



# California PERSPECTIVE



[www.aauw-ca.org](http://www.aauw-ca.org)

## First Statewide Woman-To-Woman Summit: A GREAT Success!

Two hundred and fifty women gathered in Sacramento on April 23, 2004, for the *Woman-to-Woman Summit*, sponsored by AAUW California. It was designed to bring an array of women from different groups together to talk about common issues. The day was a resounding success!

- ▼ The opening panel highlighted many of the numerous issues we are concerned about.
- ▼ The attendees asked questions of the panel, and added their own comments.
- ▼ Discussion tables encouraged us to talk together regarding what is important to us as individuals.
- ▼ Breakout sessions on specific issues elicited more very valuable *woman-to-woman* discussion.

The long list of issues generated includes the cost of motherhood, especially for single mothers – and the importance of money, pay equity, child care, limited options for teen parents, violence against women, gender equity in employment, sexual harassment, women and girls in the correction systems, immigrant women and families and their diverse needs, potential erosion of our civil

rights, the effect of federal and state budget priorities, numerous healthcare issues, access to health care, reproductive rights, gun violence, CEDAW, gender bias in the classroom, taxes, and the list goes on and on.

Focusing on the other discussion we heard on these issues:

- ▼ We heard women talk about what could be done at the local level.
- ▼ We heard concern about how to get our arms around the plethora of issues.
- ▼ We heard that younger women of more than one generation need to be part of the dialogue, as well as immigrant women, more women of color, employers, and unions.
- ▼ We heard that we need workshops of EQAT, HICAP, AAUW insurance, Medicare coverage – and that maybe this needs to be in a community forum.

Mary Wiberg, the Executive Director for the *California Commission on the Status of Women* and moderator for the morning panel, challenged us to take the Woman-to-Woman model back to our communities and to engage women there in this same dialogue. And, as we do this, add some of those voices we talked about needing: more women of color, immigrant women, employers, and the generations of younger women. And, finally, to build into the dialogue some focus on your own community issues that impact women. Narrow some of the

dialogue, if necessary, so that you can take effective action that will make a difference. Design your process so that the participants help decide the action agenda.

Wiberg emphasized that it is important that we not forget the importance of coalitions – remembering that in building coalitions, *“If it isn’t hard work, you aren’t doing it.”*

“What we know from our history as a women’s organization is that success on **any** issue calls for working together. Back in the 70’s and 80’s AAUW and other organizations did lots of workshops on how to build and work in an effective coalition. The end result of a strong coalition is a broader perspective on the issues, a better use of resources, and greater likelihood of success. It is about shared ownership of issues we all care about, and it is about making a difference.

“It seems to me that the multitude of issues facing women, our state, our nation, and the world call for us to be prepared to do grassroots action in the most effective way possible, one that results in moving from the grassroots upward to the levels where policy decisions are made and implemented. That is the history of the *women’s movement*, the *civil rights movement*, the *freedom of choice movement* – we have done it in the past, and we can do it in the future!” stressed Wiberg, a lifetime AAUW member.



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AAUW, founded in 1881, is open to all graduates who hold the baccalaureate or higher degree from a regionally accredited college or university.

In principle and practice, AAUW values and seeks a diverse membership. There shall be no barrier to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability or class.

AAUW promotes equity for all women and girls, lifelong education and positive societal change.

AAUW is California's most active and diverse organization for women offering action for equity, personal and professional growth, community leadership, and friendships.

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## Marching Our Legacy Forward

Sue Cochran, AAUW-CA President ([president@aauw-ca.org](mailto:president@aauw-ca.org))



The road we have marched down the last two years has created many changes for AAUW California. As caring, committed, and courageous members we have worked together to make the changes needed to insure the vitality and viability of our organization. These changes have not always been easy, but we have recognized the need to meet the challenge to move forward as a more fluid, flexible and encompassing organization.

Our active presence in our communities and at the state level made us more visible and articulate in promoting women in California. The state-wide *Woman-to-Woman Summit* that opened our annual convention brought together women from across the state to dialogue on those issues critical to women in California. Twenty-four plus organizations and individuals joined us as partners in this endeavor. The legacy of this summit will continue as we prepare to issue the "white paper" on the outcomes of these dialogues and share the information with community leaders and policy makers across the state.

*"The things we have achieved and challenges we have faced the last two years have taken us forward..."*

Our sponsorship of the Sacramento *March for Women's Lives* on April 25 was a clear message to California and national policy makers that

AAUW is a Pro-Choice Organization and that our votes will count in November to insure women continue to have choices in our reproductive lives.

Your state leadership team has worked together to strengthen AAUW California's foundation. As you attend branch, district and state meetings please be sure to extend to these leaders your thanks for their stewardship to AAUW CA. The state leadership team and I also thank each of you for partnering with us to grow AAUW CA!

My personal thanks to the membership for your commitment and support these past two years. The things we have achieved and challenges we have faced the last two years have taken us forward in our commitment to embrace change, be open to new ideas, and to take risks that will grow our organization. As we go to press we are all preparing for the July 1 transition in leadership at the branch and state. I know I am passing the stewardship of AAUW California into the very capable hands of Kathleen Cha and the leadership team she has put together to work to continue marching the legacy forward. Our continued support of the AAUW CA leadership team is vital to our future.

### New Office Location

As many of you have already heard, AAUW CA moved our office to a new location in early May. Our new location is at 2000 L Street — 6 blocks east and one block south of our past location. We are still within a reasonable distance of the capitol. This move cuts our rent by 50% and provides adequate workspace for our staff. In these challenging fiscal times this was a prudent move to best manage our resources and to reduce overhead. Please call first when you plan to visit; our office staff has off-site errands and would not want to miss your visit.

*Our mailing address and phone number remain the same:*

AAUW CA  
PO Box 808  
Sacramento, CA 95812  
Phone: (916) 448-7795

## Audience on Their Feet for Dorothy Fadiman

Nancy Campbell, Reproductive Choice ([choicechair@aauw-ca.org](mailto:choicechair@aauw-ca.org))

When award-winning producer/director Dorothy Fadiman previewed her new 26-minute DVD, *Motherhood by Choice, Not Chance*, the audience at the convention luncheon on April 25, first watched with sober attention then gave her a standing ovation.

To give other Californians a chance to see her new film, Fadiman will host a bus tour beginning in Sacramento on June 8, the day of the Coalition for Reproductive Freedom's annual lobby day.



This year's title, *Speak Out for Reproductive Justice*, refers to what Dorothy and company will be doing on their trip down the Highway 99 corridor. Called the "Power of Choice Project," members of the tour will be meeting with branch members along the way in a variety of settings; house parties, community meetings and college campuses, that will include viewing the film and audience feedback and discussion. After California, the bus will take the tour to fifteen other states

When asked why she is undertaking this enormous project, she reflected in her soft-spoken way, "There are a number of people in this country who have a very limited view of women's reproductive rights, who have actually heard from women who have suffered the experience of a constraint of those rights." She added, "I was struck by the courage of people who know they are personally at risk every day of their lives.

- ▼ The courageous woman in the film who was excommunicated from the Catholic Church because of her involvement with a reproductive-health-services clinic said, through her tears, 'It's not going to silence me.'
- ▼ The woman whose clinic was fire bombed deciding to return day after day 'because if you don't live what you believe, what are you living for?'
- ▼ The doctor who helped her client get a late-term abortion because her baby was developing a brain without a cortex and would not have survived a minute after birth—said, 'There are people who believe there should be no abortions under any circumstances. There is nothing in this world that black and white.'

Watch for emails about the progress of the tour and go to the AAUW-CA web site (<http://www.aauw-ca.org>) for more details.

## We Marched in Sacramento

Rita Wustner, Public Policy Chair ([pubpoldir@aauw-ca.org](mailto:pubpoldir@aauw-ca.org))



Chanting, "What Do We Want? – CHOICE! How Do We Get It? – VOTE!" more than 400 women, men and children marched to the west steps of the State Capitol Building on Sunday morning of convention. The rally on the steps was exciting and a number of groups other than AAUW CA were represented. *Hadassah*, *NOW*, *OWL*, *National Council of Jewish Women*, *Planned Parenthood* and *Nevada County Citizens for Choice* joined others in support of reproductive freedom, universal access to healthcare and family planning.

When national planning for a march was announced last summer, the AAUW CA Board discovered the march in Washington DC would take place on the same weekend as our convention. Unable to cancel long-held contracts without huge financial losses, it was decided to hold a march in Sacramento in support of the marchers in Washington DC.

Planning for the Sacramento march began last August when the public policy committee met. We took the lead in the planning process and immediately began the application for city and state permits. Hundreds of hours were spent on the planning and the result was well worth the effort. The crowd was enthusiastic, and we received TV coverage from a number of Sacramento stations. President Elect Kathleen Cha and her son were both interviewed by Pamela Wu of KOVR in Sacramento.

We appreciate legislative sponsorship by State Senator Liz Figueroa. The speakers included Lilly Spitz, Chief Counsel for *Planned Parenthood Education Fund*, Erin Ryan, aide to State Senator Jackie Speier, Stephanie Kinney, aide to Congresswoman Lynn Woolsey and Dorothy Fadiman, Oscar-nominated film producer/director. AAUW CA President Sue Cochran opened the rally and President Elect Kathleen Cha closed it. Rita Wustner, Director of Public Policy, led chants from the microphone and Krys Wulff, Association Director, using the AAUW CA bullhorn, led chants during the march.

Where do we go from here? Let us pledge ourselves to get out the choice vote in November. Our rights are under attack, and none of us want to go back to the terrible days before *Roe v. Wade*.

## Position on SB921 Changed

Rita Wustner, Public Policy Chair  
([pubpoldir@aauw-ca.org](mailto:pubpoldir@aauw-ca.org))

The AAUW CA Public Policy Committee voted to change the position on this healthcare bill from “Support if Amended” to “Support”. The change has been updated on the AAUW CA website. You can find the entire 2004 bill package at [www.aauw-ca.org](http://www.aauw-ca.org). Click on *Advocacy*.

Senator Kuehl introduced the bill early in the 2003 legislative session. At that time the committee members supported the concept of universal healthcare but had a number of questions and issues with the bill. SB 921 would reform the healthcare system in California into a single payor plan supported by payroll taxes. Everyone residing in California would be covered.

The committee members questioned several aspects of the bill:

- ▼ How would retirees moving into or out of California be covered?
- ▼ How would the California system interface with Medicare and other healthcare programs that are funded by federal tax dollars?
- ▼ Would the coverage received by Californians include comprehensive family planning, contraception and access to safe legal abortions?

In the intervening fifteen months these questions have been answered to our satisfaction and the committee now urges all AAUW CA members to support this important bill. It would be good for all Californians.

You can see ALL AAUW-CA public policy positions at <http://www.aauw-ca.org/policy/04billpackage.htm>. Click on each bill to see details and e-mail your legislators.

## Privacy on Websites

by Sandy Hansen ([communications1@aauw-ca.org](mailto:communications1@aauw-ca.org))

We now live in the Brave New World we read about so long ago. As we communicate, we realize that going online has some distinct differences from “life” in print media alone. AAUW-CA AND branches need to make some changes as we present ourselves online. It’s all a part of learning to live safely in this technological age.

Web sites are a great way to gain visibility beyond our branches. However, we all need to be aware of member privacy issues and how much of our personal information is available through the internet when branch newsletters are posted on web sites. When being mailed to your membership, names and contact information are generally not problematic, but taking that SAME publication to the internet can be problematic.

AAUW-CA recently received commendation for addressing some of these issues through the website privacy policy now posted on our web site, modeled on the “website guidelines” posted on the Association web site. Both AAUW and AAUW-CA policies go beyond areas that branches will need to address. However, laws are constantly changing in these areas and EVEN AT THE BRANCH level, we all need to stay on top of the situation. The California Online Privacy Protection Act will go into effect July 1, 2004. While it covers commercial sites and AAUW is a nonprofit organization, a review of the “commercial” aspects of your branch web site is a wise practice at this time.

Has your branch adopted such a policy? Help IS available. The Privacy Rights Clearinghouse has developed a detailed fact sheet (<http://www.privacyrights.org/fs/fs28-nonprofits.htm>) that can provide guidance as we move forward.

Has your branch done a privacy audit to see how much member information is available on your branch website? What questions should be asked in such an audit? The fact sheet cited above covers these questions and MUCH more, including some examples of consequences if we DO NOT change our practices.

You’ll find that the posting of your branch newsletter online will need review. Choices branches have made include not posting newsletters OR posting them in a “private” area of the website that provides some minimal security OR altering the newsletter to smudge or remove full member names and contact information.

NOW is the time for your branch to review policies and practices regarding print and website publication. A partial review of branch websites shows that NONE that post branch newsletters have a good privacy policy in practice at this time, since even “private” areas of websites are not extremely secure. A few that do not post newsletters at this time are practicing good privacy policies. However, we SHOULD be able to do both well if we all give some care and thought to our information. AAUW-CA is in the process of making changes to OUR website. Join us as we work together to protect our members.

### New Media Tool Kit:

***Increase the visibility of your AAUW branch in your community!***

Access to the media is explained by examples. Rave reviews by workshop attendees at state convention that received a Media Tool Kit. Order your tool kit today by sending an email to Donna Lilly at: [viskit@aauw-ca.org](mailto:viskit@aauw-ca.org)

*Also available at:*

<http://www.aauw-ca.org/resources/visibility/index.htm>

## LAF Announces New Plaintiff for California

Carlynnne McDonnell, Legal Advocacy Fund V.P. (lafvp@aauw-ca.org)

### Washington v. Trustees of the California State University and Colleges, et al.

Pat Washington, former assistant professor in the women's studies department at San Diego State University (SDSU), has sued the university for sex and race discrimination combined in the denial of tenure, retaliation for complaining about the discrimination, and pay inequity, which are subject to California state laws.

Washington, a black woman, began employment at SDSU in 1996 as a tenure-track professor in the women's studies department. At the time she was hired, she was the first black tenure-track professor in the department's 30-year history. She remained the department's only full-time non-white tenure-track professor throughout her employment at SDSU. However, despite her strong record of service, teaching, and professional growth, Washington maintained that faculty members within the department subjected her to a racially hostile work environment.

From the time she was hired in 1996 until she submitted her tenure application in 2001, Washington was judged on three separate sets of criteria for tenure by the women's studies department. The last set of criteria was given to Washington a mere six months before she submitted her tenure application. To her knowledge, she was the only faculty member in her department to be judged on three separate – and successively more stringent – sets of requirement for tenure. Nevertheless, Washington believes that she met and exceeded the revised criteria. She was ultimately denied tenure in 2002; the university terminated her employment at the end of the 2002–2003 academic year.

In 2002, Washington filed a complaint with the Equal Employment Opportunity Commission, alleging that she had been discriminated against on the basis of her sex/race combined. The EEOC found in her favor and recommended that the university award her tenure, promotion to associate professor, and back pay with benefits. Despite the EEOC's determination, conciliation efforts between Washington and the university have proven unsuccessful.

At its February 2004 meeting, the LAF Board of Directors voted to adopt Washington's case for support and awarded Washington an initial \$5,000 grant.

AAUW-CA 2005 CONVENTION  
April 22–24, 2005 at the  
Historic Mission Inn & Marriott Hotel  
and the Riverside Convention Center

## Gloria Weston Campus Outreach Fund Announces Match

At the AAUW-CA Convention, a charitable gift match of \$7,000 was announced for the Gloria Weston Campus Outreach Fund (GWCOF). The GWCOF is designed to provide funding to educate California colleges and universities about creating more equitable environments for their faculty, staff and students.

To date, the GWCOF has passed the halfway mark towards the goal of \$35,000 and once the match is finished, will be only \$6,000 away from completion. Please contact Carlynnne McDonnell, AAUW-CA LAF VP for more information.

## United Nations Family Planning Act Requests Support

Jane Roberts of the Redlands branch, who was among the 50 Women of the Year named by MS Magazine, has made the case for this cause all over the country.

The National Council of Women's Organizations (of which AAUW is a member) unanimously endorsed **34 Million Friends of the United Nations Family Planning Act**. If every woman in an NCWO organization were to give one dollar, \$6 million could be sent to UNFPA and make a strong statement to the administration that the nation's women disagree with the decision to withdraw the \$34 million supporting aid for worldwide family planning.

Check [www.34millionfriends.org](http://www.34millionfriends.org) for ways your branch can make action plans or develop programs to advance this mission. Fund raising to May 1<sup>st</sup> is at 1.9 million. The dollars are needed now.

Women Artists of  
the Conejo –  
Note Cards



A great gift  
for any  
occasion!  
Your purchase  
benefits the  
AAUW  
Educational  
Foundation.

You can preview a color sample at [www.aauwto.org](http://www.aauwto.org)  
Cards are \$12 per box, plus \$2 postage, or \$10 per box for orders of 10 boxes, plus \$7 postage. Please make checks payable to AAUW-EF, and send to: Shelly Woolvin, 3407 Coastal Oak Drive, Simi Valley, CA 93065. Please include your contact details.  
Email: [shellyw@att.net](mailto:shellyw@att.net).

# Membership and Program: Partners in Growth

Nancy Chiu Co-Membership V.P. ([membership1@aauw-ca.org](mailto:membership1@aauw-ca.org)) and Ardeen Russell-Quinn Co-Membership V.P. ([membership2@aauw-ca.org](mailto:membership2@aauw-ca.org))

Every event/meeting is a membership recruitment tool. Start planning next year’s membership recruitment activities and your branch’s program planning. Have a “Brownbag Brainstorm” and update your strategic plan. Invite your District Director, Branch Past President, or other State Officer to assist in great program/member recruitment activities with your Branch Board, interested branch members, and future leaders. Review your successes and this plan can be inspirational for all members. (See article at right about the Benecia branch leadership use of this successful strategy.)

Plan visibility at a community public event where you can set up an information table. Get pointers on recruiting at a community fair or information table. Go to: [http://aauw.org/member\\_center/membership\\_growth/shaping/handselling.cfm](http://aauw.org/member_center/membership_growth/shaping/handselling.cfm)

Public events are perfect for attracting interest and developing names to invite as future guests. “Do you know a recent college graduate? What degree did she or he earn?” Have a ready sign-up sheet for the needed follow up information. With the *Give a Grad A Gift* Program, you can give a free Association and CA state membership to any recent graduate of an accredited four-year college. Is there a relative, friend, neighbor or coworker who is a recent graduate? If the grad is local, highlight the gift to encourage other names. Not all grads are twenty-something. You can *Give a Grad A Gift*; it’s free!

If you hold a branch community activity, you can utilize the *Shape the Future* Program for reduced dues or a free membership to be used later. Be sure and get the forms on line and read the directions. A Sister-to-Sister summit is only one example. Go to: [http://www.aauw.org/member\\_center/membership\\_growth/index.cfm](http://www.aauw.org/member_center/membership_growth/index.cfm)

Plan a welcome activity for prospective members, new member orientation, program preview, section highlights, or whatever combination is successful in recruiting and retaining members in your branch. This is a good time to invite late renewals. Let everyone know of a few upcoming events for the new program year. Spark their interest early and ask everyone to save the date.

Each branch member can play a role in welcoming and mentoring when a member joins. Follow up with the new individual does not end with the next dues payment. It can take eighteen months or until the new member is into the swing of activities and has made AAUW friends in her neighborhood. The Branch now feels like home.

# Change in Leadership at a Struggling Branch

Susan Cohen Grossman, Benecia-Vallejo Branch

*The following is taken from an article by the outgoing president of the Benecia Vallejo Branch, which has met the challenge of reassessing leadership needed after working with two state leaders, Ursula Batz and Jo Harberson, to find ways to keep the branch marching forward.*

••••• AAUW is just one part of what makes life good and interesting. One conclusion was that we are all busy; we have varied life goals at different times in our lives. So, where did this leave us? We divided up into parts the various unfilled jobs.

“Will you volunteer to do ‘just’ one event, take on one coordinator role?” Then we had our annual meeting with about fifteen members attending and we asked: “Will you volunteer to do ‘just’ one event, take on one coordinator role?” The answer was “yes”! An example is a long time member volunteered to serve as Membership VP.

Our issues, our concerns about our future and how we function are not unlike other branches. I just returned from the AAUW CA convention. To quote from the program’s annual report: “*Branches across the state are experiencing the challenges of leadership. Many branches responded with alternate structures and are implementing pilot programs for the coming year to explore new avenues of leadership.*”

If you cannot be active but wish to be supportive of AAUW’s mission and goals, great. Better yet, come to just one event, the one that you will enjoy the most. Do not feel guilty, just enjoy and support the branch however you can.

We have come up with what we hope is a workable solution to keep the branch membership actively connected to AAUW and at the same time provide alternative forms of leadership and branch programming. Stay tuned for more as the 2004/2005 board moves forward.

Thank you again for the leadership and growth opportunities of AAUW and assuring that we all learn and contribute toward AAUW achieving its mission: higher education, life-long learning for women and girls and positive societal change. We have shared our times and our lives, and hopefully achieved just a little bit of improvement in the lives of women and girls and all whom they influence.

*Does YOUR branch have a pilot program...*  
...an alternate structure to leadership, a way you are meeting the challenge of leadership in a new way? Please send us details so we can share them in our next issue of the *California Perspective*.  
E-mail to: [communications1@aauw-ca.org](mailto:communications1@aauw-ca.org)

*Annual Report: 2003–2004*California AAUW: A Platinum 21<sup>st</sup> Century State

AAUW California's success and ability to thrive as a leading advocate for education and equity for women and girls lie with every member. Our members are the heart and soul of AAUW California. You, the members, make things happen to protect and advance the right of women and girls in California, whether through Tech Trek, Sister-to-Sister or Woman-to-Woman Summits, or the myriad of locally sponsored branch projects and public policy advocacy. The board of directors and I commend each of you and your branches in the work you have done this year to make AAUW California the "organization of choice" as we continue to promote education and equity for all women and girls.

This year marks the fourth year of the forward steps we are taking to implement the 21<sup>st</sup> Century Task Force Report's recommendations to become a more fluid, flexible and encompassing organization. The accomplishments we have achieved and challenges we have faced this year have taken us forward in our commitment to embrace change, be open to new ideas, and to take risks that will grow our organization.

Our activities this year confirm that AAUW California members care, commit, and have the courage to stop walking and march forward for our mission and for women's lives. The state leadership team and I thank you for working with us to grow and promote AAUW California.

Sue Cochran, *President 2002–2004*  
AAUW California

## — Women Marching Forward —

**Board of Directors and State Operations**

- ▼ In response to a 2002-03 survey of AAUW CA branch leaders on district boundaries, the Board of Directors implemented a two-year pilot project in August to divide three of the larger districts into more manageable geographic areas. (The AAUW California Board of Directors is authorized to set districts under Article VII. Districts of the AAUW California Bylaws). This pilot project will begin on July 1, 2004 and be evaluated for effectiveness in June 2006, and recommendations to permanently implement the redistricting will be considered. The geographic territory encompassed by several districts has posed a challenge to the district directors serving those districts. Not only have the large geographic areas meant lengthy travel for the district directors, they have also contributed to the challenge of recruiting district directors to serve these districts. Under the pilot project the San Joaquin District, the Central Coast District and the North Coast District will each become two districts. This increases the total number of districts from 8 to 11.
- ▼ The board completed an extensive review and update of the Policies and Procedures for AAUW California. The revised Policies and Procedures are now in place.
- ▼ Finance: The board recently adopted a policy on internal audit procedures for the close of term of office of any officer with responsibility for an AAUW California custodial funds; and implemented the policy recommendation from the finance committee for the identification and maintenance of AAUW California reserves.
- ▼ Administrative operations continue to be under regular review and recommendations for streamlined systems and cost effective practices continue to be put in place as they are evaluated for best business practices. Staff continues to review operations at the state office to identify and implement effective cost reduction practices. One such measure was the recent installation of a new leased copy/printer/fax machine (much needed following the 10 years of hard work by its predecessor that was struggling to survive our production challenges) at the office. The new "wonder machine" serves as the fax, copier and printer for the office, consolidating the work of three machines into one energy efficient, fast workhorse.
- ▼ We have continued to use the state office for District and state committee meetings this past year, as well as hosting a local branch meeting. This has given members an opportunity to see and experience the state office. The expanded utilization of our office space has also been a cost savings to AAUW California when we have realized a savings on rent that would have been paid for alternate meeting space for district and committee meetings.
- ▼ Moving On — AAUW California will have a new home beginning in May. The lease at our current location expired this year and after taking a close look at our space requirements and other issues related to our current location it was decided to find a new location for our state office. The current office is 1500+ square feet with one employee and is located in a very "high rent" area of Sacramento. We are moving six blocks east and one block south to 2000 L Street. Our new office space provides

## 2003 – 2004 Annual Report (continued)

adequate works space for our administrative staff person and cuts our office rent in half. We have leased off-site storage close to the new office location for the storage of archived materials and materials that are not used on a daily basis, such as convention supplies. We will continue to use our post office box for all mail.

- ▼ The board of directors has completed the re-design of the AAUW CA strategic plan and we look forward to revealing this new streamlined plan to the membership during the state convention. It will provide a corner stone for our planning in the year ahead. The AAUW California Strategic Plan for 2004-2006 reflects a fast, forward moving, flexible organization committed to growth and advancing our mission.
- ▼ Bylaws: Procedures for amending the state bylaws and instructions for amending branch bylaws were sent to each branch president in September 2003. The California Bylaws model on the AAUW CA web site was updated. In conjunction with the AAUW CA Inter-branch council coordinator, the committee is developing model bylaws for an active Inter-branch council. The model will be posted on the web site by May 2004.
- ▼ Leader On Loan: Outreach to branches and districts through the leader on loan program grew this year as the board “hit the road” to provide leadership training opportunities, key programming, and branch survival workshops across the state.
- ▼ The board recently approved the re-naming of the annual branch EF assessment to the EF/LAF Assessment with 20% to be retained by AAUW California as development money for EF and LAF. The 20% will be divided equally between EF and LAF, the remaining 80%; also split equally, will be sent to the Educational Foundation and the Legal Advocacy Fund.
- ▼ Changes in branches: The 2003-2004 AAUW year has seen the disbandment of the Los Angeles, Rim of the World, and Anaheim Branches and the re-naming of the Fallbrook Branch to the Fallbrook-Bonsall Branch.
- ▼ AAUW California has been bequeathed a generous gift from a trust fund from a deceased member’s estate. The board of directors, at its winter meeting, approved the disbursement of this money to four entities: 33% to be held by the AAUW CA SPF on behalf of AAUW CA for use for program and project development, 7% to the AAUW Leadership Institute for the training and development of branch and state leaders, 30% to the AAUW Educational Foundation to establish a Research and Projects Grant in the name of the benefactors, and 30% to the Legal Advocacy Fund for campus outreach programs. AAUW California has also received a very

generous donation from the Los Angeles Branch of \$25,000 for the Tech Trek Program. The monies will be used to send girls from Los Angeles to Tech Trek Camp over the next five years. This donation was part of the branch’s disbursement of its assets when it disbanded.

- ▼ Affiliates Agreements and Memorandums of Understanding: Many changes in the legal and non-profit environment made it necessary for the Association, state and branches to take a serious look at how we are doing business. This has included putting in place a Memorandum of Understanding between AAUW California and its branches with regard to Tech Trek and the implementation of an Affiliates Agreement with the Association. The MOU for Tech Trek came about as a result of potential litigation last year and is a protection for both the state and the branches. The Affiliates Agreement was put in place by the Association to meet IRS requirements and other legal issues affecting non-profits.

### Districts and Inter-branch Councils

- ▼ District Directors continue to utilize a wide range of communication tools to stay in touch with their branches. One district has bridged the distance between branches in the district through the implementation of a district website. Other districts stay in touch through the monthly district director’s bulletin.
- ▼ Branches across the state are experiencing the challenges of leadership many branches responded with alternate structures and are implementing pilot programs for the coming year to explore new avenues of leadership.
- ▼ Membership retention and new members are among the key concerns of the districts. The membership in branches has decreased by 3 percent this year as of the membership figures received through February 1 from the Association.
- ▼ The membership across the state unified in support of the branches in the Southeast, Southern District and the Central Coast District as the members in these areas experienced the force of natural disasters three fold this past year — wildfires, floods and earthquakes.
- ▼ Branches hold a wide variety of events that interest and attract the general community, such as health care fairs, speakers on Title IX, Great Decisions discussion groups, offering educational programs for girls, including a comprehensive mentoring program, math/science fairs, and a math/science club for Girl Scouts. Collaborative programming between branches to provide community based programs gives both the branches and their communities’ dynamic programming. Branches are promoting their visibility through representation on community boards, councils, and task forces, including school

## 2003 – 2004 Annual Report (continued)

boards, Commissions on the Status of Women, and Safe Schools Projects to name a few.

- ▼ The District Directors and State Leadership Team continue to work to identify “at risk” branches in the state (those branches that are facing leadership challenges and are at the crossroads in making a decision regarding their future) and to partner with those branches to come up with workable solutions that keep the branch membership actively connected to AAUW and at the same time provide alternative forms of leadership and branch programming. Alternatives to dissolution include leadership by committee, becoming a satellite of a branch in the same geographic area, and/or merging with another branch.

### Inter-branch Councils

- ▼ There are 14 active Inter-branch Councils within AAUW California.
- ▼ During the past year there has been ongoing communication between the IBC’s and the IBC Coordinator as well as cooperative work between the District Directors and IBC Chairs.
- ▼ IBC branches continue to collaborate with community-based organizations to increase their visibility within their communities.

### Membership and Diversity

During the course of this AAUW Year the AAUW Membership Team has:

- ▼ Provided branches with resources on recruitment, retention and recognition of membership, which included offering a free Association membership to a branch successful in attracting diverse members.
- ▼ Explored the opportunity for new branch formation in the San Joaquin District community of Tracy.
- ▼ Expanded communication with branch membership Vice Presidents and interested members through monthly online meetings
- ▼ Assisted branches in preparing for the implementation of the dues increase for both AAUW California and the Association with the membership renewal campaign this spring.
- ▼ Encouraged branches to promote AAUW with all branch activities and local community events through the distribution of AAUW membership materials.
- ▼ Recruited two new College/University members: Cuyamaca College and University of San Diego.
- ▼ Updated/launched the membership page on the state website to include outreach for state member-at-large membership.

- ▼ The Diversity challenge continues to be how we make AAUW CA the organization of choice for the diverse population in our communities. Throughout the state this year, branches have made tremendous efforts to increase the diversity of our membership through a variety of branch and community activities.
- ▼ A large number of AAUW CA branches have clearly defined their objective to diversify membership according to the ethnicity, age, gender, career choice and more. They continue to take steps forward in developing plans for attracting a diverse membership.
- ▼ The AAUW California convention will feature a diversity workshop that will be an interactive work session designed to explore the diversity challenge, to share activities that have resulted in increase diversity in various branches, and to explore suggestions for branches to use as they develop action plans to meet their specific diversity goals.

### Public Policy and Reproductive Choice

- ▼ The 2003–04 legislative year was a success for AAUW CA issues. All of the anti-choice bills opposed by AAUW CA were defeated though the final votes were not cast until January 2004. Our voices in Sacramento do make a difference in the public debates.
- ▼ During this year branches participated in the biennial interview of legislators. The interview process assesses the positions the lawmakers in Sacramento take on key AAUW public policy issues. Questions are crafted by the public policy committee and distributed to AACA branches. Members responded by either face-to-face interviews or by mail. Responses gleaned from these interviews are used by AAUW CA’s public policy when she speaks to the individual members of the legislature on behalf of AAUW CA. Thank you to all members who participated in this biennial event.
- ▼ The work of the AAUW CA public policy committee in collaboration with the branch public policy chairs and committees create a strong and reasonable voice on behalf of AAUW CA in Sacramento.
- ▼ Reproductive Choice has re-emerged as a very critical public policy issue for AAUW CA. The Reproductive Choice chair has striven to maintain and extend the awareness of the many issues of choice to our membership as well as encourage branches to educate and advocate the issue to their members.

*(continued on pages 10 and 11)*

## 2003 – 2004 Annual Report (continued)

**Program/State Projects**

- ▼ The annual convention program has stepped outside the box and is providing a groundbreaking opportunity for the women of California to come together and dialogue on issues critical to the lives of California's women in a Woman to Woman Summit. The convention will conclude with AAUW CA members joining forces with people from across the state as we march in Sacramento in support of Women's Lives. These two groundbreaking events have opened our doors to our partners to share in promoting AAUW's mission and vision.
- ▼ Members of the Program Development Committee were active throughout the year providing trainings to branches and districts across the state.
- ▼ Branch programming continues to mirror the community each branch serves and the issues that interest and engage the branch membership; each branch has its own individual personality and interests. Successful branches consistently evidence the importance of friendships and social events, as well as a focus on the mission of AAUW.
- ▼ Tech Trek continues to be AAUW California's premier project. Close to 500 girls participate in the program annually at five college campuses across the state. Changes in the insurance environment and the litigious environment we currently live in necessitated some difficult change's in the administration of the Tech Trek program — the implementation of a letter of understanding between AAUW CA and the branches sponsoring girls to Tech Trek Camp, and the implementation of new screening procedures for camp volunteers.
- ▼ International Interests continues to bring a broader program scope to branches through presentations on women in the international arena and links to international women's organizations beyond IFUW and the Virginia Gildersleeve Fund. The International Interests Chair continued to use an e-mail network to reach branch International Interests Chairs to update them on international issues key to women. In that venue, we urged our members to give their individual support to the sponsorship of six women from Afghanistan visiting the United States to network with women leaders and to acquire new leadership skills.
- ▼ Branches continue to actively provide opportunities for Sister-to-Sister and Woman-to-Woman Dialogues within their communities.
- ▼ AAUW California joined in partnership with Harvard University Generations Policy Project as a co-sponsor of the forum on issues of concern to the baby boomer generation. The forum will be held in the Los Angeles area this coming June.
- ▼ Future collaborative opportunities are being explored with the International Museum of Women and an upcoming exhibit this fall.

**Fund Development****Legal Advocacy Fund**

- ▼ To date the LAF VP or Committee participated in six District meetings, and has helped, coordinated or participated in 38 branch, multi-branch or district programs.
- ▼ The LAF Committee has launched the first LAF Campus Outreach Fund, named for Gloria Weston with the goal of raising \$35,000 by the end of 2004. The goal of the fund will be to provide programming on gender equity issues at California colleges and universities.
- ▼ The LAF Committee members have also reached out to every branch in their district by e-mail or snail mail with follow-up contact made later in the year. Great use has been made of the AAUW-CA LAF List serve and branches have received almost monthly articles for use in their newsletters or on their websites.
- ▼ LAF is now exploring developing partnerships with vendors who will provide LAF with a percentage of their sales. LAF has been developing relationships with other like-minded organizations with the hopes of marrying resources and creating coalitions for equity.

**Educational Foundation**

- ▼ Communication through the AAUW CA email listserv to branch counterparts was increased during the current AAUW year.
- ▼ The AAUW CA EF Committee hosted two EF fellows luncheons in the fall to showcase EF fellows living in California
- ▼ State EF committee members worked with branches to increase the level of member understanding regarding the Educational Foundation through branch visits, president meetings, IBC meetings, and through other meeting opportunities. A challenge was issued to all branches to annually increase their EF contributions by 10% during this year.
- ▼ A new fundraising avenue for branches was initiated through the development of an EF Marketplace Catalogue to be unveiled at the 2004 Convention. This catalogue will assist branch members in finding branches that are selling various items, such as the EF Named Gift Honoree Pin.
- ▼ The state convention workshop tracks will feature a two-part workshop developed collaboratively by the State EF committee and the state LAF committee designed to assist members in the "art of asking for contributions."

## 2003 – 2004 Annual Report (continued)

**Communications/Technology/Visibility**

- ▼ Two issues of California Perspective were published and posted on AAUW CA's website. A post convention issue is planned.
- ▼ Listservs for 9 mailing lists—to link state leaders with their branch counterparts were established to communicate timely information to branch counterparts. These listservs are an opportunity for sharing knowledge and issues of concern. Looking forward, the leadership team anticipates expanded growth of this communication tool.
- ▼ Our website at <http://www.aauw-ca.org> (some 400 files) hosts the AAUW CA virtual office in our Members Only area with 25 forms. The most popular pages visited are Tech Trek, location of near-by branches, and California Perspective.
- ▼ A new visibility toolkit was created and distributed to state leaders. The toolkit is available to branches in printed form and can be printed from our website.
- ▼ AAUW CA gained visibility at the 18th annual Governor's Conference for Women in Long Beach. Numerous branch events throughout California were covered by the local press, which increased visibility for AAUW in communities and on campuses.
- ▼ Workshops are being presented at state convention and districts in California to branch leaders on how to create a branch website, how to format and email a branch newsletter and how to gain visibility in a community and on campus.
- ▼ Media releases were sent to major newspapers announcing our sponsorship of the march and rally of the March for Women's Lives in Sacramento.
- ▼ Twenty-seven organizations partnered with AAUW CA as co-sponsors of our groundbreaking Woman to Woman Summit.

**Special Projects Fund (The Non-Profit Entity of AAUW CALIFORNIA)**

- ▼ Established as the 501C(3) non-profit entity of AAUW California, the AAUW CA Special Projects Fund is fully operational, with a board of directors, Bylaws, and Policies and Procedures in place. Its vision and mission are:
- Vision:** AAUW California Special Projects Fund shall be an active partner in the growth and development of AAUW California in the 21<sup>st</sup> Century.
- Mission:** AAUW California Special Projects Fund receives and distributes funds for programs and projects that further education and equity for all women and girls in California communities.
- ▼ The state sponsored Tech Trek science camps and one branch project utilized the fund this past year to administer

the financial segment of their projects. More branches are encouraged to use this pass through fund for projects that promote education and equity for all women and girls in our California communities.

- ▼ As a result of a survey of branches during the previous year the use of the fund for local branch scholarships and the fund's board of directors implemented a pilot program for Local Scholarships. The project was designed for 5 branches that have local scholarship monies of not less than \$1,000. Three branches applied for inclusion in the project. Preliminary evaluation of the pilot project has provided insight to areas that will require refinement for the ongoing inclusion of local scholarships as part of the SPF's operations.
- ▼ The Special Projects Fund is also the repository for the bequest monies received by AAUW CA from a trust fund and the donation from the Los Angeles branch upon its disbandment. The AAUW CA board of directors is working closely with the SPF on the administration of these funds.



## Congratulations to the new elected officers for 2004–2006

*President:* Kathleen Cha (Oakland-Piedmont, San Francisco)  
*Program Vice President:* Lisa Newhall (Riverside)  
*Educational Foundation Vice President:* Sandy DiSario (Orange)  
*Secretary:* Shelly Johnson (Orange)  
*East Bay District Director:* Gloria Taylor (Oakland-Piedmont)  
*Golden Gate District Co-Directors:* Zee Del Fiugo and Gloria Leonard (both San Jose)  
*North San Joaquin District Director:* Laurel Ruddy (Modesto)  
*South San Joaquin District Director:* Mary S. Leavitt (Porterville)  
*North Central Coast District Director:* Donna Erickson (Watsonville)  
*Los Angeles District Director:* Marion Smith (Palos Verdes Peninsula)  
*Southeast District Director:* Anne Henke (Ontario-Upland-Rancho)

They will join the officers elected for 2003–2005:

*Membership Co-Vice Presidents:* Ardeen Russell-Quinn (Hayward-Castro Valley) and Nancy Chiu (Southern Marin, Online)  
*Finance Vice President:* Jane Stanley (Fresno)  
*Legal Advocacy Fund Vice President:* Carlynne McDonnell (Ontario-Upland-Rancho)  
*Northern District Co-Directors:* Susan Morris-Wilson (Redding) and Stephanie Norton (Nevada County)  
*South Central Coast District Director:* DD Patrick (San Luis Obispo)  
*Southern District Director:* Judy Schmude (San Diego)

## Top Contributors Recognized

By Alicia Hetman, Education Foundation VP (efvp@aauw-ca.org)

“All That Glitters” accurately described the Educational Foundation & Legal Advocacy Fund Gala held at the 2004 AAUW CA Convention. The attendees will not soon forget an evening that was filled with surprises, inspiration, and celebration. Here are the recipients by branch of our Educational Foundation certificates, followed by information on the status of grants.

### Top 10 EF Branches in Total Giving

1. San Fernando Valley	\$ 18,685.37
2. Danville-Alamo	17,215.00
3. Redding	15,700.00
4. Whittier	15,411.43
5. Corona-Norco	13,795.00
6. Orinda-Moraga-Lafayette	12,000.00
7. San Ramon	11,457.39
8. Los Gatos-Saratoga	11,335.00
9. Westminster-Fountain Valley	11,040.00
10. Stockton, Inc.	10,850.00

### Top 10 EF Branches in Per Capita Giving

1. Corona-Norco	\$ 574.79
2. Victor Valley	127.32
3. San Ramon	114.57
4. Anaheim	106.39
5. Danville-Alamo	96.17
6. Whittier	95.13
7. Oxnard-Hueneme	87.35
8. Westminster-Fountain Valley	85.58
9. Diamond Bar-Walnut	85.40
10. Thousand Oaks, Inc.	84.84

**Total California EF Contributions . . . . . \$ 525,688.25**

## Established Endowments/Grants in 2003

### *American Endowments*

Vivian Lamont Coe

### *Research & Project Grants*

Jeanne Garrison, Ph.D.

Half Moon Bay/Ruth Raffello

Palo Alto Branch Career Development

Judith A. Pappe

Barbara Taylor Reimer

Gloria Scanlon/La Palma-Cerritos

Connie Cady

## 2003 Completed California Endowments/Grants

### *Research & Projects Grants*

Anna Clark/Tehachapi Mountain Branch

Fresno Branch Members Memorial

Peggy McAleese

Betty Rutherford

San Mateo Branch 70<sup>th</sup> Anniversary

Barbara Scrivener

## 2003 Started and Completed Research and Project Grants

Susan J. Cochran

AAUW CA President 2002–2004

### *American Endowments*

Fullerton Golden Fund

Betty Gallups/Corona-Norco Branch

**Note: The EF Top 10 Information** was obtained from the Foundation's Year-End Report for California. Please understand that there may be some errors and that we are attempting to resolve any and all discrepancies.

## California *PERSPECTIVE*



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Send or e-mail pictures, with name, branch, position, address, phone, and suggested captions, to:

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Advertisements for branch EF/LAF fundraisers will be accepted and included on a space-available basis.

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