



Board to Board

A Communication from the

AAUW California Board to Branch Boards

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August 2021

Welcome to the beginning of a year of "new different normals." You have received this monthly Board to Board eNewsletter because you are serving your branch or AAUW California in a leadership role. Thank you for everything you do! This is the second edition for the 2021-22 year. This issue has many new and exciting announcements. Please share all or any part of it with your members and others, especially any new branch leaders. You can find the archive of past Board to Board newsletters by clicking [here](#).

FROM DIANNE'S DESK...

Dianne Owens, President, AAUW California, statepresident@aauw-ca.org

THANK YOU!

The new AAUW year began July 1st and I know you are all hard at work planning for your 2021-22 year with mission-based programming. Thank you for volunteering to be a member of your branch's leadership team this year.

"Flexibility" will be the word for this year as the Delta variant of the COVID-19 virus hits many of our communities. Please follow your county guidelines for masking, social distancing, and group sizes. Together we will keep everyone safe, and we will get through this.

Plans for our first virtual AAUW California Planning Day on August 28th are in progress. All the state committees will meet to plan their year's activities. The state Board of Directors will be concentrating on Marketing & Membership—our M&M's year. Watch for the September Board to Board to learn the highlights of the day.

In this issue:

- Read about the three successful virtual Tech Trek camps this summer.
- Read about plans for three virtual AAUW Fund events in late October/early November.
- Learn more about planning a branch Speech Trek contest this year.

And much more.....

Remember: Be bold, brave, and brilliant.

AAUW FUND

Lynne Batchelor, Secretary, AAUW Fund Committee Chair, aaufund@aauw-ca.org

SAVE THE DATES FOR MEETING OUR FUND AWARDEES

It is that time of year we all look forward to—meeting our fellows. Hearing from our awardees is such an inspiration and the personification of our mission. This year we are again giving you the opportunity to meet all of our awardees virtually. California has 37 scholars studying here this year. In order to give each of these women an adequate amount of time to speak, we are scheduling three events this year. You are welcome to register and attend all three events. Details will follow in the September B2B, so for now save the dates: Saturday, October 23rd, Saturday, October 30th, and Sunday, November 7th each from 10 a.m. to noon. See you then!

What I need to know: The dates have been announced for virtually meeting the 37 Fund awardees.

What I need to do: Add the dates to your branch calendar and watch for more details.

Should I include this in my branch newsletter? Yes, many members enjoy this opportunity.

BRANCH AND MEMBERSHIP ASSISTANCE

Carol Holzgrafe, Director, branch@aauw-ca.org

5-STAR RETURNS – BRINGING OPPORTUNITIES FOR YOUR BRANCH – PLUS MORE

This national program, back for the 2021-22 season, will help your branch reflect AAUW's mission of advancing gender equity for women and girls (isn't this why we joined?) and boost member enthusiasm as well as help focus branch planning. Click [here](#) to find specific details.

These are some areas in which you can earn one to five stars, help AAUW California earn its stars, and boost member and board participation (really):

- Programs – You can work with other branches to offer DEI (Diversity, Equity, Inclusion) programs, connecting with [National's strategic plan](#) (such programs might entice new members)! Click [here](#) to find the DEI Toolkit.
- Advancement – This entry concerns member retention, the Legacy Circle, and fundraising for the Greatest Need Fund to help celebrate AAUW's 140th anniversary.
- Communications – Do your branch's social media accounts reflect AAUW's logo branding and include three DEI postings? Branch logos are not yet available. We'll notify you when they are!

What I need to know: The national 5-Star recognition program is returning with a few changes. Long Beach Branch is hosting a Zoom webinar for working women.

What I need to do: Review the 5-Star requirements and use the tracking sheet to record your branch's accomplishments.

Should I include this in my branch newsletter? Yes, inform members of the webinar. Note the August 6th registration deadline.

- Public Policy – Name a Public Policy chair and meet with a legislator or their staff. Try joining with another branch.
- Governance – Have a plan for board succession for new leadership and fresh ideas; align branch strategic plan with National's.

To aid you in tracking your branch's accomplishments, you will find a spreadsheet, ready for your entries, on our website [HERE](#). Scroll to the bottom of the page to download the spreadsheet.

Calling all working women!

Using their Community Action Grant, the Long Beach Branch will hold a workshop for women 5 to 10 years into their careers called "Designing Your Life and Career" on Thursday, August 12th, 6 to 7:30 p.m. on Zoom. Click [here](#) for more details and to register by Friday, Aug. 6th.

Tell your working friends and relatives. Questions: aaulongbeach@gmail.com

Helpful Hint for August: If you can't find what you're looking for on the AAUW National site, an easy way to find items is to use Google. For example, put "aauw.org shop aauw" (or "aauw.org DEI toolkit" – or whatever) in the search box and click "go". Quite often it pops up.

Have a member or branch question? Send us a message.

COMMUNICATIONS

Tracey Clark, Director, Communications Committee Chair, communications@aauw-ca.org

WE'RE STILL LOOKING FOR COMMITTEE MEMBERS!

If you've ever wondered what goes on at the state level, or if your talents match with our needs, or if you just plain want to learn something new, check out the open positions on our communications team! We are still looking for individuals with social media experience in LinkedIn, Instagram, Twitter, and/or Facebook to help AAUW California expand our reach and communicate our mission. There are other openings as well. Please take a look [here](#) to learn more about the positions and this committee's responsibilities.

What I need to know: There are open positions on the Communications Committee.

What I need to do: Check out the positions and the responsibilities.

Should I include this in my branch newsletter? Yes, our members have many talents just waiting to be tapped.

If you have any questions or want more information, please contact us at communications@aauw-ca.org.

We are beginning an exciting new year and hope to see YOU with us!

As always, if you have any issues finding information on the website, please contact the webteam at webteam@aauw-ca.org.

DIVERSITY, EQUITY, & INCLUSION

Elaine Johnson, Director and Janice Lee, DEI Committee Co-Chairs diversity@aauw-ca.org

WHAT ARE YOU TALKING ABOUT?

Are you sure that you know what you are talking about when it comes to the definitions of diversity, equity, and inclusion? A great deal of time and effort has been put into creating a toolkit that has definitions of terms with additional resources to accompany them.

Click [here](#) to find the following categories which include the definition and additional resources:

Diversity
Inclusion
Equity
Intersectionality
Neurodiversity
Unconscious bias
Microaggressions
Allyship

Consider using some of these resources for branch programs, interest groups, or community events. You can modify any of the slides.

What I need to know: It's important to understand the definitions of words currently associated with DEI activities.

What I need to do: Look at the national DEI toolkit for clear definitions and some program ideas.

Should I include this in my branch newsletter? Yes, members might find the definitions helpful.

FINANCE

Roli Wendorf, Chief Financial Officer, Finance Committee Chair, cfo@aauw-ca.org

NEW BEGINNINGS

A special welcome to all new finance officers as we start a new AAUW year. We have a number of resources available to help you. If you are wondering how to get started with managing your branch's accounts, check out the recording of our recent webinar, *How to be a Branch Treasurer* [here](#). You will find an accounting guide, templates, and Q&A from the webinar in addition to the video recording. The accounting guide covers the most frequently encountered tasks in a branch such as

What I need to know: Resources are available for new finance officers.

What I need to do: Encourage all new finance officers to take advantage of all the resources available to them on the California website.

processing membership dues, accounting for events and fundraisers, budgets, reports, and filing taxes. Additional resources are available in the Branch and IBC Finance section of the website [here](#).

As we start into August, you have probably closed the books for the previous year. This is a good time to organize a financial review of your books for the past year. You could ask the treasurer of another branch to do this for you or create a small committee from your own branch. You can find some ideas for what to include in a review [here](#).

Looking ahead to this year, it is time to put an approved budget in place. Another task is to record the membership dues received between March 16th and June 30th as income rather than a liability. The [accounting guide](#) will help with these and other tasks.

Finally, you are always welcome to contact me for assistance at cfo@aauw-ca.org. I look forward to working with all of you!

MARKETING

Sandi Gabe, *President-Elect, Marketing Project Manager*, mkt--sm@aauw-ca.org

2021-2022 is the year of M&M – Marketing and Membership and we have a lot in store for you! The marketing team has expanded to four teams focused on different populations in an effort to customize our messages and offerings to more specific groups. In future B2B editions, you'll hear directly from each of the team leaders regarding their plans. The teams will be creating branch webinars and toolkits to help expand our reach into evolving communities. The teams include:

- Working Age Recruitment, led by Crystal Stebbins, will test a couple of programs to evaluate whether we can attract this population.
- Retirement Age Recruitment, led by Sharyn Siebert, will be enticing people getting ready to retire or recently retired to join our organization.
- University and Organizational Collaboration, led by Michelle Miller-Galaz and Donna Lilly, will combine efforts to engage other organizations and our College/University partners.
- Social Media led by Sandi Gabe will be fine-tuning our messages to appeal to and engage different audiences.

Should I include this in my branch newsletter? No, this is just for the branch leadership team.

What I need to know: This year's focus on marketing and membership will be carried out through four workgroups targeting different populations.

What I need to do: Keep an eye out for webinars and toolkits produced by the marketing groups.

Should I include this in my branch newsletter? No, this information is for branch leaders only.

PUBLIC POLICY

Kathleen Harper, Director, and **Sue Miller**, Public Policy Committee Co-Chairs, publicpolicy@aauw-ca.org

LEGISLATIVE UPDATE: LEGISLATURE IS CURRENTLY IN SUMMER RECESS

- Key Dates: July 14th was the last day for Policy Committees (e.g Health, Education) to act. The Legislature's summer recess began July 16th and will reconvene on August 16th. August 27th is the last day for fiscal committees to meet and report bills.
- AB92- a bill related to preschool and childcare services and fees that we are co-sponsoring, is now in Senate Appropriations.
- Of our initial list of 39 bills on which AAUW California took positions or is watching, one has been signed by the Governor (re-hiring employees displaced by the pandemic) and 18 are still active.

State Budget was Signed by Governor Newsom

A one-time influx of federal funds plus unanticipated California tax revenue increases have enabled addressing some issues that will significantly improve child care and education.

The budget:

- Adds 200,000 more subsidized child care spaces, which would almost double the state's total supply.
- Increases the amount the state pays to child care providers for each subsidized child, (although the details have yet to be ironed out).
- Creates transitional kindergarten (TK) for all 4-year-olds.
- Extends the school year and school day for all low-income elementary students.
- Provides \$115 million to develop pathways for an associate degree in which students don't have to spend money on textbooks.
- Provides state-funded breakfast and lunches for all students, starting this fall.
- Invests \$2.8 billion to turn about a third of the state's 10,000 schools into community schools that provide health care, family services, and after-school programs through local partnerships.
- Provides \$4 billion for a mental health and behavior system that will provide screenings, counseling, and therapy from birth through age 25.

What I need to know: AAUW California is co-sponsoring or watching 39 bills. 18 are still active; one dealing with childcare and education has been signed.

What I need to do: Click [here](#) to see the more detailed list of active bills.

Should I include this in my branch newsletter? Yes, to keep members up to date on the progress of legislation that will improve the lives of women and girls in California.

SPEECH TREK

Marlene Cain, Speech Trek, spechtrek@aauw-ca.org

2022 Speech Trek Topic

"Has the United States lived up to its pledge of "liberty and justice for all?: Would requiring a class in diversity, equity, and inclusion in a high school setting help ensure liberty and justice for all?"

The 2022 Speech Trek topic is not only drawn from AAUW California public policy priorities but was born out of the national conversation:

Key things to know for 2022 effective August 2021:

- AAUW members may serve as judges at the branch contests (formerly not allowed).
- Speech Trek still strongly encourages branches to reach out and include community leaders/members to also serve as judges.
- If any potential judge has a conflict of interest-- e.g., knows or is acquainted with a contestant--then that potential judge must recuse themselves from judging.
- The Branch Toolkit and the Student Toolkit will be posted soon on the AAUW California website.
- Memorandum of Understanding (MOU) for branches wishing to participate in Speech Trek deadline: Nov. 1, 2021
- The final candidate's videos will be presented at the virtual annual meeting, April 23, 2022.
- COVID update: local contests may be held live or virtual, depending on local rules/regulations.

What I need to know: The 2022 Speech Trek topic has been announced. Toolkits will be available soon for both in-person and virtual contests.

What I need to do: Consider holding a Speech Trek contest in your branch.

Should I include this in my branch newsletter? Yes, members may wish to help the branch run a contest.

Would requiring a class on diversity, equity, and inclusion help ensure liberty and justice for all?

Join the 2022 Speech Trek and find out!

"You can mandate diversity, but you can't mandate inclusion. Inclusion is about behavior, relationships. You have to change hearts and minds."--Esi Minta-Jacobs, VP HR, AssetMark Financial Holdings, Concord, California.

TECH TREK

Susan Negrete, and Alice Hill, Tech Trek State Co-Coordinators, techtrek@aauw-ca.org

TECH TREK'S VIRTUAL SEASON SUCCESSFULLY CONCLUDED!

Three Camps Served 2020 & 2021 Selected Campers
600+ campers completed the program and 76 branches participated.

What I need to know: The three Virtual Tech Trek camps ended successfully for over 600 inspired students thanks to the leadership team and scores of dedicated volunteers.

So Many Heroes: Volunteer Support Was Incredible!

Many thanks to the 250+ branch members and prior campers who volunteered to be technical or social coaches, ‘adults in the room’, and logistics coordinators – the virtual camp season couldn’t have happened without you!

MixTapes Available for Branches

Would you like a video of your campers’ Showcase invention/hat presentation for an upcoming meeting? Contact Mary “Dr. Mimi” Isaac, Virtual Camp Director at 2021ttvirtualcamp@aauw-ca.org

Camp Certificates

Dr. Mimi will coordinate with branches regarding how certificates should be presented. She will send them to branches that want to present them to their campers at recognition events. Contact her for details: 2021ttvirtualcamp@aauw-ca.org

Branch Virtual Camp Transfers

Tech Trek Finance will complete camp transfers this month.

Virtual Staff & Volunteer Stipends

Vouchers will be submitted for payment this month.

Qualcomm Partner Brings AAUW Virtual Camps to the Media

Technology education publication THEJournal.com was impressed with the Qualcomm-AAUW partnership for the robotics core class and the Virtual Camp program design! Representatives visited the Camp #3 Showcase to view camper presentations and may interview participants.

Virtual Camper & Counselor Quotes

“I was so disappointed that I couldn’t go to camp in 2020 – I’m so happy I came to this camp!”

“I haven’t had this much fun in forever!”

“Thanks for pulling me out of my pandemic bubble!”

“I wasn’t into STEM before this camp, and I’ve learned so much that now I’ll keep at it!”

“Like the title, the Inspiration Hour women were really inspiring!”

“It’s been an honor to be here and so fun – thank you!”

Branch Coordinators, STEM & Tech Trek Teams:

Got post-camp 2021 Virtual Camp Director questions?

Contact Mary “Dr. Mimi” Isaac/2021 Virtual Camp Director: 2021ttvirtualcamp@aauw-ca.org

What I need to do: If your branch participated, watch for wrap-up information and consider showing your students’ Showcase videos at a branch meeting.

Should I include this in my branch newsletter? Yes, members should know about this accomplishment!

Got Tech Trek Program or Finance Questions?

Contact both Tech Trek Co-Coordinator at one email address:

Alice Hill & Susan Negrete: techtrek@aauw-ca.org

**The Virtual Camp Leadership Team sends thanks to the many
branch members who stepped up to ensure California's Tech
Trek program did NOT go dark in 2021!**