



Board to Board

A Communication from the

AAUW California Board to Branch Boards

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October 2021

This is the fourth Board to Board (B2B) for the 2021-22 program year. As a reminder, you will find many useful links at the top of the website. Today we highlight two: the directory and webinars. The state directory requires a password (click [here](#) to request the password). Besides the directory, it has additional helpful information. The webinar link contains all the pertinent information for future webinars as well as the recordings of past webinars. Please check out these links and consider sharing them with your branch.

FROM DIANNE'S DESK...

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

PUMPKINS, GHOSTS, AND WITCHES!

It's October and Halloween will be here soon. Here is the latest (and not too scary) news from AAUW California.

- The 2021-2022 Administrative Packet is ready for all branch leaders. The packet contains good information to start your new year. You can read it [here](#).
- Don't fret if you missed the September 8th webinar with Sandi Gabe, President-Elect, *You are in Charge. Now what?* It is so full of information and tips that you might want to watch it twice. No matter if you are a new branch leader or a returning board member, you will learn something new. You can watch it [here](#).
- The AAUW California Leadership Team will meet virtually October 16th & 17th. Our new Tech Trek Program Director, Karen Manelis, will be joining us. Our new Tech Trek Financial Liaison, Susan Steckclair, will be out of the country but will join us later.

October will be a busy month. Register [here](#) for the webinar *Beyond the Newsletter!* and the three AAUW Fund Events.

UPDATE ON COVID-19 PROTOCOLS

[From AAUW National: Updated September 2021](#)

Given the current state of COVID-19, we wanted to provide additional guidance to branch and state leaders regarding in-person meetings. Safety continues to be our most important concern, and we continue to strongly encourage that states and branches hold events virtually. This is the easiest and best way to keep all members and other event attendees safe.

Holding any in-person event presents a level of risk that must be considered. If you are thinking of holding an in-person or hybrid (some people attend in person while the event is also held virtually) event, you should consider the potential legal and health risks that holding in-person events may hold.

Given the myriad of state and local guidelines, AAUW cannot provide legal advice to state or branch affiliates, but here are some suggestions you may wish to consider before holding an in-person event:

- **Observe all local and state guidelines.** Require (and enforce!) masking even if your state/locality doesn't require it and observe social distancing.
- **Require vaccination for in-person attendance** unless your branch is prohibited from enforcing a vaccination requirement by applicable state and local law.
- **Communicate clearly in event invitations if vaccinations are required** and provide a virtual option for those not comfortable attending or are unvaccinated (including those who are unvaccinated because of a disability or their religious beliefs).
- **Understand meeting cancellation charges.** If you sign a contract to hold an event at a venue, you may encounter significant cancellation challenges. This was the case in spring 2020 when many AAUW affiliates cancelled state conventions only to have challenges in cancelling their contracts without penalty. If you are set on holding an in-person event at a venue, understand the conditions under which you and the venue can cancel and any associated cancellation charges. AAUW National cannot cover cancellation penalty fees for affiliates.

We understand the community that AAUW provides and that many want to see each other in person, while we also recognize that this unique situation calls for changes to how we normally do our work. Please join us in ensuring the safety of our members while we continue to fight for equity for women and girls!

Happy Halloween!
Be bold, brave and brilliant,
Dianne

AAUW FUND

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

AAUW FUND EVENTS

I can't wait to see all of our amazing fellows and grant recipients at our three AAUW Fund Zoom events on October 23rd (10-noon), October 30th (10-noon), and November 7th (1-3 pm). Although the events are free, we encourage you to make a donation to support this vital work. Click [here](#) to register, see the short biographies of each of these inspiring women, make a donation, or schedule a speaker after the event.

What I need to know: There will be three Fund Events featuring 37 AAUW fellowship and grant recipients who will share their fascinating work on a variety of topics.

What I need to do: Register for one or all of the Zoom sessions. Consider scheduling one of the speakers for a branch event.

Should I include this in my branch newsletter? Yes, branch members should see the inspiring women that their contributions support.

BRANCH AND MEMBERSHIP ASSISTANCE

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

ANSWERS YOU MAY BE WAITING FOR

- The deadline for renewing membership for 2021-22 has been extended from June 30th to October 31, 2021. Time for another round of calls.

What I need to know: Membership renewal has been extended to Oct. 31st. Branches should consider working toward national recognition in the Five-Star program as a way to guide programs and boost enthusiasm.

- It is encouraging to read in your newsletters about your member recruiting programs. Don't miss the Nov. 16th webinar called *Finders/Keepers: Recruiting and Retaining Members*. Click [here](#) to register.
- For help with Zoom click [here](#) or contact our webteam at webteam@aauw-ca.org.
- We are finally having some luck lately with National providing those 50-year honorary member certificates. If you are still waiting for notification, contact me at branch@aauw-ca.org or Angie Cooper at coopera@aauw.org.

What I need to do: Continue to encourage members to renew. Explore the Five-Star requirements and use the tracking document to see what you may have already accomplished.

Should I include this in my branch newsletter? Yes. Explain the Five-Star program to members.

HERE'S YOUR CHANCE TO BE A STAR

Missed out on your star? You have another chance: branch activities through June 30, 2022 can get you there.

Five-Star requirements encourage the healthy branch practices of succession and community involvement while adhering to AAUW's mission, proper use of social media, and public advocacy. It's a great 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, criteria, submission details, and more.

Click [here](#) to download AAUW California's 2021-2022 Tracking Document – a first-rate organizing tool.

Read this comment from a Five-Star branch, AAUW Longmont, in Colorado: "Our goal is always to focus on having an impact on our members and in our community. The criteria helped us refine our direction and emphasize certain areas more than we might have otherwise."

The criteria can help your branch in the same way. And, lest we forget, AAUW California wants to continue being a Five-Star state which means being a successful state.

California led the nation in last year's Five-Star Program with these stars:

- Five-Star State: California.
- Five-Star branches:
 - Citrus Heights-American River
 - Danville-Alamo-Walnut Creek
 - Mid-Peninsula
 - Long Beach
 - Marin
 - Palos Verdes Peninsula
 - San Clemente-Capistrano Bay
 - Orinda-Moraga-Lafayette
- Four-Star branches:
 - Beach Cities
 - Healdsburg

This was splendid; let's do even better this year!

COMMUNICATIONS

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

WEBINAR INFO!

This month we will be hosting a new webinar entitled *Beyond the Newsletter!* on October 12th at 7 pm. This session will provide an arsenal of publicity tools to promote branch events to your members and the public. You don't want to miss it! Register [here](#) to attend.

If you missed our webinar on *Speech Trek* you can always find a recording of it and any other completed webinars [here!](#)

Webinars are an easy way to learn more about AAUW from your very own living room!

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

WHAT'S IN A COLOR?

As part of the Five-Star program, AAUW California has begun adopting the new color scheme and logo outlined by AAUW National as part of the Communications portion of the Five-Star criteria. We even included this information in our recent webinar *You're in Charge. Now What?* and in our downloadable Five-Star tracking document.

Have you been confused about when and how you should update your website? We were too. So, we asked how we can meet the criteria when the logos haven't been released and when National manages most of the branch websites. We were informed that there is no date for the rollout, and there is consideration of removing the criteria from the Five-Star program. Stay tuned for more details as they become available.

DIVERSITY, EQUITY & INCLUSION

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

WHAT'S DEI? AND HOW TO GET STARTED

AAUW promotes Diversity, Equity, and Inclusion (DEI) in our membership. For our California branches, our state DEI committee is here to provide resources, guidance, and ideas

What I need to know: October will feature a useful webinar on publicity. National's date for the rollout of new AAUW colors and logos is still pending.

What I need to do: Register for the Oct 12th webinar to learn tools for publicizing branch events. Keep watch for updates on new branch logos.

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

What I need to know: The new state DEI Committee can support branches pursuing DEI principles.

for promoting Diversity, Equity, and Inclusion in our branches and daily lives.

For those of you who are getting acquainted with DEI and thinking about how to approach planning, here's what we recommend as initial steps:

1. Click [here](#) and review the extensive information in the DEI Toolkit. It provides a complete glossary of terms and the many dimensions of diversity as well as “how-to“ programs for specific topics that fit different branch needs.
2. Appoint a Diversity Officer/Coordinator to take the lead for your branch initiatives and interact with the California DEI Committee.
3. Branch presidents will need to submit names to webteam@aauw-ca.org along with the following if they were not identified at the beginning of the year and included in the directory:
 - Name
 - Address
 - Landline if available
 - Cell phone if available
 - Branch
 - Position (in this case DEI coordinator)
4. Start a conversation within your board about how your branch can address DEI to build and retain membership.

It's fall.... start this new season by initiating new ideas and embracing change...the California DEI Committee needs you to jump on board to make an impact.

We are here to help you get started at diversity@aauwca.org.

FINANCE

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

TIME TO FILE TAXES!

Folks, it is that time of the year again! No fun to file taxes, but it must be done. If your branch revenue was \$50,000 or less in the past year, which is true for most branches, you need to file:

1. IRS 990-N postcard or request National to do it for you through the Member Services Database (MSD)
2. 199-N electronic filing for the California Franchise Tax Board (FTB)
3. RRF-1 form for the Attorney General's Office
4. CT-TR-1 form, also for the Attorney General's Office

What I need to do: Review the four steps in the report to further your branch's DEI-related activity.

Should I include this in my branch newsletter? Members should be aware of the DEI principles and resources. Use them to recruit a branch DEI coordinator if you have an opening.

What I need to know: There are several critical tax filing deadlines for October and November.

What I need to do: Be sure your branch treasurer reviews the listed tax requirements and files on time.

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

Links and deadlines for these forms are available on the website [here](#). It also has videos of how to fill out the RRF-1 and CT-TR-1 forms. Note that the filing requirements for 501(c)(3) and 501(c)(4) branches are the same.

The deadline for requesting National to file your 990-N through MSD is October 15th. The deadline for all other forms is November 15th.

If your branch revenue is greater than \$50,000, your list of filings becomes:

1. IRS 990-EZ or 990 depending on if your revenue is below \$200,000 or not. Note that National cannot do this filing for you.
2. Form 199 for California FTB
3. RRF-1 form for the Attorney General's Office

Since you've had to fill out the 990-EZ or 990, you do not need to file the CT-TR-1 form! All deadlines are November 15th.

MARKETING WORKGROUP- RETIREMENT AGE RECRUITMENT

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

TASTY MORSELS-THOSE NEWLY OR SOON-TO-BE-RETIRED!

As the focus of the AAUW California Board M&M's year (Membership and Marketing), each of our marketing task forces is designated to address a specific demographic. The average age of AAUW members is 72 years. That is just not sustainable. This is precisely why we, on this task force, are planning to roll out a branch toolkit to help recruit and retain our "usual suspects"—the newly or soon-to-be-retired.

What is one to do when the structure and demands of a busy workday are suddenly gone? AAUW can fill that gap. AAUW is unique among groups whose mission involves gender equality. We offer not just a nonpartisan activist mission, but interest groups providing social activities that can also be intellectually stimulating. For instance, many branches offer book groups, Great Decisions discussion groups (dealing with international issues of current import) as well as bridge and lunch groups, and hiking/walking groups.

How do we reach out to this demographic? Where might we find such prospective new members, who have both an interest in our mission and the time to be engaged?

We are looking for good examples of recruitment materials to include in our upcoming Nov. 16th webinar *Finders Keepers: Recruiting and Retaining Members* which will offer insights

What I need to know: The "retirement age recruitment" workgroup is part of the state M&M marketing initiative and will be offering tools to recruit that specific demographic.

What I need to do: Send examples of successful recruitment ideas to the workgroup. Attend the webinar on membership recruitment and retention.

Should I include this in my branch newsletter? Yes. Encourage members to attend the webinar so they can learn how to help their branch grow.

into this very topic. Forward your successful ideas to me at mkt-rar@aauw-ca.org and register to attend by clicking [here](#). We will be sharing different ways to recruit as well as retain members.

NOMINATIONS & ELECTIONS

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

2022 CALL FOR CANDIDATES

We are looking for enthusiastic, committed, and proven leaders to serve on the AAUW California Board of Directors. How about you, or is there someone you know with leadership talent?

We seek candidates for:

- Secretary (two-year term 2022-2024)
- Three Directors (one-year term 2022-2023)
- Four Directors (two-year term 2022-2024)

Nomination deadline: March 1, 2022

Website Posting of Candidates: Starting January 15, 2022
(postings in order of receipt of completed nomination forms)

Voting Period: April 23-May 14, 2022

Nominate a candidate: Instructions and nomination form can be found [here](#).

Want to know more about serving on the AAUW California Board of Directors?

- Click [here](#) to review AAUW California Board of Directors' Roles and Responsibilities.
- Click [here](#) for AAUW California committee responsibilities.
- Click [here](#) to review AAUW California Policies and Procedures. Section 501 contains information specific to the Nomination and Election process and starts on page 37.

Please note that you may be required to enter a password. Click [here](#) to contact the AAUW California office if you need this information.

What I need to know: There are several openings on the state Board of Directors. The nomination deadline is March 1, 2022.

What I need to do: Approach branch members who might be likely candidates. Contact Nominations and Elections if you have questions.

Should I include this in my branch newsletter? Yes, there may be a willing candidate in your ranks!

PUBLIC POLICY

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

AAUW WEIGHS IN AT THE FEDERAL LEVEL

AAUW is actively lobbying for major legislation in Congress.

Two bills sponsored by California representatives are of special interest.

Women's health: Reproductive rights are at serious risk in our country now. The Women's Health Protection Act, (H.R.3755), sponsored by Rep. Judy Chu (CA-27), has passed the House and is on the Senate legislative calendar. This urgent bill would protect abortion access.

Title IX: The [Patsy Mink and Louise Slaughter Gender Equity in Education Act \(GEEA\)](#) (H.R.4097), sponsored by Rep. Doris Matsui (CA-6), includes provisions for more resources, training, and technical assistance to support full implementation of Title IX. Also, AAUW staff are in close contact with Miguel Cardona, the new Secretary of Education, to reverse egregious Title IX policy changes made by the previous Secretary Betsy DeVos.

Support AAUW's work at the national level. Urge your branch members to sign up for the Two-Minute Activist by clicking [here](#) or by texting "AAUW" to 21333 to get Action Alerts via text.

What I need to know: AAUW California supports two congressional bills sponsored by California legislators.

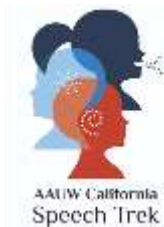
What I need to do: Keep watch on the progress of these bills. Encourage members to sign up for the Two-Minute Activist.

Should I include this in my branch newsletter? Yes, and include details on how to sign up for the Two-Minute Activist to stay informed and weigh in on legislative activity.

SPEECH TREK

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

WITNESS THE POWER OF SPEECH TREK!



Now available for viewing: the Sept. 30, 2021, *Speech Trek* webinar. Click [here](#).

You can tell the power of a branch by the programs it embraces! Whether virtual or in-person, Speech Trek empowers the conversation on mission-critical topics among all within earshot, and the speeches continue to reverberate in

What I need to know: The Speech Trek program benefits students, branches, and the wider community. The deadline for sending your intent to participate is November 1st.

What I need to do: Consider hosting Speech Trek. Explore the resources on the website [here](#) and view the recorded webinar on how to host an event.

Should I include this in my branch newsletter? Yes. Use this information to excite members and/or recruit a Speech Trek Branch Coordinator.

the community, throughout California, and beyond via social media.

Speech Trek is also a powerful membership recruitment tool because it:

- increases your branch's visibility
- showcases your mission
- encourages community involvement
- establishes public discourse on mission-based topics
- invites diversity
- introduces your branch to the next generation

In its 16th year, Speech Trek, AAUW California's signature high school program, continues to honor its original purpose: "...to promote understanding and communication of mission-critical issues among high school students through their research, preparation, and presentation of high-quality speeches while promoting the value of public speaking as a life and leadership skill."

However, Speech Trek is transcending its original purpose. The power of Speech Trek can be witnessed not only through students' inspirational speeches at the local and state levels but also can be seen in the classroom, where teachers have:

- assigned Speech Trek topics as extra credit
- required the topic as a written assignment
- incorporated the topic into the curriculum
- used the topic as a springboard for "lively classroom discussions"

The power of Speech Trek can also be seen in the community, where:

- a contestant's mother reluctantly joined a Toastmasters Club to help her daughter, and joyfully found it propelling her on her own communication journey
- a contestant was invited to present her speech at her city council and inspired city officials to consider her recommendations for change
- a high school freshman and her mother sought out AAUW to compete in Speech Trek (and subsequently won 1st Place!)

Witness the power of Speech Trek at your branch! Send in your signed Memorandum of Understanding (MOU) by Nov. 1, 2021 and join the conversation! *

Questions? Email spechtrek@aauw-ca.org or call the Program Director at 909.866.2819.

***2021-2022 topic:** Has the U.S. 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?

TECH TREK

Karen Manelis, Tech Trek Program Director, techtrek@aauw-ca.org

GREETINGS FROM THE NEW TECH TREK PROGRAM DIRECTOR

Greetings everyone! I'm privileged to accept the task of being the program director for California Tech Trek for the coming year. Many of you may recognize my name as, although I no longer call California my "home," I still do have strong ties to AAUW California. Tech Trek started in California during my term as AAUW California president back in the late 90s and I established the camp at CSU-Fresno and was the director from 1999 to 2007 when I moved out of state. In 2012, when AAUW took the Tech Trek program nationwide, I was fortunate to guide the AAUW Washington Tech Trek program into existence. I was the Tech Trek WA camp director for the first several years and now serve as the program director. My primary branch is Vancouver (WA), but I also belong to Davis and the California and Washington Online Branches.

I am still coming up to speed on Tech Trek activities in California. The camp directors and treasurers will be meeting for their annual wrap-up/planning meeting in early October.

In order to keep everyone in the loop and develop plans for 2022 a meeting for all branch coordinators is scheduled for Tuesday, October 26th at 7-8 pm (Click [here](#) to register). At that time, a short wrap-up of what transpired in 2021 (establishment of the new Tech Trek Committee, virtual camp, etc.) and plans for 2022 will be presented.

Lots to do in a short period of time!

What I need to know: AAUW California welcomes two new Tech Trek program leaders. Karen Manelis, the new Tech Trek Program Director, brings history and experience to Tech Trek.

What I need to do: Be sure your Tech Trek branch coordinator attends the Oct 26th meeting.

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