

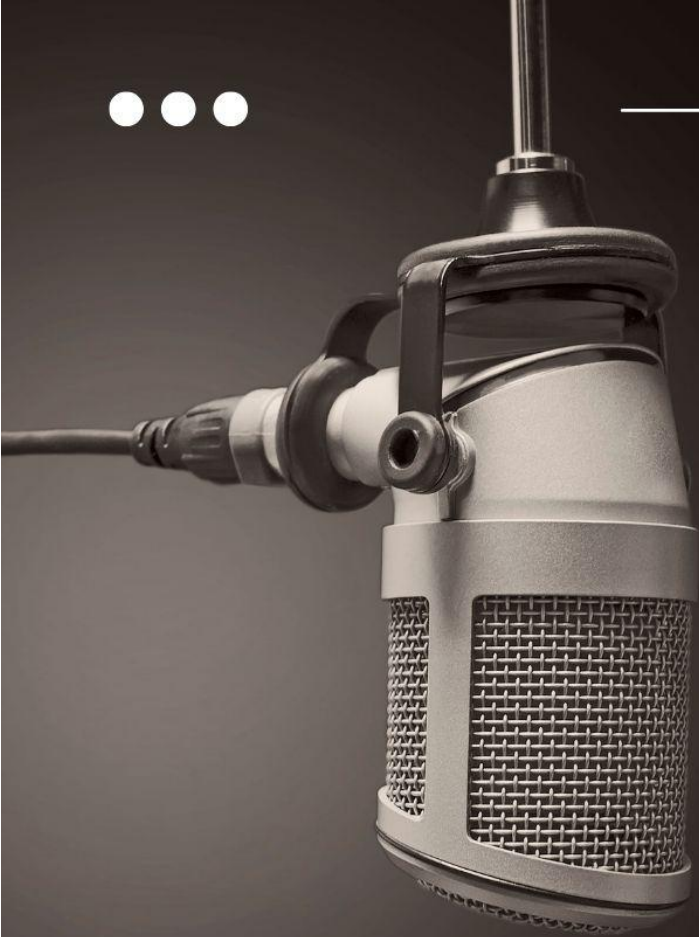


# AAUW California

## Town Hall Meeting

### September 11, 2022





WELCOME

AAUW  
of California

# AAUW California

**Sandi Gabe**

[statepresident@aauw-ca.org](mailto:statepresident@aauw-ca.org)





# 2022-2024 Priorities

## **Build Membership**

Use a laser focus to develop resources to help branches build membership.

## **Branch Sustainability**

Assist branches struggling with leadership needs.

## **Strengthen Connections**

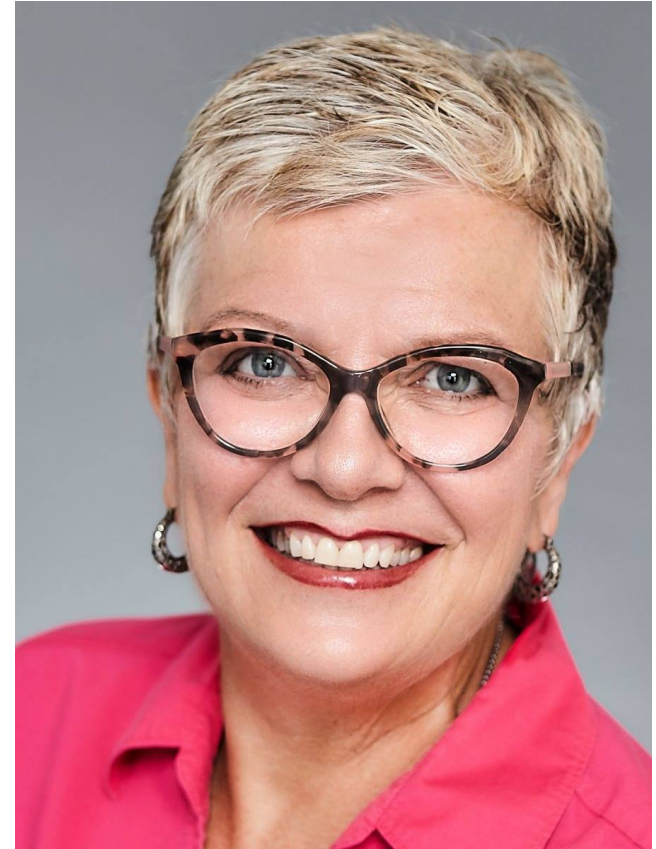
Strengthen connections among the state, the branches, and national AAUW.

**Launch New  
State Project**

Involve membership with exciting new opportunity to engage.

# Tech Trek

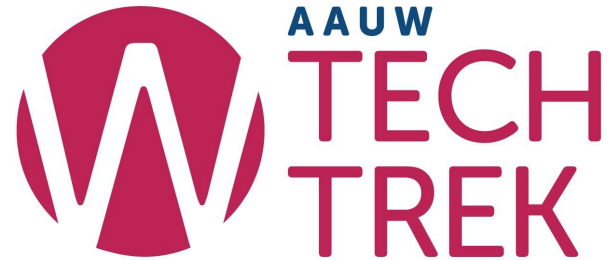
**Mary “Dr. Mimi” Isaac**  
[techtrek@aauw-ca.org](mailto:techtrek@aauw-ca.org)



# Tech Trek

## How does Tech Trek Committee help your branch?

- Provide oversight of **residential and virtual** Tech Trek program, including camp administration, staff recruitment and training, funding, tracking and evaluation, technology management, and Tech Trek communications to branches, members, and external audiences including schools, participants, and their families
- Explore enhancements of the Tech Trek program



# Tech Trek (Cont.)

## What can you expect from the Tech Trek Committee this year?

- Develop Tech Trek Branch Coordinator Support Peer Group
  - Provide training, tools, and resources
- Establish framework to maintain connections with Tech Trek alumnae group (TTAG)
  - Establish TTAG advisory board
  - Develop a playbook for branches to conduct in-person TTAG activities
- Improve operational excellence
  - Continue transitioning operations from paper to online
  - Improve camp staff training
  - Provide branch coordinator training and resources
  - Pilot accounting software in up to three camps

# Diversity, Equity and Inclusion

**Stormy Sabia Miller**

[diversity@aauw-ca.org](mailto:diversity@aauw-ca.org)





# Diversity, Equity and Inclusion



## How Does the DEI Committee Help Your Branch?

We **EMPOWER** you through mentorship, personalized support, and community conversations around issues of DEI.

We **PROVIDE** brave spaces to discuss and explore this work without judgment.

We **DEVELOP and SHARE** resources that expand your learning and understanding in an effort to foster inclusive and equitable branch environments.

We **HOLD** you and all branch leaders accountable to do the work.



# Diversity, Equity and Inclusion (Cont.)

## What can you expect from the DEI Committee this year?

- Four **DEI Statewide Chats** with guest speakers within and outside of AAUW
- **Quarterly conversations** with DEI Officers/Coordinators to foster mentorship and support in this role
- Sharing of relevant **resources and training** to facilitate conversations around DEI within your branch
- **1:1 support** for any branch DEI Officer/Coordinator seeking assistance
- **Outreach** to branch presidents who do not have a DEI Officer/Coordinator
- **Participation** in IBC meetings to promote the ways in which this committee can support branches



# Diversity, Equity and Inclusion (Cont.)

**And please join us for the UPCOMING AAUW DEI officer training!**

(If you missed the September 10th session, it should be recorded.)

Next opportunity for DEI officer training is:

**AAUW DEI Officer Training**

**September 17th @ 10 am PST!**

Click [HERE](#) to register



You can reach the AAUW California DEI Committee at:

[diversity@aauw-ca.org](mailto:diversity@aauw-ca.org)

# Branch Support

**Carol Holzgrafe**  
**Sharyn Siebert**

[branch@aauw-ca.org](mailto:branch@aauw-ca.org)



# Branch Support

## How does Branch Support help your branch?

- We strengthen connections between AAUW California and individual branches so that branches thrive, build membership, and affect their communities.
- We are the first line of defense for your questions.  
**ASK US FIRST**
- We provide leadership development and training for current and future leaders.
- We counsel branches that are facing challenges and try to offer solutions such as different leadership structures, merging, or disbandment.



# Branch Support (Cont.)

## What can you expect from Branch Support this year?

- We plan to learn more about your branch successes and challenges.
- We will offer training to nominating committees so they know how to describe the positions they try to fill.
- We will share leadership skills for potential and current branch board members — **before** they are installed — so they are comfortable and prepared to take over when the fiscal year begins.
- We will collect & share good ideas from branches.
- We will offer quarterly forums open to all members to facilitate discussion of branch concerns, questions, and successes.
- We will update the AAUW California website for easy access to all branch support information.



# Branch Support (Cont.)

## Useful Webinars

- Show Me The Money: 9/2020
- She Who Thrives Survives: 2/2021
- Care & Feeding of Volunteers: 6/2021
- You're In Charge. Now What?: 9/2021



# Public Policy

**Kathi Harper**

[publicpolicy@aauw-ca.org](mailto:publicpolicy@aauw-ca.org)



# Public Policy

## How does the Public Policy Committee help your branch?

- Formulates and administers AAUW California's public policy program under the guidance of the state board and within the scope of the national AAUW public policy program
- Evaluates, takes positions, and assigns priority status on legislative and ballot measures
- Assists branches in implementing public policy and voter education programs



# Public Policy (Cont.)



**What can you expect from the Public Policy Committee this year?**

Your AAUW California Public Policy team has four exciting projects planned this year designed to engage and empower our branches in doing mission-based work.

# Public Policy (Cont.)

## Our VOTER EDUCATION CAMPAIGN will...

Provide branches with the information and tools they need to launch successful Education and GOTV (Get Out the Vote) campaigns in their own communities:

- Weekly social media messages that can go out on branch and individual member's social media platforms
- Voter guides in selected districts that will compare candidate positions on critical AAUW-supported issues
- Information on ballot measures



# Public Policy (Cont.)

## Our **PUBLIC POLICY PRIORITIES UPDATES** project will...

- Engage and empower branches to participate in the policy-making process by submitting comments and suggestions to improve the current Public Policy Priorities for 2023-2025.
- When completed, provide branches with a guidepost to use in formulating their own mission-directed programs and projects.
- Inform branches as to the basis for AAUW California's legislative agenda for 2022-2023.



# Public Policy (Cont.)

## Our TWO-DAY LOBBY DAYS event will...

Engage and empower branch members in advocating on behalf of AAUW California priority bills. Participating members will, with the help of committee members and our legislative advocate:

- Be trained on AAUW California's top three priority bills for 2022-2023.
- Meet with their Assembly Members and/or State Senators to educate and advocate for our bills.
- Report back on their meetings.

**SAVE THE DATES:**

**March 20, 2023 for Training Webinar**  
**March 21 and 22, 2023 for Lobby Days**



# Public Policy (Cont.)

## Our LINKING TOGETHER project will...

Provide a bi-monthly peer group forum for all branch Public Policy chairs to meet, via Zoom, to:

- Stay informed on current public policy issues with reports from your state Public Policy Committee members.
- Receive updates on national and state public policy news.
- Share strategies on successful branch mission-related programs and community events.

**PUBLIC POLICY CHAIRS - MARK YOUR CALENDARS!**

**Meetings will be on the 1st Wednesday of every other month,  
starting September 7th  
from 2:00 to 3:00 p.m.**



# Public Policy Resources

**Webpage** – [Public Policy](#) on the AAUW California website

- Public Policy Priorities
- Information on issues we care about
- Advocacy efforts, including our Bill Tracking Instrument
- List of committee liaisons for each branch

## Webinars

- [Racial Injustice](#): 8/26/20
- [Why Public Policy Matters](#): 11/9/20
- [How to Talk to Legislators](#): 3/22/21
- [Understanding the \*Dobbs\* Decision](#): 7/7/22



# Program

**Janice Lee**

[Program@aauw-ca.org](mailto:Program@aauw-ca.org)



# Program

What do shoes for the homeless and



A 50th anniversary

have in common?



Branch Activity of the Year  
Award Recipients



## Program (Cont.)

## How does the Program Committee help your branch?

- Serves to recognize and award stellar branch projects and programs
- Coordinates informational webinars



# Program (Cont.)

## What can you expect from the Program Committee this year?

- Will recognize a minimum of three branches for innovative and replicable mission-based programs at the Annual Event
- Will make all submitted contest entries available for other branches to use
- Will coordinate the delivery of multiple informational webinars on topics of value to branch members and leaders



# Gov Trek

**Shauna Oenning Ruyle**  
[govtrek@aauw-ca.org](mailto:govtrek@aauw-ca.org)



AAUW  
of California

# GOV TREK

A PROJECT OF THE AMERICAN ASSOCIATION OF  
UNIVERSITY WOMEN CALIFORNIA

**1 Identify**

RISING STARS IN  
YOUR  
COMMUNITY

**2 Build**

BRANCH  
LEADERSHIP  
PIPELINE

**3 Strengthen**

CONNECTIONS  
BETWEEN BRANCHES  
& LEGISLATORS

## Why Gov Trek?

- Change the game for women in leadership by building the pipeline of high school juniors and seniors interested in political office.

## What Can You Expect From the Gov Trek Committee this year?

- Design, delivery, and administration of a comprehensive VIRTUAL state program that includes local branch participation

## Key Dates

- **Gov Trek Launch Webinar 11/16/22**
- Gov Trek Finale Webinar 04/08/23

# Communications

**Dawn Johnson**

[communications@aauw-ca.org](mailto:communications@aauw-ca.org)



# Communications

## How does the Communications Committee help your branch?

**We polish written communications to put AAUW's best foot forward.**



We say NO to all those capital letters.

We say YES to the Oxford comma.

We keep the messaging clear, accurate, effective, and tailored to the right audience.

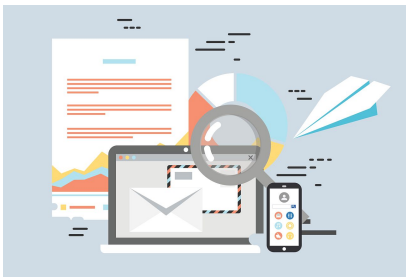
**We help keep members and branches informed about all things AAUW.**

We send all those emails.

We publish *Board to Board* and the *California Connection*.



# Communications (Cont.)



## **We keep AAUW in the public's eye (and yours).**

We give you something to read on Facebook in the morning  
We keep the website updated with helpful information.  
We stay on the lookout for ways to market AAUW.

## **We help other committees help branches.**

We help committees use the best tools to bring their plans to life.  
We help build and present webinars.  
We are best friends with tech stuff and available to help.



# Communications (Cont.)



## What can you expect from Communications this year?

- Continued vigilance for excellence in communications
- A Technology Peer Group for people who handle tech in their branches to learn, share, and problem solve
  - Kickoff meeting: Monday September 26th at 7 pm
  - First topic: "Instant Noodles? Nope, It's Instagram!" October 4th at 7 pm
- Evaluation of our website content to be sure it's appealing to potential members, up to date, and easy to navigate
- Helpful changes to the Board to Board (B2B)
- Stories of the rewards of leadership in the *California Connection*
- Robust social media activity, including voter education, webinar promotion, celebration of branches' anniversaries, and "Meet the Leaders."



# Communications (Cont.)



## Useful Webinars

- [MailChimp Demo](#): Using MailChimp for branch communications (August 2019)
- [Beyond the Newsletter](#): A review of tools to publicize AAUW events to both members and the public (October 2021)
- [Facebook, Instagram and LinkedIn: Your Key to Outreach Part 1](#): Creating social media accounts (January 2022)
- [Facebook, Instagram and LinkedIn: Your Key to Outreach Part 11](#): Writing effective social media posts (February 2022)

**Coming Up!**

Instant Noodles? Nope, It's Instagram!

Creating an Instagram presence for your branch

October 4th 7 pm



*Linking together for our mission.*

# Communications (Cont.)

## Useful Slide Presentations

- [Email Platforms](#): A comparison of MailChimp, Constant Contact, and Vertical Response (August 2019)
- [Website Maintenance](#): Tips for an effective website (December 2019)
- [Social Media Integration](#): How to integrate social media messages across all your platforms (January 2020)
- [Event Scheduling Tools](#): Using Google calendar, Facebook, and Eventbrite to schedule branch events (February 2020)
- [Google Tools and More](#): An extensive summary of the pros and cons of various communication and productivity tools (June 2021)



# Finance/ Investment

**Roli Wendorf**

[cfo@aauw-ca.org](mailto:cfo@aauw-ca.org)

**Kathy Ford**

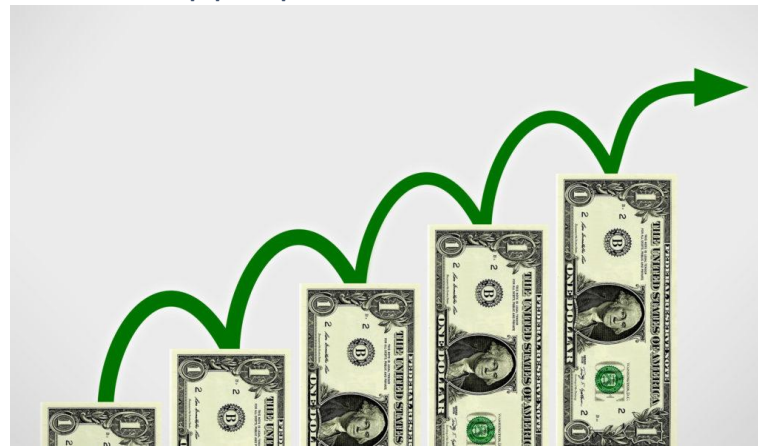
[invest@aauw-ca.org](mailto:invest@aauw-ca.org)



# Finance/Investment

## How does the Finance Committee help your branch?

- Administers all critical financial matters essential to the operation of AAUW California
  - Prepares and monitors budgets
  - Reviews investment policies and makes appropriate recommendations to the board of directors
- Provides robust support for branch treasurers



# Finance/Investment (Cont.)

## What can you expect from the Finance Committee this year?

- Updated finance section on AAUW California website providing improved navigation and updated branch materials
- Two Q&A sessions on branch finance - in the fall and spring - for branch finance officers and other members to ask questions
- Pilot program for Tech Trek camp treasurers to use a standardized tool and processes for better financial management and oversight in the 2023 camps
- Continued oversight by the Investment Subcommittee of our AAUW California investments in a volatile market



# Finance/Investment (Cont.)

## Useful webinars

- [Roadmap to Branch Financial Management](#): 2020
- [How to be a Branch Treasurer](#): 2021
- [Let's Talk Taxes - Government Filings Demystified](#): 2022



# Speech Trek

**Marlene Cain**

[speechtrek@aauw-ca.org](mailto:speechtrek@aauw-ca.org)



# Speech Trek

## How does the Speech Trek Committee help your branch?

- Oversees annual Speech Trek competition that begins each year at the branch level with a speech contest for local high school students and culminates with the three top statewide finalists giving their speeches at the AAUW California Annual Event in April
- Provides toolkits for your branch and contestants to ensure a smooth contest
- Offers timely support throughout the year to all participating branches (no question is too small!)



AAUW California  
Speech Trek

# Speech Trek (Cont.)

## What Can You Expect From the Speech Trek Committee this year?

- 2022-2023 Branch Toolkit (available now on website)
- 2022-2023 Student Toolkit (available now on website)
- 2022-2023 generic flyer (available soon)
- Dedicated “hotline” for questions: 909.866.2819
- Speech Trek Peer Group (in development)
- Rule Change: AAUW members may now serve as judges
- New deadline for MOUs extended to Friday, Nov. 18, 2022

# Speech Trek (Cont.)

## Useful webinars

- [Speech Trek](#) - How to run a competition
- [How to Manage Your Speech Trek Contest on Zoom](#)



# AAUW Fund

**Karen Vanderwerken**

[aaufund@aauw-ca.org](mailto:aaufund@aauw-ca.org)



# AAUW Fund

## AAUW Fund Facts

- Since 1888, AAUW has been one of the largest funders of women's graduate education, investing in women who go on to change the world.
- AAUW's funding focuses on women's graduate education leading to professors, administrators, deans, and college presidents.
- The first American Fellow recipient, Ida Street, received \$350 to study early American Indian history.
- The funding has expanded internationally with Fellows currently in over 150 nations.
  - 1890- first European Fellow
  - 1917 - first Latin American Fellow



The first American Fellowship recipient, Ida Street, who was awarded \$350.

# AAUW Fund (Cont.)

## Current AAUW Fund Opportunities

AAUW Fund ensures strength, relevance, and viability into the future.

The current Fund opportunities include:

- Education and Training Fund
  - Supports STEM, Title IX, and pathways to jobs
- Economic Security Fund
  - Supports pay equity, retirement security
- Leadership Fund
  - Supports career and workplace training

# AAUW Fund (Cont.)

## Key Fund Recipients

- Marie Curie, a STEM pioneer, for her radium research (1920)
- WWII War Relief Fund to help women get jobs
- African Educators' Program to advance civil rights
- Dr. Joyce Brothers
- A fund honoring Coretta Scott King



# AAUW Fund (Cont.)

## How does AAUW Fund help your branch?

- Provides guidance and support for branch fundraising activities done on behalf of AAUW Fund
- Plans AAUW Fund events and programs to educate members about the Fund
- Encourages giving to the AAUW Fund
- Schedules fellowship and grant recipients to speak at branch meetings and the Fund events



# AAUW Fund (Cont.)

## What can you expect from AAUW Fund this year?

- Inspiration! Four Fund Events will feature speakers describing their work in a dazzling array of topics highlighting their studies. Register [online](#).
  - Saturdays: Oct 15, 22, Nov 12 (10 am - noon)
  - Sunday October 23 1 pm - 3 pm
- Scheduling Fund speakers to attend branch/IBC events.
- Encouraging donations towards goal annual goal of \$525,000. We're close at \$405,437 ytd.



# AAUW Fund (cont.)

**The Fund Events will feature inspiring speakers describing their work in a dazzling array of topics like these:**

Sustainable environments • Global migration • Black refugees in San Diego • Urban planning • Environmental planning in developing countries • Geriatric well being • Maternal and child nutrition • Parents and children navigating legal systems • FIRE Future Innovators in Robotics & Engineering • Post-conflict economic recovery • Mind & body centering • Arctic microbial communities • Socio-political citizenship • Black women within anti-violence work • Tradition of marriage by abduction in Georgia • Black and Indigenous artists in Brazil • Central American women artists • Black Tunisians • Public policy • High performance soft electronics • Campus sexual and relationship violence • Contemporary Tibetan artists • Child health disparities in China • Digital advertising for college • Latinx indigenous women • Interfaith studies • improving Nigerian food security • Women farmers in Nepal • STEM in disadvantaged communities • Disabled student technology • Upwardly mobile Latinx • Gender, race, and class • Extreme event recovery • Emotional regulation & sleep • EmpowHER-increasing STEM awareness



# Nominations and Elections

**Charmen Goehring**

[nominating@aauw-ca.org](mailto:nominating@aauw-ca.org)



# Nominations and Elections

## How does the Nominations and Elections Committee help your branch?

- We hope to bring some excitement to those branches who have leaders willing to run for state office- it is a great way to link to AAUW California!
- By seeking a talented and diverse pool of candidates, we will help ensure the next board of directors is well suited to work for YOU!
- We will make sure the election process is simple and inclusive so that each member in every branch has a chance to use their voice in our spring election.



# Nominations and Elections (Cont.)

**What can you expect from the Nominations and Elections Committee this year?**

- We will be contacting many of you for suggestions of leaders in your branches who might want to join the state board.
- We plan to keep diversity in mind as we seek our next board members.
- We are available if you have questions or just need more information about what is involved with serving on the state board.
- [nominating@aauw-ca.org](mailto:nominating@aauw-ca.org) is how to reach us!



# Nominations and Elections (Cont.)

## Useful webinars

- Instead of a webinar, we would like to invite anyone considering a run for the state board to join the board on Zoom for their quarterly meeting in October. Come see what it is like being on the board, how our efficient Zoom meetings are organized and run, and how we utilize our Success Plan to keep us on track.
- Contact President Sandi Gabe at [statepresident@aauw-ca.org](mailto:statepresident@aauw-ca.org) for the meeting link!

# Membership

**Marsha Swails**

[membership@aauw-ca.org](mailto:membership@aauw-ca.org)



# Membership

## Current Mindset

- We're old.
- We're burned out.
- We're unknown.



## Membership (Cont.)

# Preferred MINDSET

- We are vibrant and smart!
- We are action people!
- We are AMBASSADORS!



# Membership (Cont.)

## How does the Membership Committee help your branch?

- Assists and educates branches and members on membership **recruitment and retention strategies**.
- Develops **College/University partner memberships** and recruits staff and student affiliates.
- Focuses recruitment efforts on target groups.
  - **Newly retired women.** Many are looking for a community of like-minded women to join.
  - **Younger women.** Post college early career. These women are drawn to advocacy.



# Membership (Cont.)

What can you expect from the Membership Committee this year?

- **Share strategies to increase statewide branch membership** through distribution of the **AAUW California Membership Growth Plan and Resource Packet**
- **Promote "Action Community Discussion Groups"** in branches to address social action issues and provide advocacy ideas
- **Create a culture of recognition** with AAUW California by honoring branches that are successful in increasing membership
- **Increase brand awareness** by engaging an advertising partner



# Membership (Cont.)

## Useful Webinars

- [Finding New Members from Gen Z to Boomers!](#)
- [Facebook, Instagram and LinkedIn - Your Key to Outreach - Part I](#)
- [Facebook and Instagram - Your Key to Outreach - Part II](#)
- [The Care and Feeding of Volunteers](#)

