



# Welcome to the Land of Waldo

Get yourselves into groups of 2 - 3.

1 person must have a ipad or laptop

Connect (1 person ONLY) to the internet **USING PASSCODE: GHVW24**

Access the AAUW California website on your device



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



# Where's Waldo?

Finding what YOU want  
on the AAUW California Website

Sandi Gabe

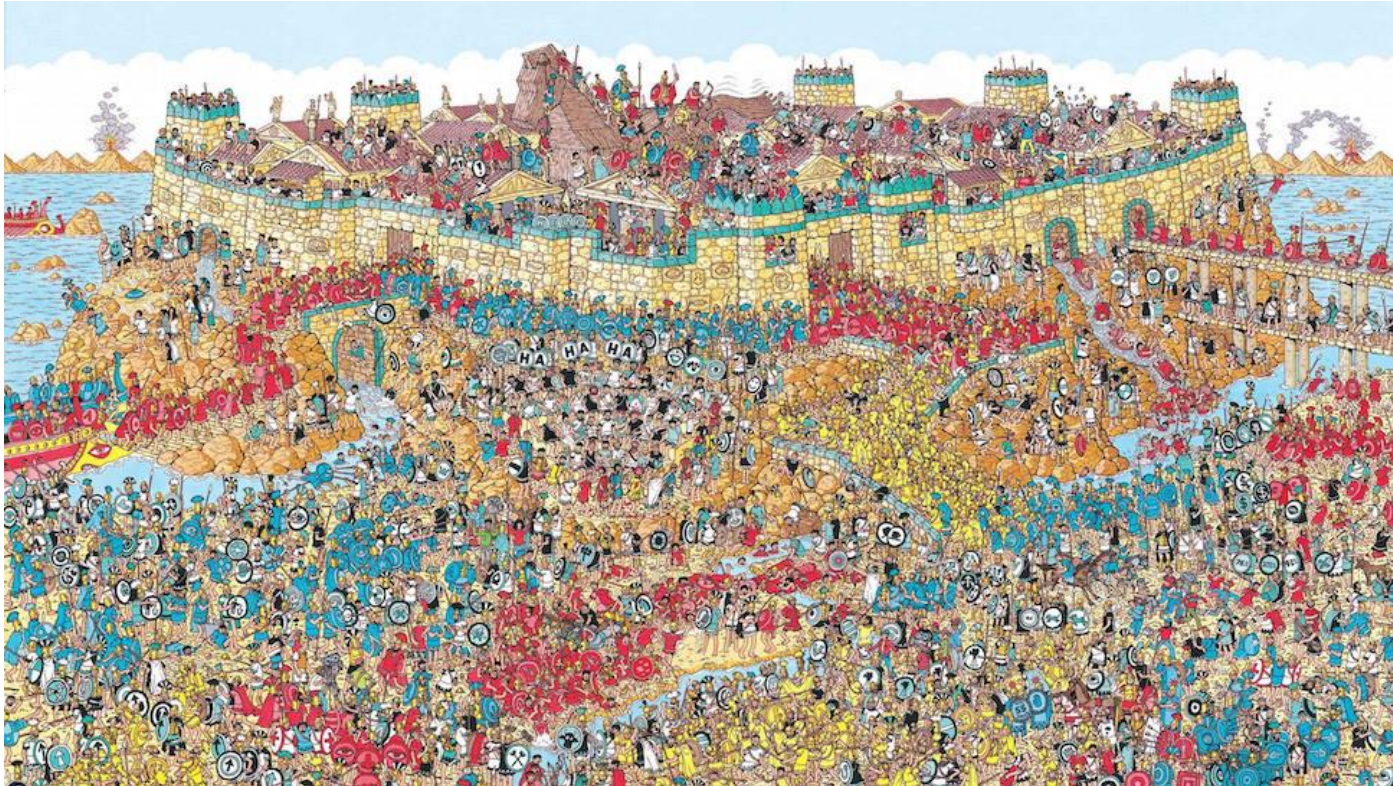
AAUW California Board of Directors; Chair of Communications Committee

Dawn Johnson

Communications Committee



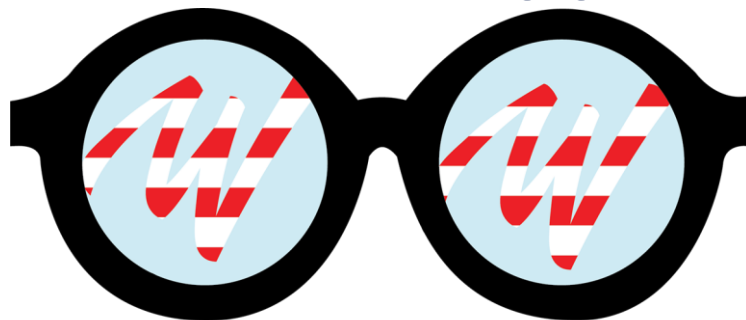
# Where's Waldo?





Your Turn...

Get out your reading glasses!



**LOOK CLOSELY**



What Did You Learn?

**That sometimes things  
are hard to find!**



# Who Ya Gonna Call?



## Your Options:

- AAUW National Website
- AAUW California Website
- Your Branch Website

**Where should you look?**



# The AAUW National Website ([www.aauw.org](http://www.aauw.org))

The National website ([www.aauw.org](http://www.aauw.org)) is the go-to for:



- **The big picture of AAUW priorities**

- AAUW's mission and goals
- AAUW's official position on hot topics
- Alerts on national legislative issues
- Global outreach programs

- Acclaimed research reports
- Statistics about AAUW's impact

- **Recruitment support**

- Member Services Database
- AAUW brochures, flyers and videos

- Shareable stories
- AAUW swag

- **Opportunities for members**

- Fellowship & grant opportunities

- Work Smart and Start Smart

- **Services to branches**

- Suite of leadership training resources
- Programs in a Box
- Website hosting

- STEM program kits
- Online renewals and donations



# The AAUW California State Website ([www.aauw-ca.org](http://www.aauw-ca.org))

## Information for branch leaders

- Information & toolkits for California-operated projects
  - Tech Trek
  - Speech Trek
  - Program recognition
  - Fund luncheons
  - Financial Literacy
  - Leadership Training Days
  - Named Gift Honorees
- Information & job tips for AAUW California branch leaders
  - Exemplary branch programs ideas
  - Peer group sharing
  - Local speakers & advisors
  - List of CA branches & “how to join” info
  - Insurance forms
  - Financial requirements & forms
  - Contact info for all CA branches
  - Archives of state communications
- News and alerts
  - AAUW National and State events
  - Hot CA legislative alerts

## Information for the public and members

- How to find a branch and join
  - How to locate a branch
  - Public policy priorities
  - How to donate







# The Branch Website



## The branch website is the go-to for:

- **The branch's "brand"**
  - Priorities and goals
  - History
  - Signature programs and projects
  - Member profiles
- **Branch events**
  - Calendar of events
  - Fundraisers
  - Project updates
  - Board meetings
- **Opportunities for members**
  - Membership application
  - Special Interest Groups
  - Volunteer opportunities
  - Scholarship applications
- **Administrative information**
  - Officers' contact info
  - Bylaws and policies
  - Member directory
  - Archived newsletters



# Hunting for Waldos on the AAUW California State Website

Now you know what's on the State website.  
But do you know...

- A. How the website is organized?
- B. How to find things on it?
- C. How to interact with the website?



# Information for Branch Leaders

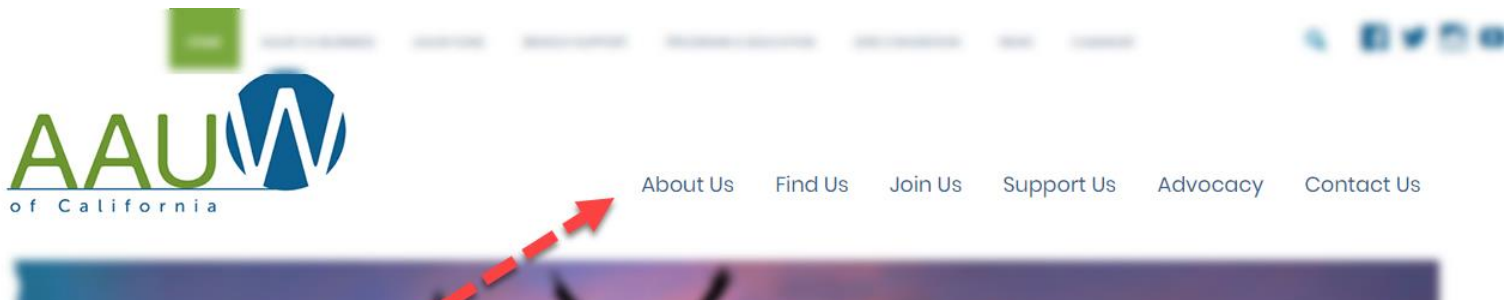


**The small menu tabs at the top are the website's internal business side.**

- The nuts and bolts of running a branch
  - Details and deadlines
  - Tools and tips
  - Forms and finances
- Resources to strengthen branches
  - New ideas
  - Help with problems



# Information for the Public and Members



**The larger menu tabs are for people to learn more about AAUW.**

- What is our mission?
- What do we do?
- How can people join?
- How can someone donate?



# How Do I Find Things?



A. Use the Search bar! It's all over.



B. Think of nesting dolls



C. Try “express” searching!

- Tags
- Categories



D. There's more than one way to find a Waldo



E. What's that blue button in the bottom corner?

**What have you  
had trouble  
finding?**



# Interacting with the Website



Share this:



## How can you submit content?

- Calendar events
- Articles or stories
- Branch Knowledge Sharing

## How can you ask a question?

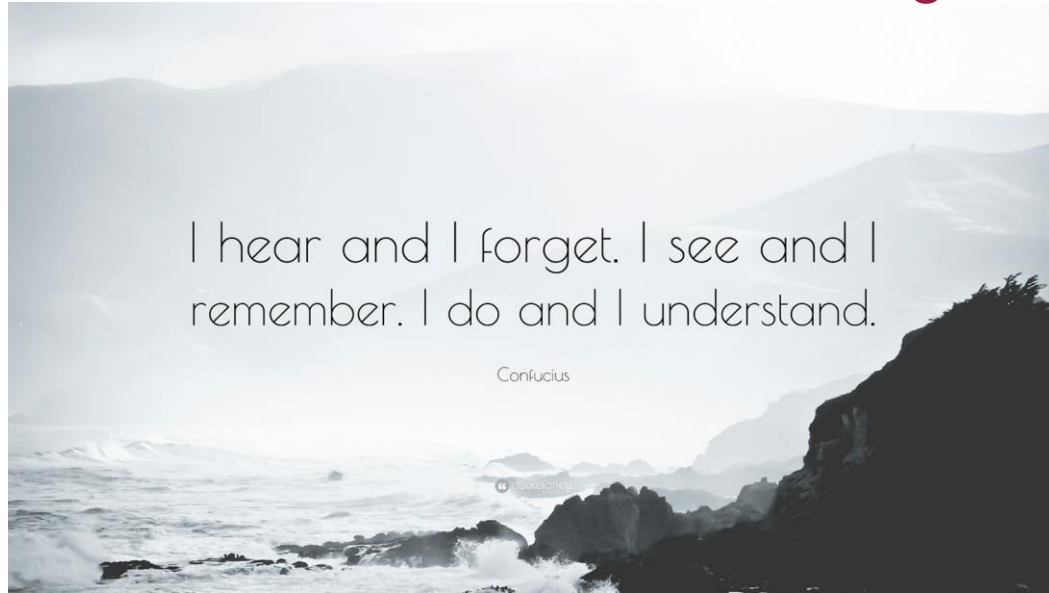
How can you connect to our social media tools via the website?

How can you share what you like?



## Your Turn Again...

### The “Where’s Waldo Now?” Scavenger Hunt!





# Final Thoughts

The website is just one way the state communicates with you and your branch leaders.

- Board to Board
- California Perspective
- Facebook
- Email
- Snail mail
- Action Alerts

We expect website visits to increase by 785% after this workshop.

We expect you will visit your ophthalmologist within one week.

**Go Forth and Find Waldos!**

