



Board to Board

A Communication from the

AAUW California Board to Branch Boards

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June 2022

Thank you for the work you have done for your branch this year. This is the final Board to Board for 2021-2022. Please remember to share the information in this edition with those who are assuming new responsibilities as we are in a transition between the current and new officers. Also, let the incoming board/leadership team members know that the Board to Board is a monthly publication containing helpful and necessary information that will enhance their AAUW efforts. Consider including the AAUW California website address (<http://www.aauw-ca.org/>) and the password (aauwca) in your branch directory. This will encourage members to make better use of the website.

FROM DIANNE'S DESK...

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

THANK YOU!

What an incredible two years it has been! My term started July 1, 2020, as Covid-19 altered all our lives. Thanks to all of you for pivoting with us as we moved to meeting via Zoom. The leadership team didn't meet in person during my term.

Your California Board of Directors and the entire leadership team dared to be bold, brave, and brilliant! We made changes and introduced new programs. We instituted the M&M's program which concentrated on Marketing and Membership. We designed a suite of webinars to inform and to challenge all of us to be thoughtful AAUW members and to instill a passion for our mission of equity for all women and girls. We became a Five-Star state in June 2021 and plan to repeat that in June 2022.

As your branch board members plan for 2022-23, remember our mission and strategic plan. Involve your community and raise AAUW's visibility. Don't forget to be BOLD, BRAVE, and BRILLIANT.

I wish all outgoing and incoming branch presidents all the best in the coming year. Remember that AAUW California is here to help you whenever and wherever we can.

Thanks for all the memories,

Dianne

AAUW Updates from Washington

- On April 15th, AAUW awarded its largest amount ever--\$6m to 320 deserving scholars and community programs.
- Check out Gloria Blackwell's interview and [leadership profile](#) featured in Diverse Issues in Higher Education.
- The second of three AAUW Empower events on financial security was held on April 19th. The full series information can be found [HERE](#).
- The STEM team held an informational session to prepare for the summer [2022 STEMEd for Girls](#).

- The Public Policy team is working in coalition and keeping us all informed about front-burner issues regarding [reproductive choice](#).

Title IX Anniversary June 23rd

Register for [AAUW's Title IX 50th Anniversary Event](#). The event will commemorate the anniversary, highlight AAUW's role and recognize our generous supporters and branches.

BRANCH AND MEMBERSHIP ASSISTANCE

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

OUR STARS CAN SHINE UNTIL JULY 1st

Did you know that you don't have to complete requirements in all five categories to achieve stars? Fewer stars are lovely too. Take a look at the five categories below: you may already be eligible. To apply, click [HERE](#) for the Five-Star National Recognition Program, then scroll way down to the bottom for "Apply Your Branch."

Categories for the [Five-Star Program](#):

1. Advancement: deals with money; consult your branch's finance officer.
2. Public Policy: check with your Public Policy officer.
3. Governance/Sustainability: check the link to the [Success Plan Template](#) that is provided in the description of this requirement. The strategic plan you may find tricky; try these two links for some quick and easy ideas: [Strategic Planning 1](#) and [Strategic Planning 2](#).
4. Program: count your mission-based programs since July 1st. Tech Trek and those produced jointly with another branch or your Interbranch Council (IBC) count.
5. Communications: most branches have websites, newsletters, and even Facebook and/or Instagram pages. It's not too late to do some strategic posting.

Let us know how you are doing!

Questions? Contact us at branch@aauw-ca.org or, at National, Tremayne Parquet at connect@aauw.org.

It's not too late for your branch to be a star – and help AAUW California become a Five-Star state, which we so richly deserve, right?

Achievements so far:

Five Stars: Citrus Heights-American River, Danville-Alamo-Walnut Creek, La Mesa-El Cajon, Mid-Peninsula, Long Beach, Marin, Palos Verdes Peninsula, San Clemente-Capistrano, Orinda-Moraga-Lafayette.

Four Stars: Beach Cities, Healdsburg.

One Star: Greater Whittier.

Submitted but not yet verified: Camarillo, Sacramento, and Monterey Peninsula. More branches are working on submitting.

WHAT'S NEXT FOR MEMBERSHIP?

- Summer Planning Session: When your new board hosts this meeting during the summer (you do that, right?) here are some suggestions:

What I need to

know: There is still time to apply for Five-Star recognition; not all stars must be completed. National is continuing to resolve issues with the new Community Hub membership database.

What I need to

do: Review the Five-Star criteria and submit your branch application for any portion that you have earned by July 1st. Contact connect@aauw.org for questions regarding the new Community Hub.

Should I include this in my branch newsletter?

Yes, let your members know if you are applying for Five-Star recognition to celebrate your accomplishments.

Please try to have at least **4 mission-based programs** for your members and/or the public. These might include **public policy** (it's an election year), **gender equity** (invite a female college professor or someone working in a non-traditional career – their experiences can be riveting), or, for **diversity, equity, and inclusion** (and this includes the trials of aging in a young world). Consider words from Elaine Johnson, our AAUW California DEI Committee Co-Chair:

“Diverse programs should be advertised as such to the membership and guests. Member engagement is important. It is actually better if the participants share their own experiences and document them. You might do an environmental scan of the region to see how your branch membership compares. Collaborating with other organizations is also important as are programs produced jointly with your Interbranch Council (IBC).”

Tech Trek counts as one mission-based program.

- National’s Community Hub (formerly the Member Services Database) still presents occasional problems; all we can tell you is to keep trying. And, if you can get through to connect@aauw.org, they will walk you through the process. Sometimes it takes more than one attempt to do batch membership renewals etc.
- Check the details listed for your branch members to be sure they are correct.
- You may want to help your president with the Branch Officer Report for AAUW California. Current branch presidents were sent an email detailing what this is, why it is important, and how to find and complete it.
- National’s officer report must be done separately and on the Community Hub. Click [HERE](#) to watch a video on branch management that could be helpful. We will try to keep you updated on the progress in that area.
- Be sure to tell your incoming membership VP (or appropriate leadership team member) how helpful reading *Board to Board* and exploring aauw-ca.org can be.

In the meantime, try to be patient; National is working as fast as they can to improve this situation. But, we do realize this is extremely stressful for our branch board members.

We have just reviewed many branch websites and newsletters and are mightily proud of the work you are doing for your members and for your communities. Even with COVID-19. So, thank you and congratulations on a terrific job.

DIVERSITY, EQUITY & INCLUSION

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

OPPORTUNITY KNOCKS AND BRANCHES RESPOND

Your branch has the DEI tools and support for actively and intentionally including DEI in your programs. The opportunity for fully engaging branch members is real.

Making time is an essential ingredient in the recipe for branch DEI awareness and inclusivity. We have moved beyond passively acknowledging AAUW’s commitment to diversity, equity, and inclusion. We have now reached a transition point where every branch can make a difference.

Here are some suggestions about DEI strategies:

- Check with the branch DEI coordinator to determine how the DEI toolkit is being used.
- Develop an elevator speech about DEI.

What I need to know: Review the DEI strategies and determine which ones will work in your branch.

What I need to do: Include the DEI coordinator on the Branch Officer Report (BOR).

- Organize programs that feature DEI.
- Participate in DEI interest groups.
- Enhance DEI visibility on your website and social media.
- Share personal experiences of feeling excluded.
- Collaborate with other regional groups that support DEI.
- Ask questions.
- Be willing to feel uncomfortable.
- Acknowledge members who play a role in DEI branch activities, even if behind the scenes.
- Review Five-Star criteria.

Should I include this in my branch newsletter? Yes, encourage discussions about Diversity, Equity, and Inclusion.

By initiating opportunities for DEI branch commitment to DEI efforts, the branch demonstrates the value of all individuals.

FINANCE

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

TAX WEBINAR RECORDING AVAILABLE

Missed the webinar on tax filing and government reporting on May 24th? No worries, we have you covered! The recording and all materials from the webinar are available on demand [HERE](#). We are also working on putting together a Q&A document based on the questions that were asked either at the webinar or through the registration. That document will be available at the same link later this month.

In this webinar, the Finance Committee guides you through the gamut of forms to be submitted annually to the IRS, California Franchise Tax Board, and the California Attorney General's Office. You learn where to find various forms, such as 990s, 199s, RRF-1, CT-TR-1, and raffle reports, how to fill them out, and their submission deadlines.

Note that asking National to file your 990-N has to be done through the new Community Hub. This feature is now available. In Community Hub, under your personal snapshot, go to > MY AFFILIATIONS > click the blue button to the right of your state or branch name to view the options > choose TAX INFORMATION, then click ADD NEW TAX DETAILS and complete the form. Within the form, it will ask for the principal officer, which for taxes is generally the finance officer.

This financial year is quickly coming to an end. A big thank you to all finance officers for your hard work this year. New branch treasurers may want to check out the recordings of earlier webinars held in 2020 and 2021 on treasurer responsibilities and branch accounting. You can find them [HERE](#) and [HERE](#).

What I need to know: A recording of the valuable webinar explaining branch tax filing requirements is posted on the website.

What I need to do: Ensure the treasurer is aware of the many resources available, especially the various webinars and the AAUW California website regarding financial documents and deadlines. Follow the directions provided to have National file your 990-N.

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

DID YOU ENJOY THE M&M'S?—HOW DID OUR MARKETING TEAM DO THIS PAST YEAR?

As the final B2B for this fiscal year, where we often promoted M&M's—no not the candy—we want to know: how has our advice to branches worked out? Did you start a Facebook or Instagram account for your branch? Did you post interesting stories about your community activities to them? Did you develop a branch external communications team to make your community aware of the awesomeness of your branch? Did you use any of the template suggestions we gave you in various B2B posts on marketing?

How has your branch fared in recruiting and retaining members? Did our emphasis on M&M's help with these efforts? Are you planning to try to get publicity for the 50th anniversary of the passage of Title IX, a signature achievement completed with significant AAUW support and backing? (Two of last month's B2B articles highlighted the template we provided for your branch and/or IBC to use for this purpose.)

As we move into our coming fiscal year, it would be most helpful if you would email and let us know what you thought was a good idea. Or let us know what did not work for you. Your input can be most helpful in this upcoming new year!

What I need to know: The Marketing Committee is interested in feedback from the branches.

What I need to do: Provide feedback to mktg-rar@aauw-ca.org regarding the branch's use of marketing suggestions and ideas.

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

NOMINATIONS & ELECTIONS

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

MEET YOUR NEW AAUW CALIFORNIA BOARD FOR 2022-2023!!

We are pleased to introduce you to the new AAUW California 2022-2023 Board of Directors! They are:

President, Sandi Gabe
Secretary, Tracey Clark
Finance Director, Roli Wendorf

Directors:

Carole Holzgrafe
Kathi Harper
Janice Lee
Stormy Miller Sabia
Dawn Johnson
Sharyn Siebert
Marsha Swails
Karen Vanderwerken

Thank you to all members who participated in this year's election! Thank you also to the Nominations and Elections team for your work in recruiting candidates!

What I need to know: This year's AAUW California's election is over and the 2022-23 board has been announced.

What I need to do: Encourage members to consider running next spring for an open director position.

Should I include this in my branch newsletter? Thank your members who

The 2022 election is over, but there will be another next spring! Start making plans now to serve on the state board! It takes all of us to run this wonderful organization.

participated in this year's election! Let the branch know there will be another election in the spring for several open director positions. Share the election results.

PUBLIC POLICY

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

A CALL TO ACTION

As 2021-22 winds down, it's time to be thinking about where our public policy efforts will take us in 2022-23. And a lot of that depends on how many "hands on deck" we have. So this is a call to action for leaders to encourage their members to sign up to join the AAUW California Public Policy Committee when applications open up later this month. Here's a sampling of what the committee does for membership, and what it does for women and other marginalized groups in California:

- This year we co-sponsored bills to help low-income working mothers lower their childcare costs, prevent women from other states from being sued in California for obtaining an abortion here. We also secured a legislative resolution recognizing the 50th Anniversary of Title IX.
- We supported 30 other bills that, among other things, require pay transparency reports on gender and ethnicity, and for women in the construction industry; prohibit businesses from charging more for women's products; require colleges to post uniform protocols for reporting campus sexual assault; provide relief for college students with dependent children; establish a state office of Racial Equity; and provide for confidentiality for election workers.
- Next year we will be revising our Public Policy Priorities, working on an original AAUW bill, facing an important election in fall 2022; and gearing up for a new legislative session and Lobby Day in spring 2023.

Another busy year! How much we tackle, accomplish, and succeed depends entirely on having a robust committee. We're counting on you to find those hidden gems in your branch, and give them a nudge in our direction!

What I need to know: The Public Policy Committee has worked extensively on projects that support women and attract new members. The committee is seeking more interested members.

What I need to do: Encourage members to consider joining the state Public Policy Committee.

Should I include this in my branch newsletter? Yes, share the accomplishments of the Public Policy Committee and its invitation to join this active group for 2022-23.

SPEECH TREK

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

SPEECH TREK'S POWER TO EMPOWER!

At AAUW California's Annual Event on April 30th, keynote speaker Lisa Matz asked, "How can we advocate in challenging times?"

We say: Empower the next generation! Here are three recent examples of Speech Trek's power to empower:

1. 2019 – Dominique Ruedaflores, Poway Peñasquitos Branch, 1st Place, state competition. She credits Speech Trek with empowering her in many ways. "AAUW...has strengthened my speaking abilities and inspired me to take on more challenges." Dominique will be attending Stanford University this fall.
2. 2020 – Jay Wang, Poway Peñasquitos Branch, 1st Place, branch competition. Jay competed twice at the branch level and said his public speaking experiences have served him well in leadership positions. "The AAUW Poway Peñasquitos Branch has been so generous and open to hearing our stories and perspectives on their empowering speech topics...the experiences I've gained are invaluable and have helped me so much in college..." Jay is a freshman at USC, majoring in business administration, and, like Dominique, will be the first in his family to graduate from college.
3. 2021 – Lilian Chang, California Online Branch, 1st Place, state competition. On April 17th Lilian was in two places at once: while her winning video was being shown at the AAUW California Annual Event, she was a featured speaker at the "Rally and March with Community Members Against Racism and Hate." The event was held at Millbrae City Hall and Lilian shared the stage with local and state government officials, including State Senator Josh Becker.

How can your branch advocate in challenging times? Empower the next generation and host Speech Trek 2022-2023! The 2022-2023 topic is: How can communities, organizations and citizens of all ages help protect and expand voting rights?

What I need to know: Speech Trek participants have reported that the experience was empowering and educational.

What I need to do: Empower the next generation by holding a Speech Trek competition in 2022-23.

Should I include this in my branch newsletter? Yes, even if you do not usually host Speech Trek in your branch, members might be interested in participating when they read how students benefit and see next year's highly relevant topic.

RECORD YOUR NEWLY ELECTED BRANCH BOARD MEMBERS

Julika Barrett, AAUW California Office Manager, Office@aauw-ca.org

ANNOUNCEMENT!

The 2021-2022 AAUW fiscal year is coming to an end. Let AAUW California know who has been selected to lead your branch next year. Your accurate list of officers provides the communication channel from AAUW California to your branch leaders. Please note that you will need to update two databases as AAUW National and AAUW California do not currently share this information.

1. AAUW National - Use the Community Hub.
2. AAUW California - Enter information into the Branch Officer Report (BOR). Each **current** branch president received an email with a link and login information about how to enter their branch officer information. The information you enter about your officers is used to:

What I need to know: Record your newly elected branch board members as appropriate in the state and national databases.

What I need to do: For AAUW National, enter the information into

- Maintain accurate mailing lists for state and branch-specific positions allowing us to contact you with information related to your branch role.
- Maintain the state directory which includes branch and state leaders.

Remember to:

REVIEW
UPDATE
VERIFY

Your actions assure that branch leaders receive timely and pertinent information. Keep your membership in the know.

the Community Hub. For AAUW California, enter the information into the Branch Officer Report (BOR).

Should I include this in my branch newsletter? No, these instructions are for your officers only.

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www.AAUW-CA.org

