



www.aauw-ca.org

CALIFORNIA *Perspective*

MAKING CONNECTIONS

It is time for the state annual meeting, and we have an exciting day planned for you. First up, we will give you a report on the activities of your state board for 2016-17 while you enjoy a continental breakfast.

Next we will have Table Talk – What’s on Your Plate? We’ll create the space; you bring some “food for thought” and discussion. This will be a time to share best practices, talk about challenges, and take the opportunity to solve our puzzles together. Connect and collaborate. What is your branch working on now?

Finally, we will have the annual Speech Trek Finals. This event will be the centerpiece of the luncheon. While the judges deliberate, we will announce the branches winning AAUW California branch program recognition. We will also introduce the candidates for state board positions.

The cost is only \$50 for the day, which includes continental breakfast, annual meeting, Table Talk and

the Speech Trek luncheon. You can register online or use the form on page 12 of this issue.

We hope you will join us at the Marriott San Francisco Airport Hotel in San Mateo on April 22, 2017. Register soon--space is limited.

ELECTION

This year we will vote on proposed AAUW CA public policy action priorities for 2017-19 and we will choose from a field of highly qualified candidates to fill four positions on the state Board of Directors: President Elect, Chief Financial Officer and Director at large. In this issue you will find important information about the voting process and how to vote online or receive a paper ballot.

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SAN FRANCISCO & STOCKTON YWTFs CHARTERED

Charmen Goehring, Chair
Younger Womens Task Force Committee

Congratulations to the San Francisco and Stockton YWTF chapters on their new charters!! We are excited to see what change and good actions you bring to your respective communities. Stockton YWTF has already jumped into lobbying their city leadership on issues of importance to their group and has been building a great relationship with the Stockton branch.

For more information about YWTF or younger women in AAUW, please contact Charmen Goehring at charminme@yahoo.com.

MAKING CONNECTIONS
2017 AAUW CALIFORNIA ANNUAL MEETING
SAN MATEO MARRIOTT
April 22, 2017

8:00 – 8:45	Registration Continental Breakfast
8:45 – 9:15	Annual Meeting
9:15 – 12:00	Table Talk – What’s on Your Plate?
12:00 – 12:30	Break
12:30 – 2:30	Luncheon Speech Trek Competition Branch Program Recognition Introduction of Candidates for State Board
2:30 – 3:00	Closing Remarks

California PERSPECTIVE

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If you move, mail address changes to:

AAUW

1310 L St. NW, Suite 1000

Washington, DC 20005

or update your member profile on aauw.org.

Non-members may email changes to connect@aauw.org.

MOVING AAUW FORWARD

Donna Mertens, President

I would like to begin by congratulating the 31 California branches that stepped up during the campaign and election to hold programs in their local communities. Some held candidates forums, some conducted voter registration and distributed information pamphlets and many helped their communities understand the ballot measures. This is evidence that public policy is alive and well in California branches.

As many of you know, Title IX has been around for decades, but many people still think it is only about sports. That is how most of us have heard about it, but it is also about "sexual harassment and violence, protections for pregnant and parenting students, equity in career and technical education, athletics, transgender students, and more." June 2017 will be the 45th anniversary of this law and AAUW has been reviewing the activities of the Office for Civil Rights, who are responsible for handling these claims. The review has led to this statement, "AAUW commends the U.S. Department of Education Office for Civil Rights for its focus on and dedication to upholding the rights of students in education." Have you thought about contacting the Title IX representative in your local school district to talk about the tools AAUW has to help them do their job?



Donna Mertens



President Donna Martens (seated) at Whittier Branch meeting. Standing (left to right) are: Marcia Orr (50 year member), Karen Walker, Dee Dee Shatzen, Carole Restovich, Dolores Gonzalez-Hayes (branch president), Colleen Tan (50 year member), Kaye Kidwell (president-elect) and Rosanne Child.

In my first six months as state president, I have done a little traveling. I have spoken at two branch meetings, Whittier and Hayward-Castro Valley, and I attended both of the Fund luncheons. It was great to meet many of you and learn a little about what you are doing in your communities. I look forward to meeting more of you. In January, I will be attending the LACIC LAF meeting with Aileen Rizo. In February I will be attending the San Luis Obispo IBC meeting in Santa Maria. In April I will be attending the 50th anniversary celebration for the Simi Valley Branch. I will also be speaking at the Pasadena branch meeting in April. I would like to visit more branches and IBC's. Please contact me so we can make plans.

I will end with a new column on the website. At an Open Space session at the Southeast IBC meeting this past summer, we had a group that was titled "Ask Donna". I fielded questions from the branch members and tried to answer them. From that experience, a new column has been developed on the website. It is called "Ask the Board". Currently, it has a question regarding branch bylaws. My answer might help you understand what is happening with our bylaws this year. The column will include questions from the members with answers crafted by the appropriate board member. I hope you will all help us put questions there. If you are wondering about something, there are probably others who are wondering also. So, please send your questions to me at statepresident@aauw-ca.org.

As we continue to do what we do best, and fight the great fight, always remember that we are moving AAUW forward. Thanks for all that you do.

WOMEN CHANGING OUR WORLD: PATHS TO LEADERSHIP

Sunday, January 29, 2017, 2-4 p.m.

San Jose City College Theater, 2100 Moorpark Ave, San Jose

The Santa Clara County Inter-Branch Council presents five outstanding leaders in the fields of business, law, government, STEM and sports: **Danielle Feinberg**, Director of Photography-Lighting for Pixar Animation Studios; **Marlene Bjornsrud**, Executive Director of the Alliance of Women Coaches; **Caryn Beck-Dudley**, Dean of the Leavey School of Business, Santa Clara University; **Superior Court Judge Julianne Sylva**; and **Congresswoman Zoe Lofgren** (to be confirmed). Moderator is Cathy Foxhoven of AAUW California.

The panelists will discuss the special challenges they have faced and overcome as women in male-dominated fields. They will describe

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what led them to their current life's work, how they have reached their current positions, and how women can create and pursue paths to leadership. Q and A will follow the panel discussion.

The event is free and open to the public--no registration needed. You may contact Claire Noonan (c.noonan@yahoo.com) or the sanjose-ca.aauw.net website for additional information.

2016 – A GREAT YEAR FOR AAUW-SUPPORTED LEGISLATION!

Sue Miller, Co-Chair
Public Policy Committee

This was an active and exciting year for AAUW of California in the State Legislature. Three of our key priority measures were signed into law by Governor Brown. From aggressively fighting for equal pay protections to ensuring that all students are protected under Title IX, AAUW CA worked diligently to make California a better place for women and girls.

AAUW CA played a lead role in addressing the gender pay gap in 2016. It was exciting to see our top priority bill, AB 1676 (Campos) – Prior Salary History, signed into law. This bill will provide women one more tool needed to achieve pay equity and helps employers better understand current case law and best practices for hiring. This measure breaks the cycle of low, discriminatory wages by codifying case law and clarifies that employers cannot use prior salary, by itself, to justify a pay disparity. AB 1676 will help address the gender pay gap by preventing employers from using prior salary as the only measurement to determine an employee's prospective value.

Another key measure addressing California's pay gap was SB 1063 (Hall) – Wage Differential: Race and Ethnicity. In 2015, SB 358, the California Equal Pay Act, went a long way in addressing the substantive pay inequities that exist for women but the language did not include one of the largest factors for wage inequity – race and ethnicity. SB 1063 will address this inequity by expanding current law and prohibiting employers from paying employees at a wage rate that is less than the rates paid to employees of a different race or ethnicity for substantially similar work. This measure was also signed by Governor Brown and will become effective on January 1, 2017.

AAUW CA strongly supports vigorous enforcement of Title IX and all other civil rights laws pertaining to education. We were proud to help support the passage of SB 1375 (Jackson) – Educational Equity. This measure takes an important step in upholding Title

IX protections by requiring federally-funded schools in California to post specific information about Title IX on the school website, including posting the name and contact information for the designated Title IX coordinator, information on student rights and the responsibilities of the school under Title IX, and an outline of the complaint process for Title IX violations. This measure was signed into law and will become effective July 1, 2017.

AAUW CA gained recognition of Equal Pay Day through the enactment of ACR 155 (Campos). More than 50 years after the passage of the Equal Pay Act, women, especially minority women, continue to suffer the consequences of unequal pay. ACR 155 recognized April 12, 2016 as Equal Pay Day in California. This date symbolizes the time in 2016 when the wages paid to American women catch up to the wages paid to men from the previous year.

While the 2016 Legislative Session resulted in significant benefits for women and girls, there is still a tremendous amount of work to be done. We look forward to another year when we can move towards even greater equality for women and girls in California.

PROPOSED PUBLIC POLICY ACTION PRIORITIES FOR 2017-2019

The AAUW CA Public Policy program supports its mission to advance equity for women and girls through advocacy, education, philanthropy, and research, and complements the national Public Policy program. AAUW CA's priorities for action are chosen according to the criteria of viability, critical need, and strong member support. All members were invited to comment regarding the priorities that AAUW CA should place on California legislation affecting women and girls during the next two years, and these priorities reflect member comments. ***These Public Policy Priorities will be on the April 2017 ballot for approval by members. Be sure to vote!***

To achieve economic self-sufficiency for all women AAUW CA advocates:

- Pay equity, fairness in compensation, benefits, and economic justice.
- Equitable access and advancement in employment, including vigorous enforcement of employment antidiscrimination statutes.
- Strengthening retirement benefits and programs, including pension improvements, and protecting Social Security from privatization or reduction in benefits.
- Programs that provide women with education, including financial literacy, training, and support for success in the work force.
- Strengthening programs that encourage career development and earning potential, including career and technical education, access to postsecondary education, and welfare job training.
- Policies that promote and support work-life balance, including child and dependent care.

To support a strong system of high quality public education, AAUW CA advocates:

- Adequate and equitable funding for high quality public education for all students, including preschool.
- Increased support for programs that break through barriers for women and girls in science, technology, engineering, and math (STEM) fields.
- Protection of programs that meet the needs of girls and women in all levels of education, including sexual health education.
- Vigorous enforcement of Title IX and all other civil rights laws pertaining to education.
- Opposition to the use of public funds for nonpublic elementary and secondary education, and for charter schools that do not adhere to the same civil rights and accountability standards as required of other public schools.
- Support for and adequate funding that gives women and disadvantaged populations access to higher education, including two-year degree programs and vocational training.

To guarantee equality, individual rights and social justice for a diverse society, AAUW CA advocates:

- Self-determination of one's reproductive health decisions.
- Freedom from violence and fear of violence, including bullying, sexual harassment, human trafficking, and gun violence, in all aspects of life.

- Increased access to quality, affordable health care, and family planning services.
- Strengthening California programs, including affordable housing, that improve the lives of children in families living at or below the poverty level.
- Support for United Nations programs that address human rights and women's and girls' issues.
- Freedom in definition of self and family, and guarantee of civil rights for all family structures.
- Vigorous protection of and full access to civil and constitutional rights for all.

The AAUW CA Public Policy Committee recommends these Public Policy Priorities for approval by AAUW CA members.

AAUW CA ADVOCATES ARE ORIENTED AND READY

Charmen Goehring, Chair
Subcommittee on Advocacy and Lobbying
Public Policy Committee

On December 14, 2016, a group of 20 AAUW CA members met to tour the State Capitol, to meet our lobbyist, Shannon Smith-Crowley and her colleague, Krystal Moreno, and to get acquainted with the legislative process as well as each other. The women are from branches that are participating in the pilot program of the Lobbying and Advocacy subcommittee. They came representing Sacramento, Davis, Citrus Heights-American River, Roseville, Stockton, Stockton YWTF and Danville-Alamo-Walnut Creek. After an interesting tour of the beautiful building and learning many sneaky facts about it and its former occupants (did you know that there are 31 stars on the state seal representing CA being the 31st state yet on the state seal in Arnold Schwarzenegger's portrait, there are only 29? Oops!!), some members chose to visit their Assembly or Senate member's office before heading home.

More office visits will be forthcoming when the new legislative session begins in January, as well as visits to the legislators' district offices to discuss AAUW CA Public Policy Priorities. The hope is that by building relationships with the legislators and their staffs, we can further advance our AAUW bill package and our mission!

GRANTS FOR NEW STATE PROJECTS

Jane Niemeier, Chair
State Projects Oversight Committee

Does your branch have a mission-based project that it would like to pursue, but funding the project is an obstacle? Our current state projects are Tech Trek and Speech Trek. Perhaps you have an idea that would be a good project for your branch as well as other branches.

The AAUW CA Board of Directors has approved an application procedure for branches that want to develop new state projects that will help with our mission of breaking through barriers for women and girls. Branches and individual AAUW members may apply. Up to two \$500 grants per year will be awarded for the next two years. A branch or individual who received a grant during the first year may apply for a renewal if the project isn't complete.

Please go to the website to get the application and directions for applying or ask for one from AAUW CA office manager Kim Wilber.

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ATTEND THE 2017 SPEECH TREK FINALS

Cathy Foxhoven
AAUW CA Speech Trek Coordinator

The **SPEECH TREK** finals will be one of the main events featured at AAUW CA Annual Meeting, April 22, 2017 at the San Mateo Marriott. Three finalists from around the State will be pondering the question *Is It Time to Pass the Equal Rights Amendment?* This timely topic will strongly elicit connections and discussions with your AAUW CA members.

We would like to extend a special invitation, not only to

all the statewide Speech Trek coordinators, but also the participants who competed this year. Come join us for an eventful day for only \$50, including the luncheon. Those wishing to view the competition only will need to contact Cathy Foxhoven, iambasque@gmail.com, by April 1st if you are planning to attend.

You won't want to miss this inspiring and thought-provoking event, so make your plans now. Reservations can be made online at aauw-ca.org.

TECH TREK UPDATE

By Linda Stinebaugh
State Tech Trek Coordinator

I would like to take this opportunity to thank all those AAUW members who support Tech Trek in one way or another, whether you are a staff member, branch support, or donor. We are looking forward to a successful 2017 camp year. Please come to see a camp near you on visitation day to see the result of all your hard work.

We have just completed another successful year with Tech Trek. The transition to national is still a bit rocky, and we have hit a few bumps in the road, but we are progressing. National has hired an accounting person to help with processing all of our deposits and payments. We did try to warn them that they would need to add some help, and once they experienced the full

volume of work generated by the California camps, they had to agree, so now we have a dedicated person for our program.

2016 saw two new camp directors in California. Toni Lopez and her assistant Pat Bull, headed up the UCSD camp, and Nicole Simmons, with a little help from her friends, headed up the Whittier camp. Both camps were huge successes. I would like to extend my congratulations to these ladies and their staffs for stepping up and presenting a program worthy of the Tech Trek name and reputation for excellence!

For 2017 we have a new Live Scan coordinator. Thank you, Judy Pfeil, for stepping up to fill this vital position. Many thanks also to Christine King, who served as our



Live Scan coordinator for several years. Your service is greatly appreciated!

A link to the Tech Trek branch packet for 2017 was sent out on November 30. If you are a branch coordinator, and did not receive the link, please let me know and I will send it to you. It is essential that the branches use the 2017 branch packet and not those from previous years, as the forms have changed.

ELECT HER WORKSHOP TRANSITIONS

Donna Lilly, Co-Chair

AAUW National College/University Committee

Running Start took sole ownership of the Elect Her program in mid November. AAUW and Running Smart have partnered since 2009--training 7,500 college women at 225 Elect Her workshops. Elect Her is a day-long workshop that trains college women in the practical skills they need to lead on campus.

It has been held at 86 campuses and in 36 states as well as Mexico and Jamaica. About 50 percent of participants and 50 percent of trainers are women of color and 99 percent of the 2015 participants reported that they would recommend Elect Her to a friend.

Of the 2015 participants who reported running for student government office, 76 percent won their elections. One student, Marisa Magallanes at Sierra College in Rocklin, completed the Elect Her program, campaigned for student government and won the office of president. Lucy Hendrix, Elect Her program organizer at Saddleback College, experienced the same success with campaigning and election to office.

Campuses in California that hosted multiple Elect Her workshops for their students were Mt. San Jacinto College in Menifee, the University of Redlands and Crafton Hills College, which collaborated in Elect Her offerings, and Saddleback College, which hosted an Elect Her program with the college president in attendance. Other fortunate campuses that hosted the Elect Her programs since 2009 are Stanford University, UC Merced, Cal Poly San Luis Obispo, CSU Chico, San Jose State University, and Sierra College.

Elect Her addresses a leadership gender gap in colleges and universities that continues in the halls of

government. Congress is less than 20 percent women and more than 50 percent of Congresswomen did participate in student government. Elect Her addresses the lack of parity in campus leadership and trains young women in the skills they can use to run for public office. Personally, I am saddened by the transition of Elect Her program from AAUW to Running Start. However, very important college/university program opportunities such as Start Smart, National Conference for College Women Student Leaders, Campus Action Projects grants, Community Action grants, and Legal Advocacy Fund grants continue to promote the mission of AAUW.

MARKET AAUW CA

Deanna Arthur, Chair

Development and Marketing Committee

The Development and Marketing Committee is looking for sponsors for the state events. Many attendees of the 2015 AAUW CA convention expressed concern about the cost of events and the lack of big name speakers. The two are directly related. If we can find corporations to participate with the State, we could put more into our state events and still lower our members' costs.

Just as membership is the responsibility of every member, so is marketing and development. Let me urge you to keep a copy of the marketing brochure with you along with a membership application. Opportunities should not be lost because we don't have the proper tools.

Thanks to the efforts of Jim Holzgrafe and Sandi Gabe, our marketing brochure is on the aauw-ca.org website. Your branch can download the file and have your local printer make copies in a snap. The brochure still can be ordered from the state office by contacting office manager Kim Wilber.

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AAUW CA is continually striving to be frugal and to use our monies in a way that works for all of us. We need your suggestions and your continued participation in the fight for all, especially those who will follow in our footsteps.

AAUW FUND NEWS

Sharon Westafer, Chair
AAUW Fund Committee

Because of your hard work, your commitment to AAUW, and your generosity, as of the third quarter ending September 30, AAUW CA members and branches have donated \$1,514,218.33 to the AAUW Fund. Thank you and congratulations!

The Fund committee commends California AAUW members and branches for your generosity in supporting the various AAUW Funds. Because of member efforts between July 1, 2015 and June 30, 2016, AAUW California is once again number one in giving and 17 California branches are in the top 50 for donations. Congratulations to the Danville-Alamo-Walnut Creek, San Jose, Marin, San Fernando Valley, Long Beach, Roseville-South Placer, Morgan Hill, Pleasant Hill-Martinez, Palos Verdes Peninsula, Oakland-Piedmont, Sunnyvale-Cupertino, Hayward-Castro Valley, Newport-Mesa-Irving, San Francisco, Victor Valley, Westminster-Fountain Valley-Huntington Beach, and Cabrillo Diego branches.

The Fund luncheons in October were a great success! Over 250 members heard 14 fellowship and grant recipients speak in Seal Beach or in Danville. You can view videos of the luncheons on the AAUW CA website under Fund luncheons.

These fellowship and grant recipients are working on projects and studies as varied as design methodologies and manufacturing in the developing world, computational astrophysics with an emphasis on massive star formation, the development of drought tolerant plants, the gender pay gap and the impact of the War



Your contributions to AAUW Fund helped these women pursue their dreams. In this composite image they are (left to right): Jacqueline-Joy Austria, Andrea Milne, Sabina Vajraca, Elizabeth Hare, Ashley Cleveland, Georgia Theano Papadakis, Sabrina Alimahomed-Wilson, Jomie Liu, Dena al Adeeb, Cloe-Mai Le Gall-Scoville, Maria Tourt, Abisola Kusimo and Connie Wun. Thanks to Pleasant Hill - Martinez Branch members Reba Siero, Harriett Burt and Elena Noble for contributing to this photo.

Alhambra--San Gabriel Branch Fundraiser

DINE WITH THE DOTYS

Feed the Fund and we'll feed you. Past AAUW CA President Kathleen Doty and *California Perspective* Editor Jim Doty will prepare a semi-formal dinner for you and three of your friends in their home in Alhambra on May 13th (or as arranged).



Raffle tickets are \$10 each – 3 for \$25. **One hundred percent of ticket proceeds will be donated to AAUW Fund** to help complete unfinished AAUW California endowments. Please make your check payable to "AAUW Fund" and send it to the Dotys, 1224 S. 4th St., Alhambra, CA 91801. All tickets and proceeds must be turned in by April 1, 2017.

The winning ticket will be drawn on April 17, 2017. Ticket holders do not need to be present at the drawing to win. Questions? Call 626-284-0763

on Terror on 2nd generation Muslims growing up in the United States. They are developing plans to support women's rights in Egypt, providing after school programs to empower girls and encourage them to pursue higher education and career goals, and exploring advocacy by the nurses serving on San Francisco General Hospital's AIDS ward. Working with high school students in San Diego, a community action grant recipient is using math to have her students design affordable housing for the homeless in San Diego, and another recipient is studying how the brain processes language. These women are inspirational examples of how the interest money from endowments helps women pursue their dreams.

IMPLEMENTING THE NEW AND IMPROVED START SMART WORKSHOP

Tina Byrne, C/U Representative
Membership Committee

Start Smart continues to be one of the most popular aspects of a C/U Partnership for colleges and universities. Over the last two years, since acquiring Start Smart from WAGE, the nationally developed materials have been revised significantly – and we think for the better.



The new format works well with universities, community colleges and specialized colleges, such as art institutes. However, facilitators still need to be aware of the differences that can arise when your audience varies in its

career goals from, for example a college professor, to a dental assistant to a freelance artist.

The workshop now runs for two hours instead of three. This time frame is more suitable for college schedules, especially if a branch offers workshops within a class rather than as an extracurricular opportunity.

The script is much easier for facilitators to follow. It is more closely aligned with the workbook and the slides, especially since the new format shows the slides and workbook page on the side of each script page. Previously, facilitators wrote their own notes to correlate slides and workbook pages.

Some branches love the generic job description that is used to guide students to websites such as salary.com and PaycheckCity.com. Others may miss the early versions of the workshop, where college representatives worked with national Start Smart personnel to tailor job descriptions and practice interview scenarios more closely to particular student audiences. However, it is not difficult to create slides from the same websites to use with a different job description. This may be

useful if facilitators offer Start Smart workshops through particular classes.

Start Smart continues to be a highly effective and worthwhile partnership program. It is not only extremely useful and beneficial for students, but also it boosts AAUW's reputation and membership at the college level. If you do not already offer Start Smart, or your branch members are reluctant to take on the role of facilitators, just look at the new facilitator materials on the AAUW website at <http://www.aauw.org/what-we-do/salary-negotiation-workshops/> or take one of the new improved training webinars. You will be surprised at how easy offering Start Smart can be!



INTERNATIONAL WOMEN'S DAY – MARCH 8

Indrani Chatterjee, International Advocacy Chair
Program Development Committee

International Women's Day (March 8) is a day to acknowledge and celebrate the achievements of women globally. Since the first event was held in 1911 in Austria, Germany and Switzerland, the day has been a call to action for gender equality. The United Nations has celebrated International Women's Day since 1975 and adopted a resolution in 1977. Let us observe March 8, 2017 to mark women's progress in USA and around the Globe.

"Let us devote solid funding, courageous advocacy and unbending political will to achieving gender equality around the world. There is no greater investment in our common future."

Ban Ki-moon
UN Secretary-General

THE COMMUNICATIONS COMMITTEE SEEKS ADDITIONAL MEMBERS

Sandi Gabe, Chair
Communications Committee

Join an amazing team that helps to keep the AAUW message alive by connecting state committees, branches and members! We've been hard at work updating and modernizing our website and exploring new tools. If you're interested in expanding your horizons, join the Communications Team by contacting Sandi Gabe, AAUW Communications Director, at communications@aauw-ca.org. You don't need to be a techie as we have large and small jobs for all levels. Even a couple of hours a month can make a difference. This is the perfect opportunity to learn valuable skills that you can use inside and outside AAUW.

LEADERSHIP: YESTERDAY, TODAY AND TOMORROW

Lynne Batchelor, Chair
Program Development Committee

The words of yesterday's leader, Eleanor Roosevelt, are still relevant today. Join us in our monthly discussions of Leadership the Eleanor Roosevelt Way, Timeless Strategies from the First Lady of Courage by Robin Gerber. We started last September and are discussing one chapter per month in teleconferences held 7-8 pm on the 4th Tuesday of each month. Simply call 877-885-3221 at the scheduled time and enter your code 7770040. Please join us for any or all of these conference calls as we explore how Eleanor's words are relevant today and how they apply to us and our work with AAUW.

January	Find Your Leadership Passion
February	Your Leadership Your Way
March	Give Voice to Your Leadership
April	Face Criticism with Courage
May	Keep Your Focus
June	Contacts, Networks, and Connections
July	Embrace Risk

August Never Stop Learning

Reading the newsletters from other branches can be a great source of inspiration for your branch and is a great resource for ideas for mission based programs. Have you signed up to receive an email copy of all the branch newsletters which have been submitted? Does your newsletter editor email a copy of your branch newsletter to the state? Remember to share your expertise by submitting your great programs for program of the month recognition by filling out the simple form on our website.

AAUW CA ELECTION

Our bylaws limit the AAUW CA Board of Directors to twelve members, including President Elect, Chief Financial Officer (CFO) and Directors (at large). In 2017, we are voting to fill four positions. If Co-Presidents Elect are elected, then the remaining vacancies consist of CFO and one Director.

This issue includes the photos and statements of the candidates who filed by the publication deadline. The aauw-ca.org website contains this information for these candidates, as well as any additional candidates, who have until April 8, 2017 to file with the state office.

The AAUW CA voting period will begin on April 22 and will close on May 12, 2017. The election will be run by Vote Now, as it was in 2015. We provide every member the opportunity to vote electronically, with paper ballots for those who cannot vote on line. The roster will be requested from AAUW in early March, so every branch has time to make sure that all email and mailing addresses are correct.

When the election period starts, each member will receive an email message containing a personal invitation to vote. There will be a link to click that will take you to the ballot. No password or code needs to be entered. Voting can be done on tablets or smart phones as well as computers. Members who do not have a working email address will be mailed information about requesting a paper ballot. If you need to vote by mail, you must request your paper ballot when you receive the information so that there is time to receive the ballot and return it by mail.

2017 LEADERSHIP CANDIDATES



Cathy Foxhoven



Jane Niemeier



Charmen Goehring



Nancy Mahr



Dianne Owens

Cathy Foxhoven candidate for Co-President Elect (2017-18) followed by Co-President (2018-20) - As co-presidents, Jane and I hope to increase AAUW CA membership by concentrating on attracting younger members, specifically Millennials and Generation X, not only through programs and projects that are specific to the issues that affect their lives, but also understanding what their concerns and problems are in the ever changing world of fighting for equality for everyone. This will be accomplished through programs and leadership training.

Jane Niemeier candidate for Co-President Elect (2017-18) followed by Co-President (2018-20) - I am running as Co-President with Cathy Foxhoven. We believe that we can better serve the state as partners since I live in the south and Cathy lives in northern California. Our motto is that we are "Stronger Together". We want to increase AAUW CA membership by concentrating on attracting younger members, specifically Millennials and Generation Xers. We hope to do this by providing programs that are relevant to members of all ages.

Charmen Goehring candidate for Director (2017-19) - I want to continue encouraging younger women to step into positions of leadership within their branches, the state organization or through YWTF chapters. I would

like to continue working with young women to begin YWTF chapters throughout the state. I hope to encourage branch and chapter members to increase lobbying and advocacy efforts around the state through our sub committee as a way of increasing AAUW CA's visibility and relevance.

Nancy Mahr candidate for Director (2017-19) - My goal is to see each AAUW branch in California develop an awareness of public policy issues and include public policy in their regular programming. I want to work with the state Public Policy Committee to provide tools the branches can use to expand their public policy involvement. There are many public policy activities -- educational programs, connecting with elected representatives, taking action on priority legislation. I want to help branches explore those options and join in.

Dianne Owens candidate for Director (2017-19) - I am ready to serve AAUW CA as Director on the State Board. My skill sets and organizational skills lend themselves to helping the team set realistic goals to energize current members and attract new members. Our mission has never been more important than right now. AAUW CA can lead the way to make certain that Women's Rights are Human Rights and that every woman and girl in this nation has the opportunity to succeed.

Connect to the Candidates

at the

2017 AAUW California Annual Meeting

April 22, 2017

at the

San Mateo Marriott

**REGISTER BY
April 7, 2017
Seating is limited!**

MAKING CONNECTIONS

2017 AAUW California Annual Meeting & Speech Trek Final

April 22, 2017

San Mateo Marriott

1770 S Amphlett Blvd, San Mateo, CA 94402

REGISTER ONLINE AT AAUW-CA.ORG (RECOMMENDED)

OR

COMPLETE THIS FORM AND SEND IT ALONG WITH PAYMENT TO:

AAUW California • 1331 Garden Highway, Suite 100, Sacramento, CA 95833

or fax to: (916) 448-1729

REGISTRATION FORM

Please complete one registration form for each attendee. Please print all information.

Registration includes continental breakfast, state annual meeting, Table Talk, lunch and Speech Trek final

NAME TAG INFORMATION:

Name: _____

Branch: _____

ADDITIONAL CONTACT INFORMATION:

Mailing Address: _____

City: _____ State: ____ Zip: _____ - _____

Best phone number to contact you: (____) _____ - _____

E-mail Address: _____@_____

ADA Needs? Yes. Check if you need any provision, service or equipment per the Americans with Disabilities Act. You will be contacted for further information.

LUNCH MEAL CHOICE: Chicken Marsala or Vegetable Chow Mein with Tofu

PAYMENT METHOD:

Check payable to: AAUW California/CC Fund MasterCard Visa Card

Card Number: _____ Exp. Date: ____ / ____

3-digit card security code: _____

Cardholder Name (PRINT): _____

Billing Address: _____

City: _____ State: _____ ZIP _____ - _____

Signature: _____

TOTAL AMOUNT ENCLOSED (\$50 per person): \$ _____

Note: If you should need to cancel, all refund requests must be in writing, postmarked by April 14, 2017. All cancellations will be subject to a \$25 processing fee. Address questions about hotel arrangements or lunch, to Janice Lee, Meetings Coordinator, at Janicelee88@gmail.com or Kim Wilber, Office Manager, at office@aauw-ca.org or (916) 448-7735.

YOUR PERSPECTIVE

Last summer the AAUW CA Communications Committee surveyed members to identify website needs. Based on member feedback, our redesigned AAUW CA website was launched last October. In this issue, we invite members opinions regarding the *California Perspective*. What do you think of the publication's form, cost, content, format, tone and length? We hope you will take the time to tell us what you like and what you don't like about the *California Perspective* so that it fits your needs. You can take the survey online at our website aauw-ca.org or send in this form to: AAUW California, 1331 Garden Highway, Suite 100, Sacramento, CA 95833 or fax to: (916) 448-1729.

1. How often do you read the <i>California Perspective</i> ?	Never	Occasionally	Usually	Always	N/A (I do not receive)
Electronic version (read online or emailed to me)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printed version (mailed to me)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. How important is inclusion of the following kinds of articles?		Very Important	Important	Not Important	Do Not Include
Information on state-wide programs and projects (i.e. Tech Trek, Speech Trek, Financial Literacy)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Updates on activities of state committees (i.e. Public Policy, Leadership, Membership)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information on AAUW Fund luncheons and stories of grant recipients		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information on legislative and court cases on which AAUW has taken a stand		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stories of branches using state resources (i.e. Leader on Loan, Program in a Box, Leadership workshops)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AAUW election news and profiles of candidates		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convention and Annual Meeting information, including registration details and pre/post convention stories		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Branch success stories		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Profiles of AAUW leaders and members		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Issues and events of AAUW partner organizations		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Just for Fun material (i.e. humor, puzzles, quizzes)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

survey continues on next page. . .

3. What topics and features would you like to see added?

4. What do you think of the current formatting?

Increase Decrease Maintain
as is

Font size

Amount of text

Amount of photos & graphics

Length of articles

Length of publication (typically 12 pages)

5. Should future issues of the *California Perspective* increase, decrease, or retain the current use of:

Increase Decrease Maintain
as is

Formal or professional tone material

Informal material

Humorous material

6. Do you favor eliminating the *California Perspective* newsletter entirely and using the AAUW California website instead and/or other types of periodic communications for news, information, and updates?

Strongly favor

Favor

No opinion

Oppose

Strongly oppose

7. Do you favor offering the *California Perspective* in electronic format only, which costs less? (No printed copies.)

Strongly favor

Favor

No opinion

Oppose

Strongly oppose

8. Would you be willing to pay to receive a printed copy of the *California Perspective* in order to defray costs?

No. I would not be willing to pay for a printed version.

Yes, I would be willing to pay up to \$1 per copy (\$3.00 annually).

Yes, I would be willing to pay up to \$2 per copy (\$6.00 annually).

9. What is your role in AAUW? (Check all that apply)

Member of a branch

Online member or national member (unaffiliated with a branch)

Student affiliate member

Branch board or branch committee member

State or national board or committee member

Non-member or other: _____

SEND THIS FORM TO: AAUW California, 1331 Garden Highway, Suite 100, Sacramento, CA 95833 or fax to: (916) 448-1729 or take the survey online at our website aauw-ca.org

STORIES OF COMMUNITY OUTREACH

M. Alex Bellenger and Kathy Andreini, Co-Chairs
Membership Committee

Hello from AAUW CA! We would like to share a story with you from the well-spoken and well-written Camarillo Branch President, Pamela Perkins-Dwyer. She writes on membership recruitment and going outside our comfort zones to talk to people who you may never even expect would be a perfect fit for AAUW. If you would like to submit a story of recruitment or retention, please contact Membership Directors Alex Bellenger and Kathy Andreini at membership@aauw-ca.org.

Speaking of New Members

Pamela Perkins-Dwyer, President
Camarillo, CA Branch

It's no secret our membership has been fairly homogenous, a lack of diversity in age, race, and careers, and certainly not reflective of the diversity in our community. This is likely due to members recruiting from their existing social and professional circles; people naturally recruiting friends much like themselves. A recent experience inspired me to think about diversity and recruitment in a new way.

While in line at an Oxnard store, I overheard two young women discussing how car trouble might prevent them from getting to class on time. Down one car, these sisters came up with a plan for one to be dropped off at her college in Thousand Oaks, while the other would continue on to Long Beach for her classes. I told them I was struck by their determination to make it to their classes, and asked what inspired them. Their passion for education came from their mother, who has a Masters in Education. But that was from her home country, and her teaching credentials are not valid here; and her English isn't strong enough for her to apply. So she picks strawberries in the local fields, in order to support her family and the dreams of her two daughters to get their college degrees.

And it struck me: this dedicated mother and college-educated woman should be a member of our AAUW branch. With our large membership of teaching

professionals, perhaps there are people who can help her get back to her profession in education. And she could help us reach more women in the Hispanic community, which makes up over 40% of our population.

I have issued a challenge to our membership: let's each try to reach outside our comfort zone to recruit one new member who isn't a friend or colleague. What about your doctor, nurse or dentist? What about that salesperson? What about the mother of two determined college students? I know who my new recruit will be!

DEVELOPING LEADERSHIP IN 2017

Cathy Foxhoven, Chair
Leadership Development Committee

The AAUW CA Leadership Development team is pleased to announce a "Leadership Day" in your area in 2017. Mark your calendars now and plan on attending. **Leadership Days are for everyone** – board officers, incoming officers, as well as those who are considering taking a leadership position in a branch but are not quite confident that they have the skills to become a leader. The workshops planned should provide you the tools necessary.

The possible workshop offerings are: (1) Motivation & Mission, (2) Conflict Resolution Improvised, (3) Empower, Engage & Retain Younger Women, (4) Enact to Engage: Modeling the Value Promise, (5) Lobbying & Advocacy, (6) Public Speaking, and (7) Dealing with an Aging Membership.

The confirmed dates and locations are:

March 11th – West Bay (San Francisco-Gilroy)
San Jose City College

March 25th – Los Angeles area (lunch provided)
Presbyterian Hospital, Whittier

April 1st – East Bay/Central Valley (lunch provided)
Cal State East Bay, Concord Campus

May 6th – Far North/Redding (lunch provided)
Lema Ranch

Still pending: Santa Barbara area and San Diego

"Job-a-Like" training, i.e. President, VP Program, Secretary, Treasurer will be available through videos at aauw-ca.org by early June.



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AAUW'S VALUE PROMISE:

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.

SAVE A TREE! (AND OUR BUDGET)

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.