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CALIFORNIA *Perspective*

JUDY HORAN AAUW CA NAMED GIFT HONOREE

Sharon Westafer, Director, Chair
AAUW CA Fund Committee

The State Named Gift award is the highest award given by AAUW California, other than having a fellowship or grant named in one's honor. This award is given to recognize an AAUW member who has done outstanding work to promote the programs and goals of AAUW Funds and /or AAUW California.

Heartfelt congratulations to Judy Horan, 2015 State Named Gift honoree. Judy helped launch the Corona branch over 45 years ago and remained an active member of the branch until it disbanded in 2009, having served in almost every office on the board during that time. She also served as AAUW CA Educational Foundation (EF) Vice President, National VP for the AAUW Foundation, and was on the AAUW EF and AAUW Foundation boards as well as being a Development Committee member for many years. She is currently

Co-chair of the Charting the Course campaign and serves as the Southern California Chair for the Legacy Circle.

Judy has been an active member of AAUW for over 45 years. She is a life member of Soroptimist International and serves as a board member on the Riverside Community College District Foundation and the Alliance for Wellness in domestic violence prevention.

GIVE A GRAD A FREE MEMBERSHIP

Graduation time is upon us, which is the best time to use your AAUW membership to "Give a Grad a Gift" of AAUW membership! **Any AAUW member can give recent college graduates a free, one-year AAUW National and State membership.** There is no cost to you or them! For more information go to www.aauw-ca.org. Click on "Dues and Fees Schedule". Scroll down to the pink Give-a-Grad-a-Gift section and click on [HERE](#). If you would like to gift a branch membership to your graduate you may do so by paying their dues to your branch membership finance officer, who will enter them in the Member Services Database.

Save the Date: AAUW Fund Luncheons

Mark your calendar for these upcoming Fund luncheons:

- Sunday, October 23, 2016
Old Ranch Country Club, Seal Beach
- Saturday, October 29, 2016
Crow Canyon Country Club, Danville

More information will be available on the AAUW CA website and in future publications.



Judy Horan (right) and Sharon Westafer (left)

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LOOKING FORWARD

Kathleen Doty, President

As we come to the close of the AAUW year, and the end of my term as your President, I find myself feeling a bit pensive. While I am looking forward to the exciting things I know will happen with Donna Mertens at the helm of AAUW CA, I can't help reflecting on the last two years. In particular, I have been reviewing the goals I proposed as I set out on this journey.

I said I planned to lead the strong collective voice that is AAUW CA as we advocate for education and equity for women and girls. As president, I assisted as AAUW CA teamed with several groups with similar goals. With Stronger California, we helped pass the California Fair Pay Act, the strongest equal pay legislation in the country. With Attorney General Kamala Harris, we worked on a task force to end cyber exploitation (sometimes called revenge porn). With Million Women Mentors California, we are encouraging AAUW CA members to become STEM mentors.

I wanted to provide communication and coordination throughout AAUW at all levels. As president, I helped draft the Letter of Agreement regarding the transition of Tech Trek to a National program along with assisting with that transition and publication of the efforts to you, the members. We have maintained the monthly Board to Board communication as well as a monthly (mostly) message from the President.

I had hoped to enhance and encourage participation in state programs. The number of volunteers for state committees has grown and Tech Trek and Speech Trek continue to thrive.

I had the lofty goal of expanding membership throughout the state. Our membership has grown each year, but not by the number we had set for ourselves. We all can work on that one!

And, last but not least, I wanted to make participation in AAUW FUN. I hope those of you who participated in AAUW CA activities over the past two years had fun; I know I did!

You, too, can join the fun as AAUW CA moves forward with a new president! Although it is past the deadline for vitae, more volunteers for the coming year are always welcome and Donna will continue to accept vitae for state committees.

I am amazed at all AAUW accomplishes. I have thoroughly enjoyed working with all of you and I am proud to be part of a community that breaks through educational and economic barriers so that all women and girls have a fair chance.



MAKE CONTRIBUTIONS TO YOUR BRANCH PROJECT TAX DEDUCTIBLE WITH THE AAUW CA SPECIAL PROJECTS FUND

Shelley Mitchell, SPF President (2016-18)

So many branches in California are doing wonderful things! At convention we heard about branches offering scholarships for women re-entering college, helping immigrant women “learn the ropes” of living in your community, mentoring women and girls of all ages, teaching financial literacy to young women, holding a local STEM events, and many other exciting and creative projects that support our mission. These projects are wonderful and involve a great deal of volunteer time from members—they can also involve some expense.

Are you asking your members for money at every meeting to support branch projects? Maybe you are holding an event or fundraiser to raise money from the community, or even submitting grant or sponsorship applications. If you are, you will be asked if contributions to your project are tax deductible. To resolve this, some of our branches have become public benefit [(501(c)(3))] corporations. This makes contributions tax deductible and the branch eligible to receive grants, but it can involve a significant investment of time and money. It can also limit your other branch activities, like public policy advocacy. Finally, it can add an administrative and reporting layer to branches that are already challenged to find leaders.

What if there was a friendly and helpful 501(c)(3) corporation that could offer tax deductibility to your donors and make your branch eligible for grants? An organization that shares your mission, will manage your grants and donations, acknowledge your donors, and distribute the money you raise to support your project?

There is such an organization! AAUW-CA SPF is a 501(c)(3) non-profit that was created by AAUW CA to receive and distribute contributions from individuals, corporations, foundations and AAUW CA for programs and projects that further education and equity for all women and girls in the communities served by AAUW California branches. That’s right—you can put all of your energy into supporting women and girls and leave the IRS compliance and reporting to the Special Projects Fund. We would be happy to discuss potential projects with you and help you get started. You may contact SPF at spfund@aauw-ca.org

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WHERE'S MY BALLOT?

Elections are expensive, so the AAUW CA Policies and Procedures specify that there will be no election if there are no ballot measures requiring a vote of the membership, and none of the elected positions are contested. Therefore, all candidates for the Board of Directors were declared duly elected at the close of the annual meeting on Friday, April 15, 2016. Their terms start July first. You can see the 2016-17 Board of Directors on page 13.

OPEN SPACE, OPENED EYES: A STORY OF THE AAUW 2016 CONVENTION OPEN SPACE

Ainsley Nies, Convention Manager
AAUW CA 2016 Convention

“I must need more coffee” thought Luna as she finished up Sunday morning breakfast.

“I’ve read the description in the convention program of this Open Space workshop, or whatever it is, two times and I still don’t get it.”

She glanced toward the middle of the oversized room, and noticed that the chairs were set up in two concentric circles, there were piles of paper and markers on the floor in the center of the circle, and people were putting posters of some kind on the walls. There was one entire wall with nothing on it but a flip chart page with lots of colorful sticky notes and pieces of blue tape, and at another wall was an artist creating a large mural.

This seemed a bit much, but being curious and not wanting to miss out on a chance to bring something useful back to her branch, Luna decided to stay and check it out. As the circles began to fill at start time, Luna joined the group.

The facilitator welcomed everyone and explained why she was walking around the center of the circles. She gave a short background about Open Space Technology and spoke about the theme, *Empowering Each Other: Sharing Our Wisdom*, and how it related to delivering the Value Promise.

Luna became more engaged as the facilitator described the wall posters. First the Open Space Principles. “Good concepts” she thought, “though the grammar is off a bit.” Next was the Law of Mobility - “If you’re not learning or contributing where you are, go someplace where you can learn or contribute” – which really resonated

with her. “YES”, she told herself, “this is a guideline I need to follow, and not just in Open Space.”

After the facilitator went on to describe the Open Space roles of Bumblebee, Butterfly and Session Host, it was time for the participants to create the agenda. Luna paid attention to the facilitator’s description of the process for writing, announcing and posting session topics on the agenda wall. It was clear to Luna that here was an opportunity to get feedback about a branch concern she’d been struggling with, but she worried, “is it really important enough to bring up here?”

Other participants began to announce their sessions. After hearing topics such as “Branch Orientation,” “How to Change Branch Preservation to Mission Focus,” “Follow up Q&A from the Leadership Workshop,” “Tell National What You Think,” “Don’t Sweat the Small Stuff,” she knew her energy for her topic was all she needed to jump in. When all proposed sessions had been posted on the agenda wall, everyone gathered there to re-

view the topics and decide which they were interested in attending. It was a bit chaotic with everyone there, though full of energy. “There are so many sessions I want to attend,” said Luna to the woman next to her, “how do I choose?” “Well” was the reply, “you could try being a Bumblebee and visit more than one in the same time slot.” It was good advice, and she took it.

Later, sitting back where it started, Luna thought about the last couple of hours in sessions while she waited for

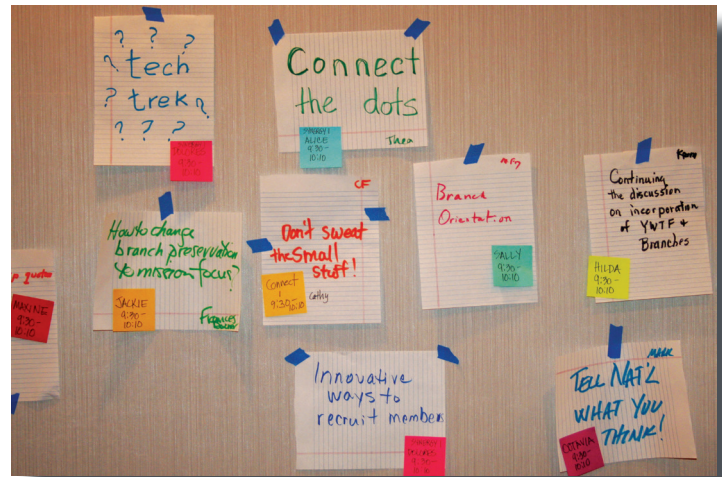


the Closing Circle to begin. "I'm so glad to be going home with ideas about how to handle our branch problem... and that Bumblebee bit was actually cool. I didn't anticipate when I came to convention that I'd have so much information helpful to other people!"

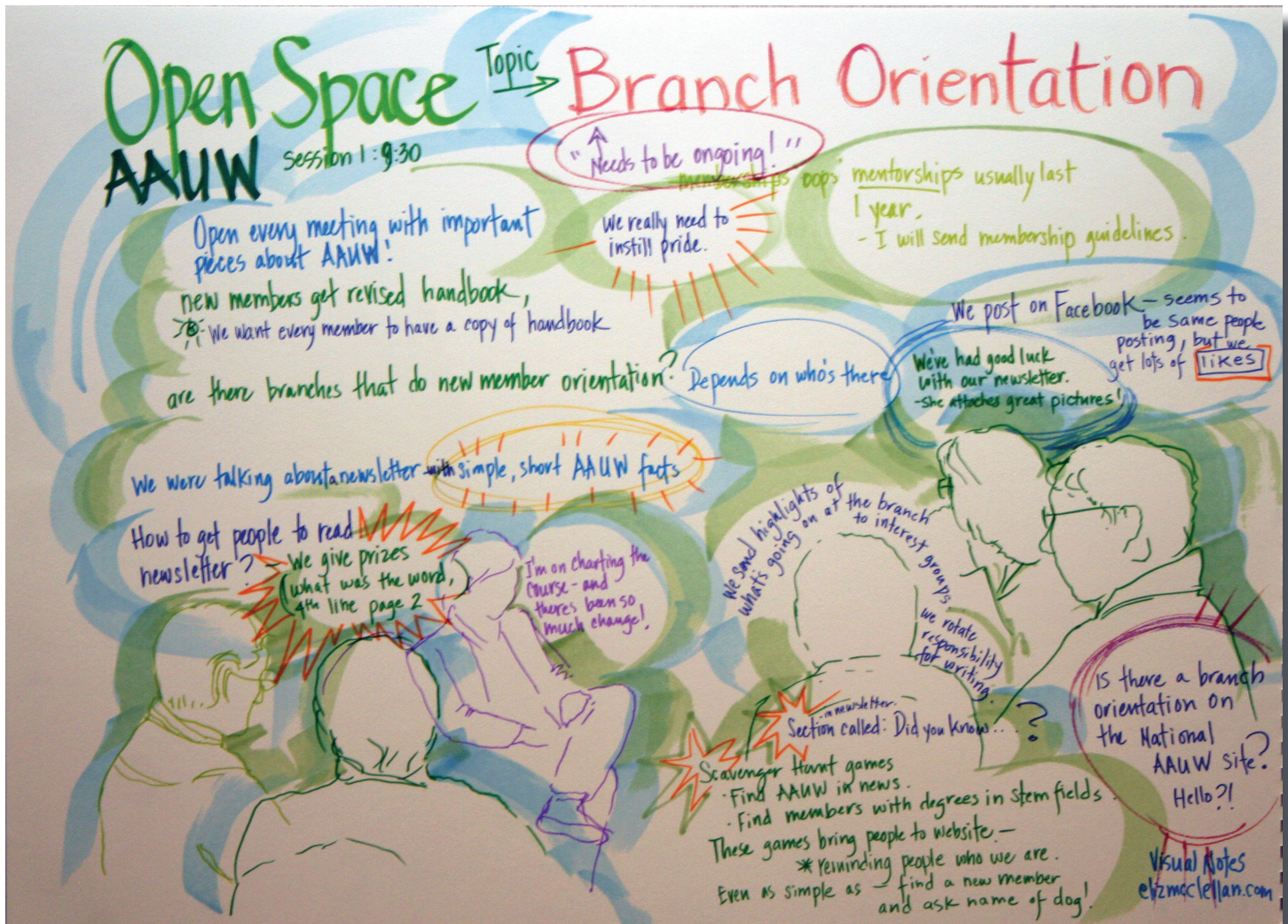
As part of the Closing, a microphone was passed around the circle so participants, if they wanted, could say a few words about their experience or share any "Ah Ha" moments.

She heard comments from others that were similar to her experience. "I was skeptical but came anyway and so glad I did!" "Ideas just flowed!" "It sounded too touchy-feely to be useful, and I'm wrong about the useful part, it's great!" "This was the highlight for me." "The rules were liberating, thanks for all the information." "I'm reminded how much I love being part of AAUW." And there were more.

When the microphone came to her, Luna said "I was skeptical too. There's no way to understand what it's like to be in Open Space by reading about it, you have to be *in it to get it*. And I got it!"



There was one entire wall with nothing on it but a flip chart page with lots of colorful sticky notes and pieces of blue tape, and at another wall was an artist creating a large mural.





U.S. women's national soccer team.

Source: <http://tieronesociety.com/u-s-womens-soccer-team-players-file-lawsuit-over-wage-discrimination/>

AAUW CA BOARD SUPPORTS EQUAL COMPENSATION FOR U.S. WOMEN SOCCER PLAYERS

AAUW CA supports pay equity, fairness in compensation, and economic justice to achieve economic self-sufficiency for all women. A significant disparity exists in the compensation of men and women professional soccer players. Recently, five members of the U.S. women's national soccer team filed a wage-discrimination action against the U.S. Soccer Federation with the Equal Employment Opportunity Commission. The five women are Goal Keeper Hope Solo (Jersey #1) co-captains Carli Lloyd (#10) and Becky Sauerbrunn (#4), forward Alex Morgan (#13) and midfielder Megan Rapinoe (#15).

The AAUW CA Board of Directors, acting at their April 2016 meeting in San Mateo, declared its support of the U.S. women's national soccer team members in their efforts towards equal compensation. The Board directed the Public Policy Committee and AAUW Funds Committee to determine the most effective ways to assist the U.S. women's national soccer team members gain equi-

table compensation and to present an action plan to the AAUW CA Board of Directors not later than the next regular meeting of the Board of Directors. The Board also urged AAUW national to actively support members of the U.S. women's national soccer team in their efforts towards equal compensation.

THANK YOU, MERCI, GRACIAS, DANKE, MILLESKER!

Cathy Foxhoven
Convention Local Arrangements Chair
Program Development Committee Speech Trek Chair

Just can't find enough words to thank all who volunteered at convention. You were wonderful, and the convention would not have been a success without you! You were amazing, efficient and creative.

NOW, since I know that you all have wonderful leadership skills, perhaps you will consider joining the AAUW CA Leadership committee this year. You might be an expert in finances, programs, membership, etc. We need you! Just go to aauw-ca.org and fill out the simple vita.

PRODUCTIVE YEAR FOR AAUW FUND!

Sharon Westafer, Director, Chair,
AAUW CA Fund Committee

The AAUW Fund committee would like to thank and congratulate the members of AAUW California for your generous donations. Because of your commitment to AAUW and its mission to advance equity for women and girls, \$707,524.00 was donated to AAUW Funds from AAUW California members and branches in 2015. Amazingly, in the first quarter of 2016, \$899,329.62 has already been donated by California branches and members, due in large part to Tech Trek donations!

There has been some confusion when members see their Tech Trek donations listed on the branch donation reports. Now that AAUW National is administering the Tech Trek program for California, rather than the Special Projects Fund, all donations to Tech Trek processed by National are credited to branch donations, unlike previously when National didn't receive the money. Rest assured that if you designate a Tech Trek camp with your donation, the donation will go to that camp and your branch will be credited.

Due to declining branch membership, in July the Fund committee will be suggesting that the State board approve a \$5 per branch increase in the Fund assessment.

The assessments collected by the State are used to help complete unfinished California endowments, and ensure that every branch makes a contribution to the Fund. If the recommendation passes and your branch assessment is currently \$100, it will then be \$105.

Here is the list of California unfinished endowments and amounts needed for completion.

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Crow Canyon Country Club, Danville

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CALIFORNIA UNFINISHED ENDOWMENTS 2016

FUND	CURRENT BALANCE	NEEDED TO COMPLETE
AMERICAN FELLOWSHIPS		
4046 Vivian Lamont Coe (West Contra Costa)	\$70,870.16	\$29,129.84
4391 Danville-Alamo-Walnut Creek (CA) Branch 45 th Anniversary	\$50,052.16	\$149,947.84
INTERNATIONAL FELLOWSHIPS		
4100 Jessie & Wilder Ellis	\$24,780.00	\$75,220.00
RESEARCH AND PROJECTS GRANTS		
Listed in order of nearness to completion		
4364 Sunnyvale-Cupertino Branch 50th Anniversary	\$71,704.51	\$3,295.49
4078 Lucy Lindsey/Margaret Hankle (Hayward-Castro Valley)	\$28,888.00	\$6,112.00
4372 Sacramento Branch 100 th Anniversary	\$38,162.93	\$36,837.00
4374 Alicia Hetman (CA) R&P Grant	\$37,968.50	\$37,031.50
4387 Walter & Emily Hackler (Newport-Mesa-Irvine)	\$24,450.00	\$50,550.00
4403 The Morgan Hill Wildflower Run R&P Grant	\$22,925.50	\$52,074.50



TECH TREK CAMP SEASON IS HERE!

Linda Stinebaugh, State Coordinator
Harriet Tower, Finance Liaison
State Project Oversight Committee

A huge thank you to all the members who support Tech Trek with personal donations, fundraising and work, both during and before camp. They say it takes a village – and you are that village! Thanks to you the 2016 Tech Trek camp season is preparing to serve 877 girls at ten camps, beginning in San Diego and Sonoma on June 19 and running through July 30 in Santa Barbara.

If you would like to volunteer for additional help, please contact your Camp Director to find out what she needs now. Each camp is carefully planned down to the minute, and there are many small helpful tasks to be done. But be sure to contact the Director before camp opens – do not show up unexpectedly.

Our transition to AAUW is ongoing as we work closely with STEM staff in Washington. Through constant communication we are able to meet any challenges, make necessary corrections and assure that this transition year goes as smoothly as possible. Our camps in California will be run as in the past with familiar locations, staff and programs.

Please remember to write your donation checks payable to AAUW with Tech Trek/your camp name in the memo line. Give the check to your branch's TT Coordinator or mail it to your camp treasurer.

Please contact us if you have questions.

Linda Stinebaugh, State Coordinator
techtrek@aauw-ca.org
Harriet Tower, Finance Liaison
techtrek-finance@aauw-ca.org

GET READY FOR UPCOMING ELECTIONS!

Nancy Mahr and Sue Miller, Co-Chairs
AAUW Public Policy Committee

The June primaries are upon us. While it is often tempting to skip voting in June, there is more urgency to vote in 2016, since, in state elections, now the two highest vote getters in June will advance to the November elections. Potential negative repercussions include the two highest candidates being from the same party, making the November election less competitive. Please examine your voter materials and VOTE June 7!

As many AAUW CA branches change leadership, and hold summer planning sessions, please include Public Policy in your branch plans. In 2012 many branches engaged in registering voters, holding candidate and/or issue forums. We hope you will do the same in the fall this year. The Presidential election will have significant impact on the future of issues important to women. Congressional elections, both Senate and House, are particularly important, given the partisanship in Washington, so examining candidates' positions and past voting records is *critical!* We need to elect candidates who believe in Equal Pay; K-12 education (such as Common Core, etc.); enforcement of Title IX; access to health care, including allowing women to make personal decisions about their bodies; paid sick days; minimum wage; marriage equality; higher education access; retirement security; and the Equal Rights Amendment. These all matter to California women!

Convention 2016 brought together many members who are interested in Public Policy issues. The workshop on election strategies included an opportunity to network on some election activities. The Sunday Public Policy Luncheon was a Convention highlight. Aileen Rizo recounted her story as a teacher who experienced wage discrimination and sued the school district for fair compensation. She testified before the state legislature in support of SB 358, the California Fair Pay Act. When it was signed into law, her school district revised its compensation policies. This new law is an important step on the road to pay equity in California, but there is more to be done.

Your AAUW CA Public Policy Committee stands ready to assist you. We will be examining California Bal-

lot Initiatives and recommending positions. We can also provide help with obtaining Congressional Voting Records, guidance on setting up voter registration opportunities, or candidate forums. If your branch has a College/University partner, plan to do voter registration there. Elections are great opportunities for AAUW visibility in your community!

ALHAMBRA-SAN GABRIEL BRANCH'S SHARON LU WINS THE 10TH ANNIVERSARY SPEECH TREK

Cathy Foxhoven, Speech Trek Coordinator
Program Committee

The Alhambra-San Gabriel branch's 1st place winner, Sharon Lu, won Speech Trek's 10th anniversary contest at Convention 2016 in San Mateo on April 16th. Roseville-South Placer's Caitlyn Jordan was 2nd and Claire Gorham from the Mariposa Branch took 3rd. 4th place was Sam Reynolds of Half Moon Bay Branch and 5th place was Sabrina Fleming from the California Online branch.

The highly attended and popular competition was featured during the Saturday luncheon. Benefactor, Gray Allen of the Eleanor Stem-Allen Memorial, was in attendance and spoke to the audience confirming his continued support of Speech Trek in his wife's name.

Speech Trek is an AAUW CA state project. It is open to

all California high school students – female & male- whether from public, private, home or continuation high schools. Its mission is to promote understanding and communication of gender-equity issues among high school students through their research, preparation and presentation of high-quality speeches, while promoting the value of public speaking as a life and leadership role.

Many AAUW members continue to ask why this competition is for boys also. The answer is simple...TITLE IX. We found out early in the competition that high schools would not participate in a girls-only competition if they are in compliance with Title IX. Fair is fair and we shouldn't discriminate. Besides, boys need the education of equality and what AAUW's mission is. This decision was thoroughly debated by AAUW CA, but ultimately the decision came down to the fact that not including them would amount to sexual discrimination.

The 2016-2017 topic is, "Is It Time To Pass The Equal Rights Amendment?" We are looking forward to many more branches participating in this outstanding State project. New toolkits will be available on the website in late June/early July.



Pictured above (left to right) are: Elizabeth Jordan, Cathy Foxhoven, Sharon Lu, Claire Gorham and Caitlyn Jordan.

BRIDGING THE GAP

Charmen Goehring, Chair
Younger Member's Task Force

One of the most exciting things at the recent AAUW CA Convention was the buzz around engaging younger members. While just a handful attended the conference, between a workshop, reception and open space discussion, younger members were certainly on the minds of many members.

At the workshop, participants learned about the Younger Women's Task Force (YWTF) and our efforts to bring chapters to CA. We talked about their mission (social justice activism on women's issues), some misconceptions (yes, they are full AAUW members and no, they are not just an extension of a branch), and discussed ways to engage with them (collaboration, collaboration, collaboration!). Most women at the workshop were excited about the possibilities of working with younger women in their communities to form YWTF chapters but a few comments revealed that we have more educating to do around the chapters and their relationship to AAUW. Essentially, as we probably all know, what we have been doing to attract younger members to our branches has not been working. So we have a new, exciting opportunity to engage with younger women and bring them into the AAUW fold through YWTF chapters. These groups are separate from AAUW branches yet with a similar mission. Chapters have different methodology from branches yet similar structure. It is our hope that YWTF will serve as a bridge from our college and university student members to our branches. We hope that branches will collaborate with their local chapter and then as chapter members age out of YWTF, they might then move into the local branch.

A reception Saturday afternoon allowed those younger members present to meet and talk about what they are interested in, what they hope to get out of AAUW, to learn about YWTF and make connections amongst themselves. All are currently AAUW members, one was an incoming branch president, and the conversation was interesting. We hope they continue the discussion and connection beyond the convention.

During Sunday's Open Space, an impromptu discussion about younger members ensued. It started as a continuation of the workshop discussion the day before and as

more members joined the conversation, it morphed into a discussion about mission based programming (best way to recruit members, especially younger members!), collaborating with other groups and then back to engaging with younger members. It was really wonderful to hear so many older members excited and interested in engaging our younger women in reaffirming the importance of mission based programming, particularly public policy, to our branches and organization.

If you have questions about YWTF or are interested in serving on the state Younger Members Committee, please contact Director Charmen Goehring at charminme@yahoo.com or 207-756-0406.



INTERNATIONAL ADVOCACY DESK

Indrani Chatterjee, International Advocacy Rep.
Program Committee

The International Advocacy workshop at AAUW CA convention was very successful. The speakers, Jane Roberts, Dr. Lenore Gallin and Dr. Sipra Sengupta, discussed women's accomplishments and issues from South East Asia to Cuba.

Members of the audience showed their interest in hearing and discussing global women's issues. Therefore, celebrating International Women's Day on March 8th at the branch level will open the door to discuss the social, economic, cultural and political achievements of women worldwide. This avenue will also bring new members to the AAUW roster.

AAUW HONORED AT CAL STATE MONTEREY BAY STUDENT ORG AWARDS!

We are proud to announce that the newly formed California State University Monterey Bay student affiliate,



AAUW@CSUMB, has been awarded the Interclub Club Counsel Outstanding Club of the Year by the Student Org Awards! This is an impressive cap to their first year. In addition to having their name etched in a plaque in the Student Center, they have been awarded \$300 to help fund future events.

AAUW@CSUMB is supported by the Monterey Peninsula Branch. Among the students' many activities, they presented "The 'Hey B*tch' Dialogue" -- a discussion of the various contextual connotations of "bitch." What do you think about the word? When have you used it? When has it been used against you? How do you think we can make a change?

AAUW@CSUMB members were also active in educational and empowering events organized by other campus organizations. For example, they participated in the first SlutWalk at CSUMB. The Slut Walk is a response to the canard that, "Women should avoid dressing like sluts in order not to be victimized."

COLLEGE AND UNIVERSITY PROGRAMS INCREASE

Tina Byrne, C/U Chair
Membership Committee

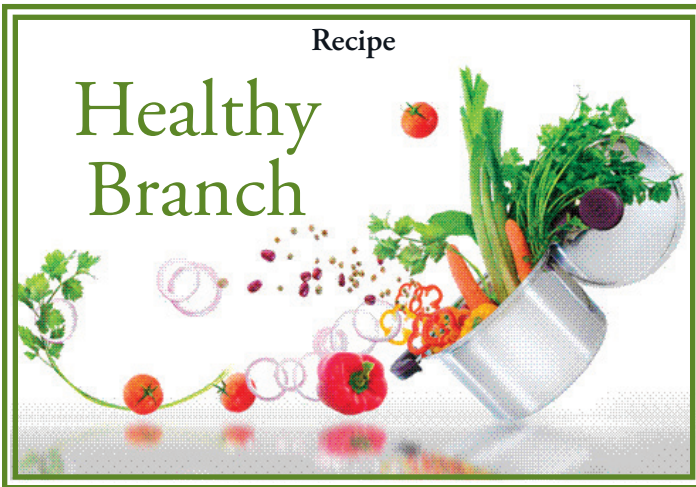
Thank you to all the members throughout the state involved in recruiting, retaining, and working with colleges and universities. As we enter the close of this year we see how the statistics show your efforts. There are 81 C/U Partner campuses, 61 branch C/U Chairs, 1513 e-student affiliates attending schools in California, 13 schools with a \$tart \$mart three-year contract, 4 Elect Her sites, and 1 Student Advisory Council member.

We started the year with 6 Student Organizations and now there are 11 Student Organizations at California Colleges and Universities -- an 83% increase. CSU Sacramento, CSU Long Beach, CSU Monterey Bay, CSU San Marcos, Evergreen Valley College, Marymount California University, Napa Valley College, Skyline College, UC Davis, UC Irvine, and UC Los Angeles are our cam-

puses with student organizations.

Our year is not over yet. Graduation time is here and you can *Give a Grad a Gift* to as many graduates as you want. Identify the recent college or university graduates in your networks. These recent graduates can be family, friends, neighbors, former students, friends of friends, you name it! You could give all the grads in a department like Women's Studies this gift. Anyone who has graduated within the past two years is eligible to receive one free membership from an AAUW member. To Give a Grad a Gift fill out the form electronically at aauw.org or print the form and mail it in to AAUW.

The C/U Committee is here to help you as you continue to recruit, retain, and work with our California campuses. Be sure to check out the C/U information on the aauw-ca.org website under forms and documents. You will find all the partner campuses with their C/U Representatives, information on recruiting a campus, and *Off the Shelf, Out of the Box*, what to do after you have recruited a campus. We will be adding, *Planning Your First Visit to an AAUW C/U Partner*, with information from the workshop at the April convention.



Recipe

Healthy Branch

RECIPE FOR A HEALTHY AAUW BRANCH

Kathy Andreini & Ginny Hatfield, Co-Chairs
Membership Committee

This is a tried and true recipe that has been tested over the years to yield good results. Please give it a try; we don't think you'll be disappointed.

INGREDIENTS

1 Full Measure of each of the following:

Engagement

Recruitment

Diversity & Inclusion

College/University Partnerships

Mission Based Programs

Advocacy

Retention

You will need willing members who are committed to promoting AAUW's mission and working collaboratively with Branch Leadership. Members will supply the ingredients and Elected Leaders will be the cooks and stir the pot, so to speak.

Directions:

Provide engagement by inviting friends, family, neighbors, acquaintances, for members and community leaders to attend AAUW events and programs. Recruit them by discovering what issues are important to them and explaining how AAUW espouses much of the same agenda. Use the various AAUW membership campaigns, (Shape the Future, Give a Grad a Gift), to offer them the best possible enrollment. Be sure to include all members of your community in your recruitment ef-

forts. You want to be inclusive and have a diverse branch as it adds the spice to your recipe. Don't forget to look for colleges and universities as part of your outreach. Younger women are the future of AAUW and developing connections through our C/U Programs brings added stock to your branch.

Now that you have your members, be sure that you provide programs that educate your members on AAUW issues and core beliefs. Advocacy goes hand in hand with mission based programming and is a vital ingredient that will spoil your recipe if not included.

Retaining your members, whether they be long-time or newly arrived, is crucial to the overall success of your recipe. Don't take your members for granted; complement them on the time and effort they expend and make sure that they know they are valued.

If all of the above is followed correctly, the recipe should be a success. For a little icing on the cake, you can always refer to: <http://www.aauw.org/resource/relational-recruitment-method/> and <http://www.aauw.org/resource/successfully-initiate-new-members/>

COMMUNICATIONS

Deanna Arthur, Chair
Communications Committee

Hope this finds you all enjoying your summer. I know that it is a time for you to recharge and energize for your branches and AAUW interests.

Communication is one of the keys to success. Constantly sharing between members, branch officers, the state and national keeps our organization alive and vibrant.

Your communication team has answered your questions; distributed the "Board to Board" and other vital information; distributed the Perspective; and kept the website posted with critical information; and the Facebook page has kept us in the social media maelstrom.

Your submissions and information are vital. Please post pertinent dates and information on the state calendar. Communications will continue to respond to the members and branches. Please send information and inquiries to the webteam@aauw-ca.org.

OUR 2016-17 CALIFORNIA BOARD OF DIRECTORS

Shown below are the members of the 2016-17 AAUW CA Board of Directors. Shown are each leader's branch affiliation, term of office and the committee she will chair. Although the newly elected board members do not officially take office until July 1, work is already underway to staff up and plan for the coming year. If you would like to help, please submit a vita. The vita form is available from the aauw-ca.org website.



Donna Mertens
Victor Valley Branch
President 2016-18
Executive



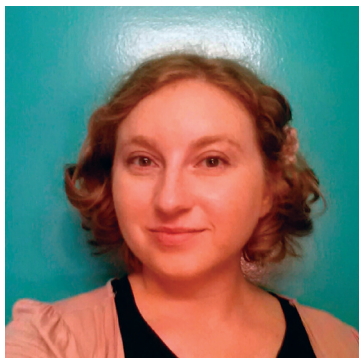
Pat Ferrer
Long Beach Branch
Chief Financial Officer 2015-17
Finance



Deanna Arthur
Alhambra/San Gabriel Branch
Secretary 2016-18
Development & Marketing



Lynne Batchelor
San Diego Branch
Director 2015-17
Program Development



Alex Bellenger
Long Beach Branch
Director 2016-18
Membership



Cathy Foxhoven
CA Online Branch
Director 2016-18
Leadership Development



Sandi Gabe
Mariposa Branch
Director 2016-18
Communications



Charmen Goehring
Sacramento Branch
Director 2015-17
Younger Members



Nancy Mahr
Palos Verdes Branch
Director 2015-17
Public Policy



Jane Niemeier
La Mesa- El Cajon, San Diego
and Fallbrook Branches
Director 2016-18
State Projects Oversight



Ainsley Nies
Pacifica Branch
Director 2016-18
Branch Support



Sharon Westafer
Long Beach and Stockton
Branches
Director 2016-18
AAUW Fund

STATE WIDE PROGRAM

Lynne Batchelor, Chair
Program Development Committee

I was lucky enough to attend the national convention and heard the presentation from Joan Monk on the NY/NJ state wide project. I contacted her to see if we could use their program and she generously shared it with us, so for the next two years we will implement the project, *Leadership: Yesterday, Today and Tomorrow*.

Our subject for the Yesterday portion will be Eleanor Roosevelt using the book, *Leadership the Eleanor Roosevelt Way* by Robin Gerber from which even your seasoned members will gain new insights. For the today portion we will study Malala and for the tomorrow portion we will support our current programs featuring experiences for girls and young women (Tech Trek, Speech Trek, NCCWSL, workshops for elementary, middle, high schoolers, mentoring programs, AVID, International Day of the Girl, STEM) and build new programs for our future leaders.

There are a variety of ways in which your branch can use this project including having your book club interest group read it, using it as a program for a branch meeting, taking five minutes at the beginning of branch meetings to discuss some aspect of the book (an easy discussion starter is What surprised you?, What inspired you?, What challenged you?, What touched your heart?) and/or using it as a branch study topic.

However you choose to implement the program, we will support you by hosting a monthly state wide conference call covering one chapter per month of the Robin Gerber book. These calls will begin in September with Chapter 1 and in August you will be able to access participating information on the website. This project is intended to lead from study to action. An example of how this action worked

in NY/NJ was when they studied Chapter 2 (Finding Mentors and Advisors). They continued their established mentoring programs but began new programs featuring informal mentoring, on-line mentoring, placing daily two-minute phone calls to mentees, setting up a mentoring program with their CU partner, which the college ran, etc.

If you go to our website, you will find the handout used by NY/NJ. The handout includes ideas they used, which will serve to stimulate your thinking, and a template for business cards with a Malala quote on one side and an Eleanor quote on the other side to use as a conversation starter.

In the same way that the citywide one book reading has united communities, we envision this project doing the same for AAUW by revitalizing your branch and increasing the connections among members and branches. Your program committee hopes that you will embrace *Leadership: Yesterday, Today and Tomorrow* and take this leadership journey with us.

PROGRAM RECOGNITION WALL OF FAME

Lynne Batchelor, Chair
Program Development Committee

At our recent fabulous convention the program committee was honored to present the program recognition awards to branches recognized for their efforts to advance our mission. We are proud to add the following 17 branches to the Wall of Fame. Five branches were instrumental in the area of human trafficking:

- Alameda, who partnered with their college, community, district attorney, FBI to present their program
- Danville-Alamo-Walnut Creek, who presented "Hidden in Plain Sight: Human Trafficking in the Bay



Area” partnered with four organizations with an attendance of 200 at the event

- Monterey Peninsula presented “More About Human Trafficking from a Survivor” which featured a survivor who had been subjected to sexual abuse from age 10 to 35
- Nevada County, who worked with three local women’s organizations, the police department and Courage International to provide assistance for survivors
- Sacramento hosted a Forum on Trafficking which involved 10 other organizations and had 220 attendees

Two branches hosted documentary film screenings:

- Humboldt screened Frieda Monk’s film “Anita Speaking Truth to Power” which concerns the Anita Hill confirmation hearings and was followed by a discussion led by a Humboldt State University professor with 100 students in attendance
- Long Beach screened Jennifer Hall Lee’s “Feminist Stories from Women’s Liberation 1963-70”. Ten organizations participated and \$820 was donated to Tech Trek. (Congratulations as well for their 13th STEM Career Conference)

Three branches were recognized for their work with young students:

- Beach Cities, whose KBUG (Know Before You Go) information for students was inspired by the 2013 Outlook Article “Shocking State of Student Loans” and involved four other organizations
- Morgan Hill’s GEMS (Girls Engaged in Math and Science) offers informal mentoring and monthly stem enrichment activities for twenty 7th-12th grade girls (many former Tech Trekkers) in addition to the Laura Jenkins STEM workshop for High School Girls who this year visited a local farm which anaerobically converts vegetables to organic fertilizer
- Paradise, who made Women’s History Presentations in six 4th grade classrooms to honor Women’s History Month

Four branches whose efforts centered on political action:

- La Mesa-El Cajon, whose program on women and children in poverty disaggregated statistics by local neighborhoods, race, unemployed, working poor, etc. and led to information on lobbying
- Los Altos worked with five other organizations and had 100 participate in “Step Up for Choice”, the 15th annual rally on the Roe vs Wade anniversary, which was preceded by information on the current assaults on Planned Parenthood
- San Clemente-Capo Beach had the author of “In It to Win It-Electing Madam President”, who spoke on the value of women in politics (Kudos as well for their program on Islam in the Modern World-Women and Islam today)

Three other branches were recognized for diverse programs:

- Auburn, whose program “Unconscious Gender Bias: Breaking Out of the Box” added a career component for the eight Teck Trekkers in attendance
- Santa Barbara-Goleta Valley, whose Empowered Women Luncheon involved three organizations and 51 participants who heard Carlyn McDonnell the author of “The Every Woman’s Guide to Equality”
- Victor Valley, who partnered with the CU Partner as part of a series which honored four local women during Women’s History month and was an Equal Pay presentation in April with 100 student attendees. (Congratulations as well for their program “She Served So That We Could Live Free” featuring two members, one who served in the 60’s and one currently serving who spoke to the role changes in the military).

Please access the website under Programs to see the full descriptions of the events for which these branches were recognized.





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BY JOINING AAUW, YOU BELONG
TO A COMMUNITY THAT BREAKS
THROUGH EDUCATIONAL AND
ECONOMIC BARRIERS SO THAT ALL
WOMEN AND GIRLS HAVE A FAIR
CHANCE.

AAUW CA'S ELECTED AND
APPOINTED LEADERS ARE
WORKING TOGETHER TO DELIVER
ON THE AAUW VALUE PROMISE.
PLEASE JOIN WITH US -- THE
PREMIER ORGANIZATION IN
CALIFORNIA FOR WOMEN.

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You can save paper and reduce our costs by choosing to stop receiving a mailed paper copy of this newsletter. Nearly 2,000 have already made this choice, and they're saving postage too. It's easy—just send email to savepostage@aauw-ca.org with the word YES in the subject line.

We use the email addresses listed in the national AAUW membership record to send California Perspective electronically to every California member. If you are not receiving the electronic copy, your email address might be incorrect or missing from the record. Please update your profile in the Membership Services Database (MSD) on the national website (aauw.org) or ask your branch treasurer to check it for you.