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September 2021

Some members might be missing the wonderful humor and information we receive in the *California Connection*, the monthly e-newsletter sent to all California AAUW members. This might occur if they have Gmail because sometimes the Gmail filter puts it into the Social or Promotions tab rather than the Primary tab. Please let your members know to look in these tabs if they have Gmail and are not seeing their *California Connection*. It is distributed on the 8th of the month.

FROM DIANNE'S DESK...

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

FALL IS HERE WITH M&M'S!

AAUW California held our first virtual Committee Planning Day on August 28th with break-out rooms and over 70 members. Our new Diversity, Equity, and Inclusion (DEI) Committee, our four new Marketing Committee workgroups, and our new Tech Trek Committee met for the first time. It was a great day with lots of energy.

Our BIG goal for the year is Marketing and Membership (M&M's). Every committee factored in the goals of raising the visibility of AAUW California and increasing our membership into their plans for the coming year. You will be reading and hearing more about this in the months to come.

Have you heard? September is the other January! It feels like a time for a clean slate and a fresh start. School has begun and our branches are beginning their programming and projects.

Best wishes to all of you for a great 2021-22 year.

Be bold, brave, and brilliant.

Dianne

AAUW FUND

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

THE AAUW FUND "LUNCHEONS" HAVE BEEN RENAMED THE AAUW FUND "EVENTS"

It is almost time to fire up Zoom, put on your favorite waist-up attire, grab a snack, pick up a pen and paper, and join us in welcoming this year's California fellows and grant recipients.

Because we are lucky enough to have so many (37) recipients in California, we have scheduled three virtual AAUW Fund events for 2021 to enable all of them to have an opportunity to explain their work. You may attend any number of events but you must register in advance. We have two Saturday events from 10:00 am-noon (October 23rd and October 30th) and one Sunday event from 1:00-3:00 pm (November 7th). Although the events are free, please consider making a [donation](#) to the AAUW Fund to support this fantastic program. You are especially invited to contribute to the Greatest Need Fund which enables your donation to be prioritized to meet AAUW obligations. You will be able to register soon to be informed and inspired by these wonderful women.

What I need to know: There will be three virtual AAUW Fund events (formerly luncheons) to hear from 37 California fellows and grant recipients.

What I need to do: Watch for registration information coming soon. Encourage your members to attend.

Should I include this in my branch newsletter? Yes, members will enjoy these inspiring events. Share the information when the registrations open.

BRANCH ACTIVITY OF THE YEAR

Sandi Gabe, President-Elect, bay@aauw-ca.org

PUT YOUR THINKING CAPS ON!

The Branch Activity of the Year Award is returning this year, bigger and better than ever. Last year we honored two outstanding branch programs. This year we'll honor three to five branches, providing more opportunities to showcase novel, inspirational, reproducible programs that promote AAUW's mission and image. Looking for inspiration? Take a look at last year's [submissions](#) for ideas as you wait for the application process to be updated in October.

What I need to know: The Branch Activity of the Year will honor 3-5 branches for their outstanding activities.

What I need to do: Review examples of winning programs on the website. Keep an eye out for details on the application process.

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

BRANCH AND MEMBERSHIP ASSISTANCE

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

CONFLICTED ABOUT THE 5-STAR PROGRAM?

Friends recently hinted that National's 5-Star Program is "a bit like kindergarten: you do well and all you get is a gold star." And they are correct. However, completing most 5-Star requirements accomplishes healthy branch practices of succession, community involvement, proper use of social media, and public advocacy. It's a fine way to boost member enthusiasm for AAUW and your branch. And who doesn't want to do that? [Click here](#) for the Five-Star National Recognition Program. Click [here](#) to download the Excel spreadsheet – a first-rate organizing tool.

What I need to know: Your branch can begin collecting stars for activities that meet the criteria. Your branch's accomplishments may also help the state earn 5-star status again.

What I need to do: Track your progress toward 5 stars on the Excel spreadsheet and keep your members informed.

Should I include this in my branch newsletter? Yes, make your members aware of the 5-star program and what your branch is doing that qualifies.

Branch activities eligible for a star count from July 1, 2021 through June 30, 2022. And, this just in: AAUW California wants to achieve status as a 5-Star state and needs your help to do so.

Most branch 5-star activities will count toward the state's goal too.

Reminder: If you can't find something you are searching for on the national website, just Google the name and aauw.org. For example, put "aauw.org shop aauw" (or whatever) in the search box and click "go." Quite often it pops up. This also works for aauw-ca.org, although generally, things are easier to find on our own site (thank you webteam).

And, as always, if you have a question, send it to us and we will try to find an answer or solution.

COMMUNICATIONS

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

AAUW CALIFORNIA WEBINARS ARE BACK!!

After a brief respite, our webinars are back and better than ever!

The first one for the new AAUW year is called 'You're in Charge. Now What? What Boards Need to Know' and will be on Wednesday, September 8th at 7 pm. This webinar will be where you will find the resources, tips, and tricks to manage your branch with state and national resources. Click [here](#) to register and to watch for more webinars to be added soon!

WHO'S WHO IN AAUW?

The 2021-2022 directory has been posted! Click [here](#) to view and download a copy. Printed directories will be mailed in mid-September to those who requested them.

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

What I need to know: State leadership is hosting another series of helpful webinars for 2021-22. The 2021-22 directory is now available online.

What I need to do: Consider registering for the first webinar "What Boards Need to Know" on September 8th.

Should I include this in my branch newsletter? Share this mainly with other current and future branch leaders.

DIVERSITY, EQUITY & INCLUSION

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

THE MAGIC OF RECOGNIZING IMPLICIT BIAS

Denial of bias is common. However, each of us has some implicit or unrecognized bias. Being able to own this and talk about such bias can open opportunities for branches to grow. This can be a magical opportunity.

What I need to know: National has scheduled a webinar on implicit bias for September 23rd.

What I need to do: Appoint a DEI contact for your branch.

AAUW National will present a webinar on implicit bias on September 23, 2021. National will be sending out more details

including the link for the webinar shortly. Viewing this webinar will provide ideas for branch meetings. Discover the magic of being open to discussion of implicit bias in your branch.

Should I include this in my branch newsletter? Yes, share the registration details with your members when it is available.

The National 5-Star program requires each branch that applies for a star for Diversity, Equity, and Inclusion to have a DEI contact person. The new state DEI Committee is available to assist branch DEI contacts and support branches in their efforts to include diversity, equity, and inclusion in their activities.

Please share your experiences by sending them to diversity@aauw-ca.org.

FINANCE

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

INSURANCE AND AAUW FUND ASSESSMENT

The insurance and AAUW Fund assessment invoices for 2021-2022 were sent out to all branches in August. This invoice covers two different things: your branch's insurance premium and your branch's contribution towards completing incomplete AAUW Fund endowments. You should have received your invoice by now. If not, please send an email to office@aauw-ca.org or cfo@aauw-ca.org. The due date is November 15, 2021, and we greatly appreciate early payment.

All branches in AAUW California are required to have liability insurance. The state AAUW purchases insurance that covers liability for directors and officers of all branches as well as events held by branches. The cost of the premium is divided among all branches based on the number of members in each branch as of February 1st. For more information on the insurance program, check out [this document](#).

The AAUW Fund assessment is also based on the number of members in a branch as of February 1st. The formula for this determination is included in your invoice and can be found [here](#). The funds collected through this assessment are used to complete incomplete California endowments as selected by the AAUW Fund Committee.

Finally, this is a good time to start working on your various tax filings, especially if your branch is requesting National to file its IRS 990-N postcard through MSD. The deadline for that is October 15th. You can find information about the various forms and deadlines on the website [here](#).

What I need to know: Invoices for insurance and AAUW Fund assessment have been sent. Tax time is looming.

What I need to do: Remit your branch's payment for insurance and Fund by November 15th. Begin preparing your tax filings. Check the website for all instructions and deadlines.

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

MARKETING

Sandi Gabe, President-Elect, Marketing Project manager, marketing@aauw-ca.org

WHAT'S M&M?

For some of us, the vision of little chocolate candies comes to mind, but for the members of the four marketing workgroups who met at the annual planning day on August 28th, their heads were filled with ideas for how to raise the visibility of AAUW California. The Working Age Recruitment group focused on how to attract 18-44-year-old individuals who are interested in advancing their careers, networking with other women, and enhancing their leadership skills. The Retirement Age Recruitment group focused on engaging members who might be considering retiring or who are newly retired and might be considering how to share their talents. The University and Organization Collaboration group strategized about how to engage organizations with similar goals as well as our College and University Partners. The Social Media workgroup met with other committees' social media gurus at the Communications Committee meeting to begin laying out a strategy for how to expand our social media presence.

Does that mean that we're ignoring our current members? Absolutely not! Many of the tools and tips we develop will also work for our existing members.

What I need to know: Four new marketing workgroups have been formed to plan activities to increase AAUW California's visibility and help grow membership.

What I need to do: Watch for communications and ideas from these groups.

Should I include this in my branch newsletter? Not at this time, but the workgroups may be suggesting activities in the future that your members will want to hear about.

MARKETING - RETIREMENT AGE RECRUITMENT

Sharyn Siebert, Director. mkt-rar@aauw-ca.org

HOW DO M&M'S TASTE?

As you may be aware, the AAUW California board is focusing on Membership and Marketing this year. I am chairing a fantastic committee of dedicated members from around the state, all of whom have been in various leadership positions in their branches and/or IBCs. Our emphasis is on reaching out to what I term "our usual suspects"-the newly retired, soon to be so, and empty-nesters.

But before we talk about how we plan to accomplish this and share these pointers with all of you, I need to make sure you all have up-to-date websites for your branches. These should include pictures and information on upcoming events to entice prospective members.

What I need to know: One of the four new marketing workgroups will be sharing ideas for attracting the retirement age group.

What I need to do: Be sure the content on your website and social media is up to date with information that prospective members might want. Attend the November 16th webinar on growing membership.

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

In addition, we recommend a Facebook page and the use of Twitter with posts that highlight your branch activities and interest groups.

More ideas and a toolkit will be forthcoming. Also, plan to attend a new webinar: Finders/Keepers, how to recruit and retain members, scheduled for November 16th.

MARKETING - SOCIAL MEDIA

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

STAY TUNED!

Facebook, Twitter, Instagram, and websites! These are some of the tools we'll be exploring in our quest to expand the visibility of AAUW California. Since each platform attracts a different demographic, we'll be creating messages tailored to each audience. Facebook has universal appeal and is the most popular social network among middle-aged (in internet terms) users. Twitter's audience skews younger than Facebook's and is primarily a source for news. Instagram's users tend to be very young—in their teens and twenties—and very active and loyal. Intrigued about our plans? Want to get involved? There's still room on our team. Contact me for more information.

What I need to know: One of the new marketing workgroups will be focusing on using social media and tailoring it to different audiences.

What I need to do: Watch for information on how to use social media effectively.

Should I include this in my branch newsletter? Yes, members might want to volunteer for the new Social Media workgroup.

MARKETING - WORKING AGE RECRUITMENT

Crystal Stebbins, Director. mkt-war@aauw-ca.org

We are in the beginning stages of creating two leadership development events to engage the working age population with slightly different formats. The "Executive Development" event will include a speaker and provide time for participants to network following the presentation. The "Lunch and Learn" event will explore a short, engaging topic over lunchtime. If the initial events are successful, the programs may be expanded with board approval with the "Executive Development" events occurring quarterly and the "Lunch and Learn" occurring monthly.

What I need to know: New programming is being evaluated to attract potential working age members.

What I need to do: Watch for information on how to attend these programs.

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

NOMINATIONS & ELECTIONS

Charmen Goehring, Nominations & Elections Chair, nominating@aauw-ca.org

WHAT? ANOTHER ELECTION??

Well, not quite yet, but consider this your first notice about the upcoming AAUW California election in April 2022. This year we have a huge slate to fill as we are working to balance the board. Because the president-elect position is a one-year term and

What I need to know: The process to elect several directors to the AAUW California Board will soon begin.

directors are two-year terms, the board became lopsided. To solve this, we will be electing three one-year term directors and four two-year term directors, along with a secretary (two-year term).

Our committee will be reaching out to each branch president to talk about the benefits of serving on the board, the time commitment required, and our search for diversity.

The website and nomination form will be updated shortly. Start considering members in your branch who might like to run for state office, or maybe you yourself would make a great candidate! More information will be available next month.

What I need to do: Watch the website for the nomination form and other details in October.

Should I include this in my branch newsletter? Yes, it is not too soon to begin encouraging members to consider joining the state leadership team.

PUBLIC POLICY

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

PUBLIC POLICY GETS INTO THE SOCIAL MEDIA ACTION

The state Public Policy Committee will be supporting the board's Membership and Marketing (M&M's) success plan this year to encourage younger women to join AAUW by generating interest and enthusiasm for our mission and public policy priorities.

We plan to launch a social media campaign on college campuses throughout the state, and we could use your help. If you are working with an administrator or student group on a campus in your branch area, please pass that information on to us. Please include name, title and/or affiliation, and contact info.

Thanks for your help!

What I need to know: The Public Policy Committee is developing activities to attract younger women in support of the state's M&M's (Marketing and Membership) initiatives.

What I need to do: Help support a social media campaign on college campuses by giving the committee any contact information for a campus administrator or student group.

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

SPEECH TREK

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

SPEECH TREK 2022 IS NEW!

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

What I need to know: Speech Trek announced its 2022 topic, made some policy changes and issued the Branch Toolkit.

What I need to do: Share this information with your branch Speech Trek Chair.

Should I include this in my branch newsletter? If your branch participates in Speech Trek, your members will be interested in the 2022 topic.



NEW logo!

NEW Toolkits! Everything your branch and contestants need to know is included in the 2022 Branch and Student Toolkits and the 2022 Speech Trek Policies and Procedures. Click [HERE](#) to download the Branch Toolkit.

NEW POLICY! AAUW members may now serve as judges.

NEW WEBINAR! September 30, 2021, 7 p.m. Register for this informative seminar about everything you've always wanted to know about Speech Trek. Click [HERE](#) to register.

The conversation around diversity, equity, and inclusion continues to grow throughout society and around the world. What is the answer to the question posed in this year's topic?

Join the conversation and find out! Host Speech Trek 2022, AAUW California's signature high school program, at your branch. For more info, contact Marlene Cain, Program Director, at spechtrek@aauw-ca.org.