEI Action Plan.

Treasurer & Finance Committee Report [Jean Jacobson]

Income Statement

LWVDC is projected to complete fiscal year 2020-2021 with a net operating income of \$94,964 as compared to a budget loss of \$20,682 and last year's income of \$228,071. Investment income accounts for the strong finish to the current fiscal year.

Revenue (\$235,207) reflects membership growth, strong fundraising efforts and the Dane County Voter ID Coalition Contract. Removing the impact of the contract from all comparisons as it is simply a reimbursement of expenditures, revenue totals \$152,997, \$20,217 better than the budget but \$177,295 less than the prior year. The Making Democracy Work fall campaign was very successful, raising more than \$32,000. Prior year revenue includes the Ogg Trust, which was distributed in December 2019, adding \$195,000 to 2019-2020 revenue.

Operating expenses are expected to total \$245,508, \$7,000 under budget but \$131,000 higher than the prior year. The Dane County Voter ID Coalition contract (\$82,210) distorts spending comparisons as it does in the revenue section. Discounting the contract, estimated spending (\$163,298) is \$10,000 over budget and \$48,000 over the prior year. The hiring of our first executive director accounts for \$30,000 of the expense overage. This increase is coupled with the full-year rent increase resulting from the relocation of the League offices (December 2019) and increased Voter Service spending during a Presidential election year. Partially offsetting these expenditures was the cancellation of all in-person events due to the Covid-19 pandemic.

Dividends, interest, and gains (realized and unrealized) from our investment portfolio are projected to add \$105,265 to our net operating income.

Balance Sheet

The LWVDC League balance sheet continues to be very strong. Cash on hand is expected to end the year with a balance of approximately \$83,000. It will have funded the salary requirements of the recently added executive director position.

The Memorial Trust Fund (\$670,687) has grown significantly during the year, reflecting portfolio performance and market value gains of approximately \$105,000. This strong market performance stands in contrast to fiscal year 2019-2020 which saw gains of \$11,000. The Fund portfolio now resides at Charles Schwab Investments but continues to be managed by the LWVDC Financial Advisory Committee.

Finance Committee

The LWVDC Finance Committee is a standing committee of the LWVDC and is appointed by the Board of Directors at the first board meeting of the fiscal year. The committee consists of at least five members, including the Treasurer and two board members. The duties of the committee include monitoring LWVDC's financial condition, preparing an annual budget, monitoring investments and ensuring compliance with all legal filing requirements.

During fiscal year 20-21, the League:

- Upgraded to the online version of the League accounting software (QuickBooks) from a desktop version, facilitating the performance of accounting functions from off-site locations;
- Implemented a new financial accounting and reporting structure, facilitating expenditure tracking and reporting by board domains;
- Developed written financial policies and procedures (still a work-in-progress)
- Analyzed and selected a retirement plan for employees;
- Performed a comparative analysis of the current trust fund investment model to a more formal endowment fund (to be completed May);
- Recruited three new members to the committee, adding additional expertise in non profit financial accounting, insurance and tax;
- Prepared the FY 2021-2022 budget in conjunction with the domain committees and the executive director.

Financial Advisory Committee Report [Susan Dietzel]

The Financial Advisory Committee is responsible for oversight of the Memorial Trust Fund, a board-directed endowment which allows for the use of 4.5% of the annual value of the portfolio, averaged over five years, for LWVDC expenses annually. The value of the MTF on December 31, 2020 was \$657,389 compared with a value of \$383,560 a year earlier and represents a net increase of assets of over 70%. This includes the final payout of the Ogg Trust of approximately \$200,000.

Activities of the Committee this year:

- Reviewed portfolio quarterly, sold underperforming funds and researched and purchased new funds
- Invested the Ogg distribution
- Moved portfolio to Charles Schwab Investments to provide for better tracking and ease of purchase and sale of funds
- Expanded committee membership
- Drafted proposed update to the Investment Objectives and Asset Allocation document
- Calculated the withdrawal formula for FY 2021-22, totaling \$15,116

	Value	Net Purchases & Sales	Income & Net Return	Value
	12/31/2019			12/31/2020
Dodge & Cox Intl Stock Fd	\$ 21,091	\$(20,941)	\$ (150)	\$ 0
Dodge & Cox Balanced Fd	65,178	(69,555)	4,377	\$ 0
Vanguard 500 Index Fund Inv	56,056	13,670	10,504	\$ 80,230
Vanguard Mid-Cap Index Fund Inv	82,187	20,120	14,989	\$ 117,296
Vanguard Total Stock Mkt Index Inv	70,604	17,600	14,987	\$ 103,191
Vanguard Balanced Index Fd	42,345	63,270	7,925	\$ 113,540
Vanguard Capital Opportunity	46,099	-	10,506	\$ 56,605
T Rowe Price Conserv Allocation Fd	-	61,790	6,901	\$ 68,691
Dodge & Cox Income Fd	-	30,380	138	\$ 30,518
Fidelity Investment Grade Bond Fd	-	71,270	(426)	\$ 70,844
Home Depot (\$2,124 donated & \$2,190 sold)	-	(66)	66	\$ -
Schwab Bank Account (cash account)	-	-	16,474	\$ 16,474
Total Portfolio Value	\$383,560	\$187,538	\$86,291	\$ 657,389

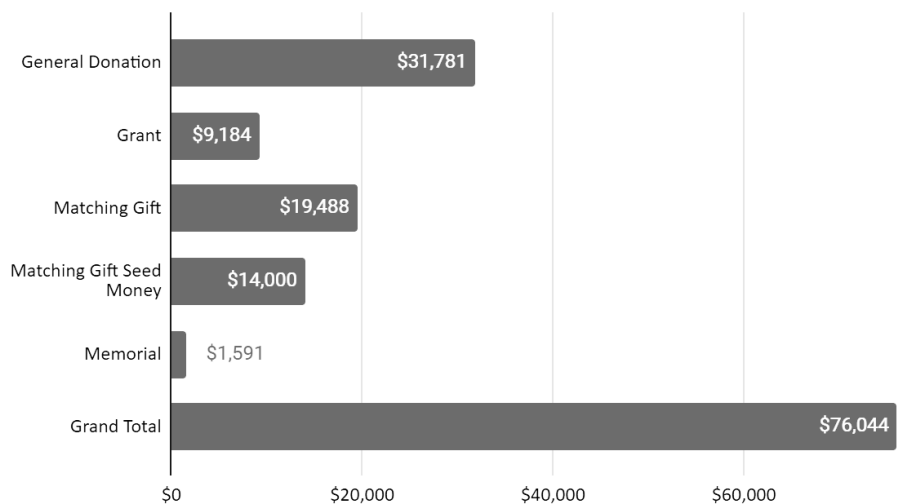
Committee Members: Sally Carpenter, Susan Dietzel, Alexandra Graff, Helen Horn, Caroline Liedtke

Fund Development Committee Report [Linda Dietrich]

Overview: The Fund Development Committee is primarily responsible for raising general operating funds to support the League’s annual work plan. At the beginning of the fiscal year, the Fund Development Committee set a goal to raise \$90,000 through individual contributions and grants. Our local League relies heavily on individual contributions from both members and non-members.

Key 2020-2021 activities: As of April 6, 2021, the Fund Development Committee has raised 84% of its \$90,000 annual goal. The Committee facilitated two fundraising appeals and is planning one more before the end of the fiscal year. The fall 2020 Making Democracy Work appeal raised 44% of the year’s fundraising revenue, while the annual Valentine’s Day/Birthday Appeal raised 6% of revenue. The remaining 50% of fundraising revenue came through non-campaign donations. All memorial donations are deposited into the Memorial Trust Fund. Of the \$76,044 of individual donations received so far this fiscal year (non-membership dues), 63% came from members and 33% came from non-members. In addition to these campaigns, the Committee continued its “Why I Give” series, highlighting the stories of League donors. The Committee is also completing a research study about endowments to determine whether the League should explore creating a formal endowment in the future. *To read more about the League’s Memorial Trust Fund (a “quasi-endowment”), please see the Financial Advisory Committee’s report on page 11.*

July 2020 - March 2021 Fundraising Revenue Categories



Thank you to the members of the Fund Development Committee, who worked diligently throughout the year on these outcomes: Linda Dietrich (chair), Jean Jacobson, Megan Severson, Caryl Terrell and Georgiana Hernandez. Thank you also to the League members and donors who have helped LWVDC research and gain insights about endowments, including Julie Allen, Sally Carpenter, Helen Horn, Dan Kaplan, Caroline Liedtke, Gordon Ridley, Jean Espenshade, Jeanan Moe and Chris Clements.

Strategies for the Coming Year: In the 2021-2022 fiscal year, the Fund Development Committee will focus on strengthening its fundraising approaches, diversifying the League’s donor base and securing at least one major foundation grant.

Governance Report [Maria Spinozzi]

The Governance Committee worked towards three goals in 2020-2021.

- Reviewed and updated the employee handbook
 - The addition of a full-time executive director made having an accurate and complete employee handbook critical for our organization.
- Reviewed and updated the policies and procedures
 - Our policies and procedures continue to be updated as needed to account for changing practices due to both an increase in remote operations and shifting leadership roles due to the addition of an executive director.
- Reviewed and updated the bylaws
 - Updates to the bylaws include adding more flexibility to board member terms, defining term limits and updating processes for filling vacancies in board positions. Updates also included officially authorizing the use of electronic alternatives to in-person meetings and in-person voting.

In the coming year, as we adjust to having an executive director, policies and practices will continue to evolve. The Governance Committee will ensure that these documents reflect our organization's values and practices. The Governance Committee will also be exploring development and training opportunities for leaders within our League.

Publicity Report [Bonnie Chang & Laura Grueneberg]

During 2020-2021, the LWVDC Publicity Committee maintained outreach efforts with Dane County residents despite the pandemic. In response to changing times, LWV Dane County took social media by storm. Members of the Madison Common Council, Dane County Board of Supervisors, and several State Representatives now follow and engage with all LWVDC social media accounts, and we have earned a reputation as a reliable source of trusted information for our followers.

During September, October, and November of 2020, the League focused efforts on ensuring the Dane County community received correct and timely information on absentee and in-person voting. This consistent effort grew our Instagram and Twitter follower count two- and three-fold. At this time, our posts have the highest impressions in the accounts' histories. More than a handful of posts had over 90,000 views. Our platforms continue to be a valuable hub for Dane County voting information. We are pleased to have the current cohort of Madison Common Council candidates, who are the most diverse in the City's history, follow and interact with our social media accounts.

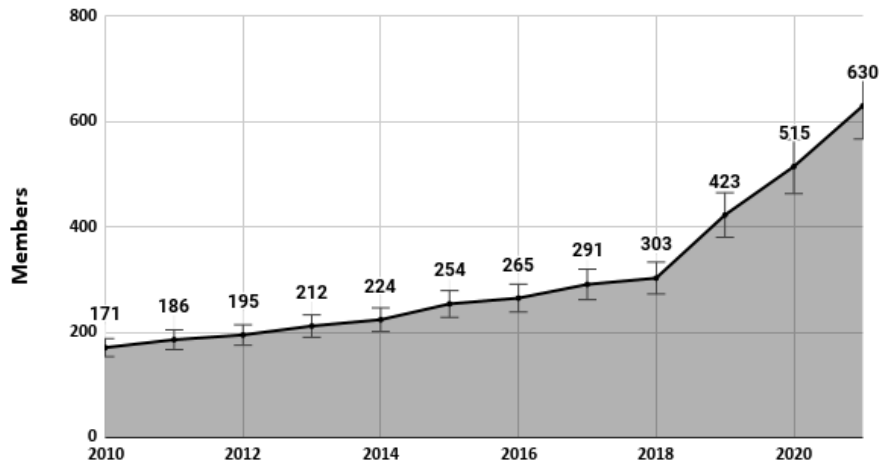
In line with the League's goal of expanding its DEI outreach, we expanded our existing publicity contact list to include groups like Voces de la Frontera, Urban Triage and Freedom Inc, which creatively redesigned our *Candidates' Answers* to fit their members' needs. We regularly emailed press releases to Madison and Dane County community newspapers, television and radio stations and non-profit community organizations with common interests. This, combined with social media reminders and events to which viewers could RSVP, meant attendance at forums remained consistent, and even increased, when we could not meet in person.

Specific outreach efforts included promotion of *Candidates' Answers*, *Making Democracy Work* and *Climate Crisis* forum events, voter information, Dane County helpline and the Making Democracy Work fundraising challenge.

Membership Report [Mary Ellen Schmit & Joan Schwarz]

Our local membership total reported to LWVUS for the year 2020 is 515, compared to 423 reported for 2019. As of April 9, 2021, our local League membership is 630 active members.

LWVDC Membership Growth (January 2010-April 2021)



KEY ACCOMPLISHMENTS

New Member Onboarding Process: Welcome letter and Zoom meeting slide presentation about volunteer opportunities; slide links and contact information to new members; and a calling system for new members interested in leadership.

First Membership Engagement Party: Joy Cardin moderated and leaders from each domain gave one-minute presentations. Token door prizes/gifts were mailed to attendees.

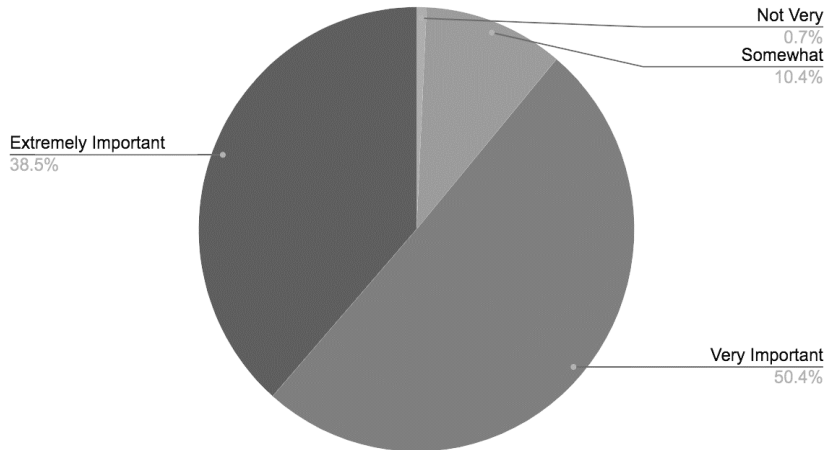
50 Year Lifetime Members in LWVDC: Contact with 27 50-year (or more) members for permission to share reflections with LWVWI's Oral History Project for Lifetime League Members (ongoing practice for over a decade at LWVDC), led by Margaret Fuguitt, Cindy Lindquist, Jan Anderson, Sandra Pfahler, Mahr Malik and Laila Ahmed.

Membership Interest and Activity Survey: In the past two years, 441 active members have completed the survey.

Other Work: Handwritten notes to 200 municipal clerks to help the Wisconsin Voting Rights Coalition, led by Amber Rottier. UW-Madison Public Service Fair. Flex Fee Membership Pilot Project (initiated 2019) aimed at decreasing economic barriers in membership.

LWVWI DEI Committee: Dane County representation in LWVWI's Community Alliances Committee (CAC). The CAC DEI Survey of LWVDC membership: 135 responses providing data for LWVDC and LWVWI aggregate baseline with majority responses from white women, but also including men, people of color, LGBTQ+ and/or people with disabilities. Accommodation needs highlighted are sound amplification, large print and mobility modifications. This year's Zoom meetings and recorded presentations are helpful alternatives to in-person requirements for meetings.

CAC Survey of the Importance of DEI to LWVDC Members



Thank you to these Membership Committee members for their work over the past year: Joy Cardin, Margaret Fuggitt, Sally Gleason, Mahr Malik, Amber Rottier, Brook Soltvedt and Linda Syth. Our committee members took on several leadership roles with Joy (moderating meetings and developing engagement tools); Margaret (Oral History Project); Sally (developing new system for tracking new members connecting to serve); Mahr (community liaison DEI with CAC); Amber (orientation development and data management; Brook (liaison expertise with Voter Service); and Linda (budget process and data dashboard creation).

Strategy Priorities for 2021-2022: Development of Engagement and Recognition sub-committees; database tracking system for future recognition of volunteers; updating Membership Volunteer Opportunity information and DEI resources.

Executive Director Letter [Kate Vickery]

By the time you read this, I will be about four months into my tenure as your first Executive Director. It has been an honor to learn from each and every League member who has made time to talk with me. I've learned about our commitment to diligent study of difficult issues and consensus-based decision-making, as well as the ways that we provide high-quality information to voters, thereby making it easier for people to participate in democracy.

All of the reports in these pages are demonstrations of our values of focus, integrity and quality. This work is the result of countless volunteer hours from a dedicated community of civic advocates. While I wasn't a part of this work over the past year, I look forward to working closely with the Board and committees as we move forward.

While I am certainly still in learning mode, there are a few areas coming into clear focus where I know I want to spend significant energy: putting our stated intentions around diversity, equity and inclusion (often shortened to "DEI") into practice; building relationships between the League and our peer grassroots civic engagement organizations; and facilitating a more strategic communications framework that helps the League use its trusted voice with our members and our wider Dane County community. You will also see a budget line item for an investment in a strategic planning process in the coming year, which will help us focus our work through a lens of clear values, vision and mission.

I look forward to continuing to work with all of our members in the coming year. Onward!