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January 2022

The holidays are behind us and our state board has many new and exciting things planned for 2022. Several are described in this edition and more will be forthcoming. Here you will learn about the Lunch and Learn series and further information about our April 30th Annual Event. Also, check out the very moving video on inclusion, which has been described as a very powerful experience. Sharing it at a branch meeting is a wonderful way to introduce or continue the Diversity, Equity & Inclusion (DEI) discussion. 2022 promises to be a good year for AAUW California.

### FROM DIANNE'S DESK...

*Dianne Owens, President, AAUW California, [statepresident@aauw-ca.org](mailto:statepresident@aauw-ca.org)*

#### HAPPY NEW YEAR 2022

I love the month of January! It is the best month of the year for me! The hectic month of December is history, and a new year awaits. Like many, I write my plans for the new year's accomplishments the first of January. I am a fan of Gretchen Rubin ([gretchenrubin.com](http://gretchenrubin.com)) and I have written My "22 for 22" List of personal and professional aims for 2022. I am planning to create a happier, healthier, more productive, and more creative life. I wish you, and the branches you lead, the same.

As AAUW leaders, you still have time to "up your game" for the 2021-22 year. Ask yourself . . .

- Do we have mission-based programs planned for the rest of the year?
- Do we have plans to raise \$30/member for the Greatest Needs Fund and increase our Legacy Circle members?
- Is our branch public policy chair planning to organize participation in AAUW California Lobby Day this year and to meet your local representatives?
- Has your branch developed a strategic plan that aligns with the AAUW national strategic plan? Has your branch appointed a diversity officer?
- Does your branch website and social media accounts have 3-5 postings with a Diversity, Equity, & Inclusion (DEI) focus?

If you answered YES to all or most of these questions, you are on your way to becoming a Five-Star branch. Click [HERE](#) for more details.

Be bold, brave, and brilliant while you are creating a happier, healthier, more productive, and more creative life (and branch).

Dianne  
HAPPY NEW YEAR

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## ANNUAL EVENT

*Charmen Goehring, Meetings Planner, [meetings@aauw-ca.org](mailto:meetings@aauw-ca.org)*

### WHY DID IT HAVE TO BE SNAKES??

Just kidding-no snakes will be found on this AAUW California adventure! What will be found is inspiration, adventure, and connections galore! Join us for our virtual Annual Event on April 30th to hear fabulous speakers like AAUW CEO Gloria Blackwell, Policy Rockstar Lisa Maatz, and the Dancing Rocket Scientist Jasmine Sadler! Get caught up on all the incredible work and successes of AAUW California branches from the past year. Hear our Speech Trek finalists. **AND**, there won't be a dull moment when we venture through a series of "open space" sessions in the afternoon, on a variety of topics covering all things AAUW, equity, women, and girls. More details and registration information will be coming soon.

Sign up to host a topic in the afternoon. No preparation is needed other than to sign up [HERE](#)! Say Hello to Adventure!

**What I need to know:** The virtual Annual Event on April 30th will have inspiring speakers, updates on all things AAUW, the Speech Trek finalists, and "open space" sessions.

**What I need to do:** Save the date and watch for registration information.

**Should I include this in my branch newsletter?** Yes, members will want to attend this grand adventure.

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## BRANCH AND MEMBERSHIP ASSISTANCE

*Carol Holzgrafe, Director, [branch@aauw-ca.org](mailto:branch@aauw-ca.org)*

### ARE THERE STARS IN YOUR FUTURE?

It's a new year and your branch has a fresh chance to achieve AAUW stars. These are more than just gold stars on your homework; this is AAUW National's way of acknowledging the work your members have done to sustain AAUW and the mission which, after all, is why we exist. Stars will also help refresh your members' commitment to community involvement, scholarships, Tech Trek, and more.

Click [HERE](#) to download AAUW California's Excel spreadsheet to keep track of your star progress. It's a first-rate organizing tool.

Ten California branches earned stars in last year's Five-Star Program. AAUW California was one of the very few Five-Star states. And we can do even better this year!

**What I need to know:** The National Five-Star program will continue next year and is a good way to focus branch activities.

**What I need to do:** Use the spreadsheet to track progress toward stars. Continue to recruit new members by publicizing AAUW through old and new channels.

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

### KEYS TO ATTRACTING MEMBERS: ALERT THEM, ENGAGE THEM, ENERGIZE THEM

Looking for new members? Publicize! Publicize!

Publicize! Branch programs, community activities, and interest groups can be magnets. Let people know about your local scholarships and about Tech Trek (and AAUW's national fellowships). Use old-fashioned and new-fashioned ways: newspapers and local magazines, TV calendars, Facebook, and/or Instagram. Post flyers everywhere. Invite people from similar groups or with similar interests. If they don't know what your branch is doing, you will be invisible.

But, above all, keep your webpage up to date. Show the energy you have for AAUW's mission and engage your members too.

As always, if you have a question, [branch@aauw-ca.org](mailto:branch@aauw-ca.org)

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## DIVERSITY, EQUITY & INCLUSION

*Elaine Johnson, Director and Janice Lee, DEI Committee Co-Chairs* [diversity@aauw-ca.org](mailto:diversity@aauw-ca.org)

### MAKING DEI CENTRAL TO 2022 AAUW BRANCH RESOLUTIONS

#### Submitted by Lenore Gallin

This is the year that every branch in California should be resolved to have a designated diversity, equity, and inclusion (DEI) contact! Such a resolution will revitalize AAUW in a changing society and enrich the experience of our members. Designating a branch DEI contact and sharing that name with the state office at [office@aauw-ca.org](mailto:office@aauw-ca.org) will assist the DEI Committee in its efforts to communicate through the inter-branch councils and with every branch in California.

Many of us find comfort in likeness and tend to hang out with folks like ourselves. This coming year brings many opportunities to move beyond that comfort zone and appreciate living in a multi-cultural society where differences between people are a valued asset.

Using common communication tools helps us understand each other. Click [HERE](#) for AAUW's published DEI glossary of terms with definitions that are useful for developing programs.

The next AAUW National webinar for the DEI Toolkit is scheduled for January 27, 2022, at 1 pm Pacific Time. The topic for this webinar is Allyship. Watch for a registration invitation from National.

**What I need to know:** Branches should resolve to have a DEI contact this year. The national DEI toolkit has Plug and Play programs to explore DEI comfortably.

**What I need to do:** Appoint a DEI coordinator and advise the AAUW California office. Consider using a Plug and Play DEI program at your branch.

**Should I include this in my branch newsletter?** Yes, members might find National's DEI resources useful for their own education.

Click [HERE](#) to find several Plug and Play options in the DEI Toolkit. Each Plug and Play topic includes an explanation of the topic, guidelines for the facilitator(s), and discussion prompts to make the event and conversation as robust as possible. Many other topics are included in the DEI Toolkit.

Your DEI Committee has created a presentation that is first being used at Inter-Branch Council (IBC) meetings and can then be used at branch events. Within this presentation is a link to a video on inclusion. Click [HERE](#) to watch. Also, click [HERE](#) for a link to short surveys on implicit bias developed by a team of university researchers.

Implicit Bias? Anti-Racism? Intersectionality? Neurodiversity? Micro-Aggression? Stay tuned for the February B2B to learn about these commonly used DEI terms.

Let's see if we can make and keep our 2022 DEI resolutions! We can use our power to help expand the diversity of each branch—learning about diversity in our book clubs and film groups, making branch dinners an ethnically diverse culinary experience, seeking out diversity in community partnerships.

It is time to challenge your branch members to act on some aspects of DEI and report any positive outcomes such as an inviting website, growth in membership, sensitivity to various points of view, and engaging new technology. Dance, sing, write and enjoy the vibrant company of AAUW members.

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## FINANCE

**Roli Wendorf**, Chief Financial Officer, Finance Committee Chair, [cfo@aauw-ca.org](mailto:cfo@aauw-ca.org)

### HOW ARE YOUR BRANCH FINANCES?

Happy New Year, and welcome back! We hope you were able to spend some quality time with loved ones over the holidays. The new year also marks the half-year point for us at AAUW. This is a good time to take stock of how your branch finances are doing.

Almost all branch income for the fiscal year has come in by this time. Membership renewals are done and most new members are likely to wait until mid-March to join

**What I need to know:** This is a good time for a mid-year check on your branch finances.

**What I need to do:** Assure that your income is adequate for end-of-year expenses.

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

as they would get the rest of this year's membership for free.

How does your actual income to date compare with your budgeted amount? If it is less, are there enough funds to meet all your expenses? If not, which expenses would you like to reduce? Don't get caught with inadequate funds for an important expense item that comes later in the year!

Wishing you the very best in the new year. Thank you for all you do for your branches.

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## MARKETING

**Sandi Gabe**, *President-Elect, Marketing Project manager*, [marketing@aauw-ca.org](mailto:marketing@aauw-ca.org)

### WEBINARS ABOUND!

January and February are chock-full of opportunities to enhance your marketing skills. Find links to upcoming events on our website [HERE](#).

### 2 FOR 1 WEBINAR SALE

We couldn't resist having a sale for the new year! Not only is the price right, but the content is also twice as rich. We finished our brand persona exercise and are excited to share it with you. Rather than waiting, we've combined it with our *Finder/Keepers* webinar. Click [HERE](#) to register for the January 11th webinar, *Finding New Members from Gen Z to Boomers!*

### LUNCH AND LEARN SERIES

On January 21st we will introduce the first of our **Lunch and Learn series** focused on attracting new members. Director Sharyn Siebert will interview Yvonne Campos, a successful entrepreneur who founded three companies and has seen entrepreneurship from the inside out. Yvonne started her first company in 1975, a qualitative research consultancy, then in 1983 she founded Campos Market Research, Inc. a full-service research and strategy company, and in 2016 she founded Next Act Fund, an Angel Investment Fund.

In 45 minutes, Sharyn will explore what Yvonne has learned along the way and how entrepreneurship has evolved. Yvonne will share what she would do differently if she were starting a company today.

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**What I need to know:** The Marketing Committee is offering two upcoming webinars. One is on understanding "persona" and how to use that concept to market AAUW to different target audiences. The second is a short *Lunch and Learn session* on entrepreneurship intended mainly for the working age audience.

**What I need to do:** Be sure to register for *Finding New Members from Gen Z to Boomers!* Share information on the *Lunch and Learn session*.

**Should I include this in my branch newsletter?** Yes, ask members to invite interested non-members to the *Lunch and Learn* webinar on entrepreneurship.

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## MARKETING - SOCIAL MEDIA

**Sandi Gabe**, Marketing Project Manager and President-Elect, Chair [mktg-sm@aauw-ca.org](mailto:mktg-sm@aauw-ca.org)

### USING SOCIAL MEDIA TO EXTEND YOUR REACH

If your branch is one of the 7% of branches that have established an Instagram or LinkedIn account, read no further. You're well on your way to engaging new members. If you haven't taken the plunge yet, we have two webinars to help. *Facebook, Instagram, and LinkedIn – Your Key to Outreach* - has 2 parts:

1. Establishing your accounts: January 19, 2022. Click [HERE](#) for more information and to register.
2. Creating effective messages: February 22, 2022. Click [HERE](#) for more information and to register.

**What I need to know:** The Marketing Committee has two upcoming webinars to teach branches how to set up Facebook, Instagram, and LinkedIn accounts and write effective messages for each.

**What I need to do:** Register for both webinars.

**Should I include this in my branch newsletter?** Yes, members might be interested in learning more about effective social media and a volunteer may step forward.

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## NOMINATIONS & ELECTIONS

**Charmen Goehring**, Nominations & Elections Chair, [nominating@aauw-ca.org](mailto:nominating@aauw-ca.org)

### NEW YEAR'S CHALLENGE

**Submitted by Carolyn Garfein, a committee member**

Was one of your new year's resolutions to take on a new challenge this year? Well, we have just the opportunity for you. AAUW California is looking for candidates to run for the AAUW California Board of Directors.

Board members shape the policies and programs for the state and provide support for branches. Your skills and experience will help the board accomplish our mission of achieving gender equity in California.

We'll be electing:

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

Click [HERE](#) for the election process details and nomination form. Candidate information will be posted as it is received.

Take the challenge and put your name out there!

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**What I need to know:** Applications are open for eight positions on the state board.

**What I need to do:** Visit the AAUW California website for details and forms to apply.

**Should I include this in my branch newsletter?** Yes, encourage members to step up to serve.

## PUBLIC POLICY

*Kathleen Harper, Director, and Sue Miller, Public Policy Committee Co-Chairs, [publicpolicy@aauw-ca.org](mailto:publicpolicy@aauw-ca.org)*

### WHAT'S IN STORE FOR PUBLIC POLICY IN 2022?

The AAUW California state Public Policy Committee has a busy six months ahead. We encourage all branches to join in these educational and mission-driven projects:

**Jan** – Kick-off of our M&M (Membership & Marketing) college venture to recruit students and staff to sign up for our action alerts and education pieces.

**Feb** – Our first educational message, this one on reproductive rights, goes out to all our recruits.

**March** – Our annual legislative review meeting to set our legislative agenda for 2022-23 will be held on the 17th & 18th. This is also Women's History Month.

**April** – The month starts out with Equal Pay Day on April 2nd. Then, we will be trying something new for Lobby Day – Lobby Week! Legislators will be in their home districts the week of April 11-15. The committee, with help from our advocacy firm, MVM Strategies, will be setting up meetings for members to meet with their reps in their district offices throughout the week. There will be a Zoom training webinar on April 7th. Stay tuned for sign-up information. Finally, the committee will be sponsoring "Fantasyland" at the Annual Event on the 30th– hope you'll join us to discuss your fantasy of an equitable world for women and girls.

**May** – I think we'll take a break, lol!

**June** – We will be celebrating the 50th Anniversary of Title IX; there will be a webinar on "*Title IX and Trans Issues*," and we will be asking Governor Newsom for a state proclamation on June 23rd. A template will be sent to all branches to use with their local government offices.

Details on all these events will be forthcoming, but don't hesitate to contact the committee chairs if you have questions or your branch wants to get a jump start – we're here to help you help us make AAUW California's Public Policy Priorities a reality.

**What I need to know:** The Public Policy Committee has extensive plans for the upcoming year.

**What I need to do:** Review the list of activities and determine how your branch can participate.

**Should I include this in my branch newsletter?** No, this information is for branch leaders only at this time, but some activities should be shared with members when more details are rolled out.





## SPEECH TREK

**Marlene Cain**, Speech Trek Program Director, [spechtrek@aauw-ca.org](mailto:spechtrek@aauw-ca.org)

### SPEECH TREK TURNS 15!

Happy New Year! In addition to celebrating the new year, 2022 marks the 15th anniversary of AAUW California's signature high school program. To date, over \$50,000 in prize monies have been awarded to student speakers in recognition of their outstanding content and delivery.

But wait! Something even more exciting is happening-- while the mission of Speech Trek is to promote understanding and communication of gender equity issues among high school students, the reach of Speech Trek has evolved beyond the high school environment. The evidence of Speech Trek's growing influence is very exciting:

1. Teachers incorporate timely Speech Trek topics into their curriculum.
2. Students contact AAUW California to inquire where they can participate.
3. Parents contact AAUW California to inquire how their students can participate.
4. Former Tech Trekkers include Speech Trek as one of their high school objectives.
5. Speech Trek judges express their desire to return the following year.
6. Parents join AAUW California as a result of an inspiring Speech Trek contest.
7. The Governor of California signed AB 101, reflecting the 2022 topic\* of requiring an ethnic studies course for high school graduation (OK, Speech Trek did not influence the Governor, but we did announce the topic six months ahead of his signing the ethnic studies course into law).

**What I need to know:** Speech Trek is now 15 years old and has expanded its impact well beyond the contest itself.

**What I need to do:** Support Speech Trek in your branch.

**Should I include this in my branch newsletter?** Yes, if your branch is participating or if you want to inspire participation next year.

Questions? [spechtrek@aauw-ca.org](mailto:spechtrek@aauw-ca.org)

Congratulations to participating branches on continuing the Speech Trek legacy. Happy New Year and Happy Contest!

\*In April, AAUW California announced its 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?*

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## TECH TREK

**Karen Manelis**, Tech Trek Program Director, [techtrek@aauw-ca.org](mailto:techtrek@aauw-ca.org) and **Susan Steckclair**, Tech Trek Financial Liaison, [techtrek-finance@aauw-ca.org](mailto:techtrek-finance@aauw-ca.org)

### TECH TREK NEWS

The volatile times we live in require a lot of flexibility. We continue to plan for in-person camps, but at present have dates for only two sites (UCSB – July 10-16 & 17-23 and UC Davis—July 17-23). Fingers crossed that this current COVID surge abates quickly and we can move forward.

The Tech Trek Committee continues to work on getting software in place to aid with camper registration. For 2022, implementation will be for family/camper registration. We will continue to add modules (for nomination and applications) in future years.

The Tech Trek Committee is also working on pulling together a “Tool Kit” for branches/IBCs to use to establish Tech Trek alumnae groups (TTAG).

Think good thoughts, encourage vaccination protection from COVID-19 so Tech Trek can continue the impact on more young women (13,572 campers and counting!).

### Tech Trek Camp Treasurers News

There is a new way to make a charitable donation to your favorite California Tech Trek camp as well as projects and branch scholarships managed by the California Special Project Fund (SPF).

Click [HERE](#) to go to the SPF donate page, select your project, enter your donation amount, select the camp you want to support, and finally click PayPal or Debit/Credit Card. The payment process is via PayPal, but you do not have to create or have a PayPal account to use.

In December the Camp Treasurers held their first meeting with the California Special Project Fund president and treasurer to review procedures.

**What I need to know:** Tech Trek is continuing to plan for in-person camps but will remain flexible as circumstances require. Charitable donations to Tech Trek may be easily made on the SPF donate page.

**What I need to do:** Stay alert to Tech Trek announcements as planning continues.

**Should I include this in my branch newsletter?** Yes, members should be kept updated on Tech Trek plans and made aware of the easy online donation process.