



Board to Board

A Communication from the

AAUW California Board to Branch Boards

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March 2022

Welcome to the beginning of spring and Women's History Month.

- In February 1980, President Jimmy Carter issued the first Presidential Proclamation declaring the week of March 8th, 1980, as “National Women’s History Week.”
- In 1987, Congress passed Public Law 100-9, designating March as “Women’s History Month.”
- The National Women’s History Alliance has designated the 2022 Women’s History Month theme as *Women providing healing, promoting hope.*

Enjoy the coming of spring and don’t forget to move your clocks forward on March 13th.

FROM DIANNE'S DESK...

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

“You don’t find the time to do something, you make the time to do things.”
Debbie Millman*

Let’s Make Time To:

- Participate in Lobby Week, April 11-15. I hope you completed the survey by the deadline of February 28th and are registered for the mandatory virtual webinar training on April 7th.
- Save March 19th for a Title IX 50th Anniversary virtual event presented by the Santa Clara County IBC. Contact Marian.sacco@gmail.com to register.
- Honor a hard-working AAUW branch member by awarding them with a Named Gift. The deadline was March 1st. One gift for every \$750 donated to AAUW Fund.
- Enter your branch's unique and inspiring mission-based activity by March 20th to be considered for one of our Branch Activity of the Year awards. Click [HERE](#) for details and the entry form.
- Attend the virtual AAUW Annual Event on Saturday, April 30th. Listen to inspiring speakers, including our AAUW CEO, Gloria Blackwell, and participate in the open conversations of *Adventures in AAUWland*. Registration will open March 19th.

The Latest News from AAUW National

- **Join us for our *International Women’s Day Webinar – March 8th***
Gloria Blackwell will host a conversation with Dr. Esther Ngumbi--author, researcher, educator, mentor, speaker, and a champion for change around the issues of hunger, gender, education, youth activism, agriculture, sustainability, and public service. A 2007-08 AAUW International Fellow, she is currently an Assistant Professor, Entomology and African-American Studies Departments, at the University of Illinois at Urbana, Champaign. The recipient of multiple national and international awards, Dr. Ngumbi is the founder of organizations that empower farmers and youth in Kenya and has received three U.S. patents for her research. Click [HERE](#) to register.
- Join us for a panel conversation led by Gloria Blackwell on **March 16th at 2 pm ET, which is part of the NGO Committee on the Status of Women and UN Commission on the Status of Women – *Women and***

Work: *Increasing Leadership and Economic Equity*. Click [HERE](#) to register.

- **Membership Matters Link:**

Remember that National's website page "[Membership Matters](#)" is a rich resource for news, tips and useful information for branch leaders. Check it often.

- **AAUW Celebrates the Nomination of Ketanji Brown Jackson** to the US Supreme Court! Click [HERE](#) to read the statement of AAUW Chief Executive Officer Gloria L. Blackwell.

SAD NEWS:

Sue Bordner, AAUW California President 1994-96, passed away November 15, 2021. Her obituary can be found [HERE](#).

Donations can be made to the AAUW Susan Bordner American Fellowship Endowment # 1866. Please contact connect@aauw.org or call 202-785-7700. Sue's family and AAUW colleagues will remember her fondly.

*Named "one of the most creative people in business" by Fast Company, and "one of the most influential designers working today" by Graphic Design USA, Debbie Millman is also the author of seven books, a curator, and the host of the podcast [Design Matters](#). Design Matters is one of the first and longest-running podcasts, and as host and founder, Millman has interviewed nearly 500 of the most creative people in the world over the past 17 years.

Have a great March. See you in April!

Be bold, brave and brilliant,

Dianne

AAUW FUND

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

Thank you again for all the support you provided for AAUW Fund. California raised \$494,020 to support women and girls—Congratulations! Don't forget that [contributions to AAUW Fund](#) are accepted all year. Money contributed after January 1, 2022, will be counted towards next year's awards. You can click [HERE](#) for the certificate you can download and present to contributors of \$100 or more. In addition to sending thank-you cards to contributors, many branches design their own certificates to give to members who contribute in any amount. See you at our April Annual Event!

What I need to know: California members contributed \$494,020 to AAUW Fund last year.

What I need to do: A certificate template is available to honor members who donated \$100 or more.

Should I include this in my branch newsletter? Yes, members should know the substantial support California provides and that they may contribute any time during the year.

ANNUAL EVENT

Charmen Goehring, Meetings Planner, meetings@aauw-ca.org

AWARDS AND SPEAKERS AND NEWS, OH MY!

Our annual event, this year called *Adventures in AAUWland*, is coming soon via Zoom on April 30th! Get ready for a trek deep into AAUW as we listen to exciting speakers, hear about our public policy advocacy efforts, get inspired by Speech Trek finalists, and recognize successful branch projects. New this year, we will journey into the

What I need to know: The virtual Annual Event on April 30th will feature speakers, awards, and open conversations. Registration opens March 19th.

What I need to do: Encourage members to attend.

unknown with freewheeling conversations hosted by your fellow members on AAUW-focused and related topics. You will have the chance to choose one topic to join or check out a few! We will use breakout rooms and teach you how to navigate without even needing a compass! Make plans to join us for this virtual event and enjoy the opportunity to learn while mingling with friends from all around the state.

The Adventure is coming- Get ready to trek with us!

Registration will open March 19th!

BRANCH ACTIVITY OF THE YEAR AWARD

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

IT'S TIME TO TOOT YOUR OWN HORN!

How did your branch overcome the challenges COVID provided again this year? Did you try something unique, such as holding an online play? Did you have an event (in person or online) that left people inspired to take action? Did you have an idea that other branches could easily adopt to engage their members?

If so, raise your hand and let us know by March 20th. If selected, you'll have the opportunity to share your adventure at the AAUW California Annual Event on April 30th. Does that sound scary? Don't worry, we'll help you put together a short 5 to 10-minute presentation.

We've streamlined the application process so that it's easy to share your innovation and inspire other branches to follow in your footsteps. Click [HERE](#) for more information and to complete your entry.

You can be one of the winners who will be contacted by March 31, 2022

What I need to know: Branches can submit their unique and successful activities for one of three state awards.

What I need to do: Submit an entry by March 20th.

Should I include this in my branch newsletter? Yes, one of your members may volunteer to prepare the submission.

BRANCH AND MEMBERSHIP ASSISTANCE

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

STILL TIME FOR STARSHINE

AAUW California is working to become a Five-Star state for the second year in a row and you can help.

Is your branch trying for at least a few branch stars? If so, **please let me know that** and if you need any clarification of requirements or, generally, any help at all.

Don't forget when planning programs, sharing with another branch is part of the Five-Star Program. Half the work, twice the credit!

Should I include this in my branch

newsletter? Yes, members will enjoy the inspiring presentations and the chance to mingle with others from across the state.

What I need to know: California is working to become a Five-Star state again and to continue leading the nation in the number of participating branches. National launched the new Community Hub (formerly Member Services Database).

What I need to do: Use the easy tracking spreadsheet to see your progress toward Five-Star status. Plan to attend the March 31st webinar from National focusing on administrative uses of the new Community Hub; watch for registration details.

Five-Star requirements encourage the healthy branch practices of succession, and community involvement while adhering to AAUW's mission, efficient 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, criteria, submission details, and more.

Click [HERE](#) to download AAUW California's Excel spreadsheet – a first-rate organizing tool to keep track of the stars your branch is earning.

The deadline for submissions to the Five-Star Program is June 30, 2022, so it's not too late to start now! It's mainly a matter of checking off boxes for things you have already done. Why not get credit for them?

Let us know if you have questions or need information.

In addition to being a Five-Star state last year, California led the nation with eight Five-Star branches (Citrus Heights-American River, Danville-Alamo-Walnut Creek, Mid-Peninsula, Long Beach, Marin, Palos Verdes Peninsula, San Clemente-Capistrano Bay, and Orinda-Moraga-Lafayette) and two Four-Star branches (Beach Cities and Healdsburg).

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

50 YEARS OF TITLE IX – WE DID IT!

The Santa Clara County IBC will host a Zoom event celebrating 50 years of Title IX success on March 19th, from noon to 1 pm. Click [HERE](#) to register.

NATIONAL NEWS:

- On March 3rd, AAUW National presented a webinar on navigating the new Community Hub (the updated Member Services Database). If you missed it, it should be posted soon [HERE](#). A second webinar is scheduled for March 31st with other information for president/administrators, membership VPs, and finance officers, including access to branch rosters, the ability to update contact info on behalf of others, and the ability to process memberships.
- Click [HERE](#) to make an appointment for AAUW National's weekly "office hours," held most Thursdays at 12:30 PST. It's a good place to get your membership questions answered live.
- National has added temporary employee support to beef up the Connect team with answering branch inquiries.
- As of July 1st, national dues will increase from \$62 to \$67, of which \$64 is tax-deductible. California state dues will remain the same at \$20, but they are not tax-deductible. We get **many** benefits from our

Should I include this in my branch

newsletter? Yes, update your members on their branch's progress toward Five-Star status. Direct them to the recorded webinar to learn how to access their account in the new Community Hub.

membership—not only our friendly interest groups, Tech Trek, and local scholarships, but the enormous effect AAUW has on the lives of women and girls nationwide. Our dues help pay for that.

- National is asking that branches hold their batch renewals until they are prompted for them in late March.

We will happily highlight your own upcoming branch or IBC events here; just send us a message (mid-month) with a description or flyer and link to the event.

Don't overlook the splendid helpful webinars produced by our AAUW California team. Check the list at aauw-ca.org and look under “webinars” at the very top of the home page. AAUW National has webinars too. Click [HERE](#) to find past webinars. All are informative; some are most entertaining too.

DIVERSITY, EQUITY & INCLUSION

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

USING AN EQUITY LENS FOR BRANCH PLANNING

The best way to build AAUW's reputation in the community for mutual respect and inclusivity is to demonstrate it.

The DEI Committee has created a presentation that has been used with IBCs across the state on how to use an equity lens to increase DEI awareness and promote branch discussions.

An equity lens is a set of questions that assist in planning, developing, and evaluating programs, policies, and decisions. An equity lens can help create a positive, respectful, and inclusive environment within our branches and communities.

Categories of questions include:

- Purpose/Assumptions
- Inclusion/Representation
- Impact
- Communication
- Evaluation/Feedback
- Other considerations

Click [HERE](#) for a double-sided handout detailing suggestions on how to use an equity lens for planning branch meetings. Thank you to Charmen Goehring and Patrice Lyn for developing the equity lens handout.

What I need to know: Branches should consider using an equity lens to assure respect and inclusivity when planning events, programs, policies, etc.

What I need to do: Download the handout outlining how to use an equity lens for branch meetings.

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

FINANCE

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

IBC POLICY UPDATES

Since last February, we have had several meetings with all IBC leadership in the state to discuss financial issues.

Through this effort, we have reached a common understanding of how IBC finances should be handled. This understanding is being documented more clearly in updates to AAUW California's IBC Policy 103.

Highlights of the updates are:

1. IBCs are not affiliates of AAUW National and do not have a tax-exempt status through AAUW (unlike branches).
2. We recommend that IBC funds be maintained in one of the member branches rather than in a separate IBC bank account. IBCs could also choose to share expenses among branches instead of holding funds.
3. If an IBC maintains its own bank account, it should acquire a tax-exempt status and file tax and attorney general documents annually.
4. IBCs are not permitted to raise funds. Any fundraising should be done through one of its branches.

We look forward to receiving any comments you may have on these proposed changes. We will be voting on them at the State Board meeting in April. If you have issues or concerns, please get in touch with me.

Is there something that your committee is particularly proud of doing for the branches this month? Let us know!

What I need to know: There are several proposed updates to the financial policies for IBCs.

What I need to do: If your branch is in an IBC, review the suggested changes.

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

MARKETING - RETIREMENT AGE RECRUITMENT

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

MACRO VS MICRO—NO, NOT ECON 101

As you have been made aware, the Marketing Committee of AAUW California has been working for two years to provide branches with a toolkit for recruitment and retention of members. We will be rolling out these tools in small doses, plus posting all on the state website.

However, I hope you have already availed yourselves of the plethora of information currently on the AAUW California website. There are several valuable webinars containing a myriad of ideas for recruiting and retaining members. All past webinar videos are available with one click by locating "Webinars" at the top of the home page.

What I need to know: The Marketing Committee will be rolling out tips for recruitment on an ongoing basis.

What I need to do: Refer to the state's extensive series of recruitment and retention webinars for tips. Consider whether your branch practices both macro and micro recruitment strategies.

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

As to the Macro vs Micro—for recruiting purposes it is important to determine your audience. Do you want to build more awareness of your activities and events in the broader community? Does your branch consistently highlight your positive effect in your community—whether it is with participation in the Women's March, a Home & Garden tour, Tech Trek students, etc? This would be the Macro aspect.

Do you use personal outreach to prospective members? Do you host an informational meeting or fun happening to introduce the benefits of AAUW membership to prospective members? Do you contact each potential member personally to determine their wants that would result in their joining? This is my definition of a Micro effort.

We are all smart, intelligent people who can walk and chew gum at the same time. Therefore, we can manage to utilize both types of recruitment simultaneously!

That is what I mean by Macro vs Micro—large scale vs small! No textbook needed.

MARKETING - UNIVERSITY AND ORGANIZATION COLLABORATION

Michelle Miller-Galaz, Director, and Donna Lilly, University and Organization Collaboration Co-Chairs mktg-uoc@aauw-ca.org

ACT NOW FOR EARLY BIRD AT NCCWSL 2022

The 2022 National Conference for College Women Student Leaders (NCCWSL) will be held on May 24-26. This year it will be virtual only.

The conference is enlightening and educating. Last year I learned what young women need to know to become a leader because I registered for the two-day virtual NCCWSL Conference. I saved the cost of flying to Washington DC.

Students and AAUW members can secure early-bird rates with access to dynamic speakers, workshops, panels, and chat rooms.

Your branch may wish to sponsor a college student's attendance. In addition, AAUW National awards over 100 full and partial NCCWSL scholarships so students from all backgrounds can benefit from the conference. You can sponsor students with a scholarship by contacting Tremayne Parquet at parquett@aauw.org.

Let your students at your local campus know they can apply for a \$165 NCCWSL scholarship at aauw.org/nccwsl

What I need to know: The NCCWSL virtual conference will be May 24-26. Branches may sponsor a college student or students may apply for scholarships from National.

What I need to do: Note the deadlines for Early Bird registration and for students to apply for scholarships.

Should I include this in my branch newsletter? Yes, members may want to share conference details with eligible college students.

Scholarship Application opened February 15th and closes March 15th.

Early Bird Registration is \$165 and Early Bird Registration closes March 11th.

Regular Registration opens March 12th at \$255 and closes May 23rd.

Call for presenters who want to inspire young women to reach their full potential. Faculty members or community speakers from all industries should apply to lead a one-hour, skill-building workshop that will challenge and motivate aspiring young leaders. Encourage faculty at your local campus or appropriate members of your branch to apply as a presenter by March 15th at aauw.org/nccwsl/presenter.

THINKING OF CREATING AN AAUW CAMPUS STUDENT CLUB?

Ukiah Branch recruited two campuses as AAUW C/U Partners and are in the process of creating AAUW student clubs on both campuses. Please email me for a copy of their activities and benefits to the students on the campuses.

Let's chat about how you can promote the mission of AAUW on your local campus. Email me at cu@aauwca.org.

NOMINATIONS & ELECTIONS

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

WE HAVE A FULL SLATE—AND THEN SOME!

The Nominations and Elections Committee is excited to announce that we have candidates for each of the seven open director positions as well as the secretary position, and we will have a contested election for the director slots. We thank everyone who stepped up to serve on the State Board and wish them all well. Nominations are now closed. The voting period runs April 23-May 15 and all members will receive an email with their ballots. Members may also request a paper ballot. You can click [HERE](#) to read most of the candidates' bios on the state website. Check back for additional bios to be posted soon.

The roster will be requested from AAUW National in early March, so make sure that all email and mailing addresses are correct. Please encourage your branch members to vote this spring- we are hoping for a big turnout!

What I need to know: The slate of candidates for the 2022 board of directors election is complete and nominations are closed.

What I need to do: Assure that your branch's roster has accurate contact information for your members so they will receive the ballot.

Should I include this in my branch newsletter? Yes, encourage members to read the candidates' bios on the website and vote from April 23-May 15.

PUBLIC POLICY

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

PUBLIC POLICY UPDATES:

- 2022 Legislative Agenda: 111 bills have been identified as aligned with AAUW's mission. The state Public Policy Committee will meet later this month to select 30-35 of those for our 2022-23 Legislative Agenda.
- Lobby Week: Over 110 members have registered to participate in Lobby Week, April 11-15. We are currently contacting legislative offices to schedule meeting days and times. Participants will be hearing from us shortly with information about our three top priority bills as well as meeting details. Please make sure members from your branches who signed up to participate in Lobby Week have put the mandatory training date of April 7th at 7:00 pm on their calendars.
- Equal Pay Day, March 15th: The Public Policy Committee has posted a [template](#) for an EPD Proclamation. Also, we're excited to announce that Governor Newsom has signed an Equal Pay Pledge, which highlights investments and actions to advance pay and gender equity. Click [HERE](#) for the full pledge
- Title IX 50th Anniversary Celebration: Lots of exciting stuff going on around this significant anniversary. First, we're thrilled to announce that AAUW California is sponsoring a joint resolution to commemorate this landmark, AJR23. You can access the full language of the resolution [HERE](#). Second, the Santa Clara County Branch is hosting a virtual presentation on "Title IX – What You Don't Know Can Hurt You" on March 19th at noon. You can register [HERE](#). Finally, the state Public Policy Committee is working on a template proclamation that can be used with your local officials. We will be making that available to branches shortly.

What I need to know: Plans for Lobby Week are underway with more than 110 members participating. Equal Pay Day is March 15th. AAUW California has several resources to commemorate Title IX's 50th anniversary.

What I need to do: Remind any Lobby Week participants of the mandatory training webinar. Check the website for Equal Pay Day materials.

Should I include this in my branch newsletter? Yes, remind members of Equal Pay Day and Title IX's anniversary and share the activities that members may be interested in.

SPEECH TREK

Marlene Cain, Speech Trek Program Director, speechtrek@aauw-ca.org

SPEECH TREK UPDATE

"AAUW Thousand Oaks participated for the first time this year in the Speech Trek Contest," said Bonnie Shubb, Chair. "According to the feedback, our branch contest was a wonderful experience for the students, the coaches, and the judges."

Congratulations to Thousand Oaks Branch on hosting its first Speech Trek! Contest season is in full swing. Here are some quick reminders:

What I need to know: Submission of branch first-place Speech Trek winners to state has been extended to March 31st.

What I need to do: Review the instructions above and in the Speech Trek toolkit for handling your submission and \$25 payment.

Should I include this in my branch newsletter? If your branch is participating in Speech Trek, remind members that your first-place candidate may be one

1. The submission date for your branch's first-place winner's YouTube link has been extended to March 31, 2022.
2. Please email the YouTube link to marcain@earthlink.net no later than March 31, 2022.
3. If you need technical assistance, please contact webteam@aauw-ca.org.
4. Semi-finals judging of the first-place videos will take place the first week of April.
5. Finals judging of the top three videos will take place by mid-April.
6. The top three videos will be showcased at the Annual Event on April 30, 2022, and 1st, 2nd, and 3rd place winners will be announced at the conclusion of the event.
7. Please send the Branch Notification of Contest Semi-Finalist (your 1st place winner) and the \$25 fee to: Marlene Cain, Program Director, AAUW CA Speech Trek, P.O. Box 6634, Big Bear Lake, CA, 92315, no later than March 31, 2022.

of the finalists showcased at the April 30th Annual Event.

Whether this is your first Speech Trek or your tenth Speech Trek, may it be a wonderful and inspirational experience for all!

TECH TREK

Karen Manelis, Tech Trek Program Director, techtrek@aauw-ca.org and **Susan Steckclair**, Tech Trek Financial Liaison, techtrek-finance@aauw-ca.org

TECH TREK FIGHTS INFLATION

Residential and virtual camps are humming along with plans for 2022 camps. In February, the AAUW California Board of Directors approved the preliminary budgets for all Tech Trek camps. Continuing fundraising by the branches through the pandemic has emphasized the importance of the Tech Trek program to the extent that sponsorship fees for 2022 can be paid for with the funds raised in earlier years. Except for the virtual camp, all sponsorship fees are being kept at the 2019 level (\$900 for Davis and Fresno; \$950 for Whittier; \$1,000 for UC-Santa Barbara and Sonoma State). The virtual camp fee will be \$500. The board also adopted a [COVID-19 Policy](#) for 2022 Tech Trek camps.

Updated financial policies, including changes to Branch Instructions – Processing Tech Trek donations, updated camp treasurers' list, and SPF Deposit Form for branch use are now posted [HERE](#) on the AAUW California website.

Negotiations with Stanford have been stagnant for months now, so the decision has been made to not hold any camps at Stanford in 2022. We will be back in 2023. There may be limited availability for branches that usually send campers to Stanford to send to other camps (within

What I need to know: Tech Trek fees will be at the 2019 level for residential camps and \$500 for virtual camps. 103 branches have opted in for Tech Trek 2022. The virtual camps are soliciting proposals for interactive workshops.

What I need to do: Share this information with your Tech Trek Coordinator.

Should I include this in my branch newsletter? Yes, share with your members that the virtual camps are inviting proposals for workshops. Provide the contact details for more information and the proposal submission form.

reasonable driving distance) as well as the virtual option for those who want to attend.

GREAT RESPONSE FROM BRANCHES!

Ninety-one percent of 117 branches have completed their MOUs, with 10% of those opting out. The other 103 are seeking to place 545 campers at six in-person camps and nearly 300 participants at two virtual camps across California. A large majority (80%) of participating branches minimally will offer virtual camp as a backup plan or if families prefer.

Currently, there are 812 nominations in the system from 54 branches of the 103 who say they are ready to play this year! That is a little more than half of those who opted in. They are requesting 323 of the 545 residential spots above. That says we are awaiting another 222 nominations (times two since branches typically seek more nominations than camper slots) and there is just a week left until March 10th, the nominal due date to support an April 15th selections due date.

AN EXCITING OPPORTUNITY TO BE A PART OF A VIRTUAL CAMP!

Want a chance to deliver a workshop or core course at the virtual Tech Trek camps this summer? The VTTC2022 team is looking for engaging 90-minute hands-on or interactive STEM workshops, along with core courses using a project-based approach and containing 15 hours of STEM curriculum that will result in something tangible for students to keep. Submit a proposal [HERE](#) or contact the virtual team at techtrek-virtualcomm@aauw-ca.org if you have questions. Stipends or service hours may be offered to qualified presenters.

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www.AAUW-CA.org

