



JULY 2021

Hi.

Dear <<First Name>>,

Welcome to the *California Connection*, the monthly e-blast sent to every member from your state organization for a quick read of things to know and do in AAUW!



“We’re having a heat wave, a tropical heat wave. . . .” More triple digits ahead. Go ahead and channel Marilyn! You can belt out this oldie but goodie standing under your lawn sprinklers in a scallop-edged tank top and flowered boy shorts. We won’t say anything.

BUT....

The really **HOT** things we do want to say something about this month are all the sizzling plans for AAUW California next year and how you can be part of them. So stay cool with your hoity-toity sports atomizer or your empty Windex® bottle filled with tap water and read on.....

If you're a "get-er-done-now" kind of person, you can jump ahead [HERE](#) to see what volunteer opportunities we have and then go [HERE](#) to apply before the rush is on!

2021-2022: The Year of M&Ms! Marketing and Membership are our goals!

We have embraced the goal of increasing AAUW's visibility and reach (Marketing!) which should help your branches grow (Membership!). Thanks to the recommendations of a marketing consulting firm, we have a roadmap to M&Ms! That means more peeps for you to do AAUW things with!

We have established four marketing workgroups to get started. Each will be chaired by a member of the state Leadership Team.

- **Working Age Recruitment Workgroup** - To investigate how to attract that unicorn younger population.
- **Retirement Age Recruitment Workgroup** - To think of ways to engage individuals who are at or approaching the "now what?" age.
- **University and Organization Collaboration Workgroup** -To expose more college students to AAUW and look for other organizations to collaborate with.
- **Social Media Workgroup** - To rev up our social media to engage different populations.

But what about all our other state committees and the work they do: Speech Trek, Tech Trek, AAUW Fund, Public Policy, Diversity, Equity and Inclusion, and all the others? Don't worry! We will continue to do All. Those. Things. And expect more of the Oscar-worthy-battered-popcorn-allowed webinars that you stayed awake for too.

The only thing our workgroups and committees need are volunteers who want to learn and grow through AAUW. Yep, that means **YOU!**

Go [HERE](#) and see what these groups do, what opportunities they offer and how much (or little) time is needed.

Then, flushed with inspiration, go [HERE](#) to send an application to participate by **July 23rd**. Turn and rush to your desk to “calendar” (ooh! big business talk!) the Planning Day on **August 28th** via Zoom.

Okay, but what’s going on with Tech Trek?



Never lazy, your state leadership will also continue its focus on retooling Tech Trek to rocket it into the future. We have created five workgroups to take a look at changes suggested by Tech Trek stakeholders.

- **Administration Workgroup** - Evaluating the organization’s overall structure including roles and responsibilities at the state and camp level.
- **Camps and Campers Workgroup** - Studying the optimum camp structure and target group for Tech Trek.
- **Finance Workgroup** - Exploring ways to simplify financial processes for camps and branches.
- **Marketing and Evaluation Workgroup** - Developing strategies to promote Tech Trek to the public and to evaluate its effectiveness.
- **Curriculum Workgroup** - Reviewing Tech Trek’s curriculum and learning experiences to assure they’re up to date with current trends.

These groups are hard at work and don’t need volunteers at this time, but we thought you’d like to know because we like you.

Breaking News: Tech Trek finished its first virtual camp and unleashed hundreds of girls jazzed about tech and funny little things called “servos” (we already Googled them for you [HERE](#).) They created hats with programmed moving parts that reflected their interests. In one camper’s words, “I never thought I could make a fish jump out of a pond on a hat.” Words to live by.

And one more thing.....what about our convention?

Since we're still transitioning out of COVID life, we're planning something a little different. Stay tuned for details about an UNconvention(al) event to be held Saturday, April 23, 2022 via Zoom. It will be an adventure!

We promise our 2021-2022 M&M plans won't melt in your mouth or in your hand.

Even in a tropical heat wave.



AAUW's mission: To advance gender equity for women and girls through research, education, and advocacy.

AAUW.org

AAUW California's mission: AAUW California facilitates California branches in meeting the vision and mission of AAUW by providing programs, education and resources.

www.aauw-ca.org



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