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JANUARY 2022

HAPPY NEW YEAR!

**Raise your hand if you stayed up until midnight.\***

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!

## Things to Know



The world turned one year older. That made us think of other old things. No, not you. AAUW, of course. AAUW is older than the Empire State Building, automobiles, the Statue of Liberty, the radio, Ferris wheels, Coca-Cola, the Eiffel Tower, and even electric toasters. Shall we ponder the deeper meaning of this or just consider it a delightful bit of trivia? We vote for the second option.



Some of the top search topics on Google for 2021 were NBA, Alec Baldwin, Squid Game, PopCat (no, we don't know what that is either), buying reusable grocery bags, and how to style straight leg jeans. Some of the top search topics on our AAUW California website for 2021 were Tech Trek, Speech Trek, AAUW Fund, Adventures in AAUWland, and Public Policy updates. We like the way you think.



You know the TV show *Where Are They Now?*, which tracks down former stars from *The Brady Bunch* or *Little House on the Prairie* or *Mr. Ed* (you're thinking about that one now, aren't you?). Our Tech Trek program has served 13,572 campers. Where are they now? The state Tech Trek Committee plans to create a tool kit for branches to track former Trekkers and hopefully establish Tech Trek Alumnae Groups (TTAG), which are governed by the talented girls themselves. We think we'll find that most of them fared far better than Mr. Ed.

## Things to Do

Tell the truth: you watched 386 Hallmark holiday movies. We know you're ready for a change. We have three upcoming webinars that do not involve snowbound criss-crossed lovers who inherit a reindeer farm and save a dying town while drinking hot cocoa:



- **Finding New Members from Gen Z to Boomers!**  
1/11/2022 7PM

Members, members, wherefore art thou, members? Learn about successful tools for recruitment, especially how to use the marketing concept of "brand" and "audience" personas to target your messages. You'll get to meet "Pat" and "Jess." Intrigued?

- **Facebook, Instagram, LinkedIn - Your Keys to Outreach**

Social media demystified! This webinar is so jam-packed, we had to break it into two parts. Part I will focus on the differences between these social media tools and their users and tell you how to get started setting them up. Newsflash: you don't have to use all of them!!! Part II will cover writing effective posts for each of the platforms. Yes, they should be different, depending on the audience.

1/19/2022 - Part I 7PM

2/22/2022 - Part II 7PM

[Click HERE to register](#)

Take three and a half minutes to learn why AAUW's interest in DEI (Diversity, Equity and Inclusion) is not just about gender and race! Our state committee recommends this compelling [video](#). This will make you think. Sorry.



You may not be a member of Gen X, Y, or Z. Perhaps your generation is best labeled Boomer or, errr, Paleozoic. Whatever, you—or some young working adult you know—will not want to miss the first of our *Lunch and Learn* Zoom sessions: Entrepreneurship: Is It For Me? Yvonne Campos, our expert speaker, will share her tales of starting companies and answer questions for 45 minutes while you eat a turkey sandwich. Get your non-AAUW peeps to register! They can eat whatever they want.



1/21/2022 12 noon

[Click HERE to register](#)

**\*Oh, wait. We see one hand in the back.**



AAUW's mission: To advance gender equity for women and girls through research, education, and advocacy. [AAUW.org](http://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](http://www.aauw-ca.org)



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