Back to School With AAUW of California

Annual Event



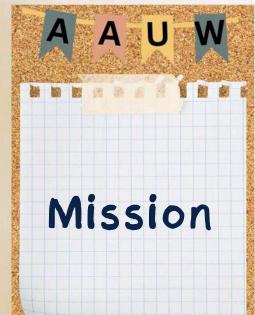
April 27, 2024

Welcome from the Principal



Sandi Gabe, AAUW California President





AAUW California facilitates California branches in meeting the vision and mission of AAUW by providing programs, education, and resources.





Welcome from the Principal

Pep Rally:

National Speaker - AAUW Meghan Kissell, Director of Policy and Membership Advocacy

Visit Classrooms

- AAUW Fund
- Speech Trek
- · Public Policy
- Governance
- Communications

Finance

Branch Development

Gov Trek

- DEI
- Tech Trek

Star Pupil Awards

- Equity Champion
- State Named Gift Honoree Award
- Branch Activity of the Year Awards
- President's Award

Election Update

Introduction of incoming Board of Directors

Electives



Pep Rally



Meghan Kissell, Senior Director of Policy and Membership Advocacy

Title IX

"No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any educational program or activity receiving federal financial assistance."

Title IX: More Than Sports

All areas of education, including:

- · Recruitment, admissions, and housing
- Comparable facilities
- Access to course offerings
- Financial assistance
- Student health services & insurance benefits
- Athletics
- · Hiring, retention, and promotion

Title IX: More Than Schools

Applies to institutions receiving federal funds, including:

- Local school districts
- Colleges and universities
- For profit schools
- · Career and technical education programs
- Libraries and museums

Title IX: More Than Students

Protects everyone who interacts with a school, including:

- Students
- Parents and guardians
- Applicants
- For profit schools
- Teachers and faculty
- School staff

Pop Quiz



What do the new Title IX rules & the new Taylor Swift album have in common?

They both dropped on April 19, 2024

Title IX: Big Changes

- Expanded definition of "sex-based harassment"
- Includes discrimination of the basis of sexual orientation and gender identity
- Robust protections for pregnant and parenting students and employees

Title IX: Expanded Definitions

"Sex-based harassment"

- · Quid pro quo sexual harassment
- Hostile environment harassment
- Sexual assault
- Dating violence
- Domestic violence
- Stalking

Title IX: Clarifying Inclusion

Includes discrimination of the basis of:

- Sex stereotypes
- Sex characteristics
- Pregnancy & related conditions
- Sexual orientation
- Gender identity

Title IX: Gender Identity

"Adopting a policy or engaging in a practice that prevents a person from participating in an education program or activity consistent with the person's gender identity subjects a person to more than de minimis harm on the basis of sex."

§ 106.31, Final Rule pg. 1524

Title IX: Pregnancy

Pregnancy and Related Conditions

- · Proactive information provided to students
- Cannot fundamentally alter education program or require documentation
- Lactation space
- Voluntary leaves of absence
- Comparable treatment to other medical conditions for employees

Title IX: Additional Details

- Effective and enforceable August 1, 2024
- New regulations 65% changed from 2020
- Restores discretion & flexibility on process
- Broadens jurisdiction over conduct
- More flexibility for in grievance processes.
- Training requirements
- · New confidentiality rules

Title IX: Challenges Ahead

- Legal challenges expected
- States refusing to implement new rules (FL, LA, OK)
- Congressional Review Act challenge

Title IX: What Next?

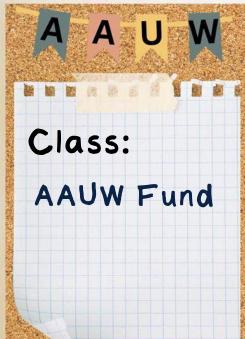
- Learn more!
- Show allyship with students
- · Attend school board meeting
- Support Title IX Coordinators
- Make your voice heard with Congress



Class: AAUW Fund

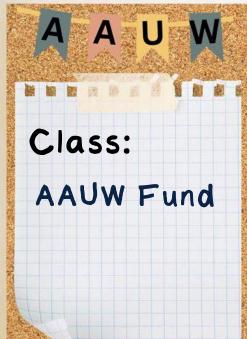






- Held four Fund Peer Group meetings.
- National improved fund donation tracking based on our request.
- Educated members on how to process Required Minimum Distribution (RMD) donations.
- Appointed Kathryn Brown, Redlands Branch, to manage branch speaker requests.
- Fund Fellows participated in 24 branch or IBC meetings.
- 33 Fellows produced videos highlighting their studies.
- 55 branches nominated 129 Named Gift Awardees.
- 7 new Legacy Members





Why members and branches contribute

- AAUW Fund supports research and reports concerning topics such as gender pay gap "The Simple Truth."
- Ability to produce AAUW-led research and maintain a reputation as a leader in advancing equity for women and girls.
- Unrestricted donations (4% of budget)
- Growing Fund support ensures long-term sustainability.
- Fund Donations support strategic priorities:
 - O Education & Training
 - o Leadership
 - o Economic Security



A A U W

Top 10
Branches in
Contributions

	Marin (Includes single donation of \$175,000)
	Palm Springs (Includes single donation of \$20,000)
\$17,518	Morgan Hill
\$17,127	La Mesa-El Cajon
\$14,215	Sacramento Inc.
\$13,827	Hayward-Castro Valley Inc.
	Long Beach Inc.
	Half Moon Bay
\$8,491	Nevada County
\$8,302	Orinda-Moraga-Lafayette Inc.
No. of the state o	

Note: this slide was updated after the Annual Event



A A U W

Top 10
Branches
Per Capita



Note: this slide was updated after the Annual Event



A A U W

California
Total
Contribution
2023

\$534,245

California ranks #1 nationally in Greatest Needs Giving



Class: Finance





Class: Financial Position

Checking Account: \$100,195

Last year this time: \$135,971 last year

Investment balances as of 3/3/2024: \$467,315

- Operating Reserve \$274,937
- Project Reserve \$176,982
- General Reserve \$15,394
 Increase of \$19,562 (4.4%) over 12/3/2023.
 Increase of \$50,896 (12.2%) over 3/3/2023.

Allocation of investment portfolio within policy ranges:

Portfolio - Cash - 2%, Equities - 60%, Fixed Income - 38%.

Portfolio performance slightly above benchmark





Membership Dues Income: \$146,403 (this time last year \$154,780)

Budgeted: \$150,000. (YTD) 98% of budgeted amount

Expenses to Date \$148,174

- Office manager, storage, supplies: \$30,688 (20.7%)
- Public Policy: \$53,824 (36.3%)
- Travel primarily Committee Day \$32,007 (21.6%)
- Software and website \$12,829 (8.7%)
- Finance, CPA, tax filings \$8448 (5.7%)
- Membership consultant and advertising \$7483 (5.1%)
- Gov Trek startup support \$1000 (0.7%)
- Shipping, expenses to be invoiced, misc \$1895 (1.3)





- State finance is tracking to budget and should meet the approved budget for FYE 6/30/2024. The budget included the use of reserves for an in-person Committee Day, support for Gov Trek and Membership initiatives. This impacted our cash balances as of 3/3/2024.
- Balances for cash and the Operating, Project and General reserve
 accounts well exceed policy minimum requirements. Investments returns,
 up over last year, fully offset the decrease in cash balances.
- Membership dues revenues have decreased over the prior year while expenses increased, but there is no current need to increase state dues.
 This will continue to be evaluated for future years.





Standardized Tech Trek camp accounting system using QuickBooks Online (QBO)

- Piloted in 2023
- Full rollout in 2024
- 2024 training and implementation for all camp treasurers
- All Tech Trek camp transactions and branch balances can now be captured and reported
- Accessible by camp treasurers, camp directors, and Tech Trek leadership





Held Finance Peer Group sessions branch treasurers and other branch leaders.

- AAUW Resources: Showed how to access resources on the AAUW
 California website including government forms, instructions, and websites.
- Government Filings: Covered standard filings as well as issues such as sales tax and raffles.
- How to be a Branch Treasurer Beyond the basics: Covered topics such as sales tax requirements, 1099 reporting, budgeting etc.
- What's All the HUB About? Covered the use of the HUB for all topics related to membership dues including adding and renewing members, how to use Shape the Future discounts etc.





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to the
Foxhoven Family
For their
generous donation!





Completed the 18th Annual State Speech Trek competition

- 3 branches participated
- Conducted judges' training
- Held Speech Trek Peer Group meetings

Topic:

If an educated population is essential to a nation's prosperity, then how can we ensure a robust public school curriculum that is accessible to all and teaches historically accurate information?





Semi-final Round Judges

- Denise Stevens
- Remy Parmar
- Quentin Panek
- Marla Zemanek
- Elizabeth Harris
- Stephen Cain

Final Round Judges

- Gayle Glazer
- Judy Estrin
- Paul Senft









Competition Results

Top 5 finalists:

5th Place, Honorable Mention, \$150

Angelina Yip, Alhambra-San Gabriel Branch

4th Place, Honorable Mention, \$250

Nicolas Jung, California Online Branch

3rd Place, \$500

Nenas Ajji, La Mesa-El Cajon Branch

2nd Place, \$1,000

Shreeya Patel, Poway-Penasquitos Branch









Addison Horn,
Auburn Branch







Class: Branch Development Committee





Class: Branch Development Committee

Assignments Completed:

Branch Support

- Worked with Webteam to redesign Branch Tools webpage and improve the ability to find relevant information
- Helped revive over 20 branches and aided other branches in successful mergers
- Documented branch merger and disbandment process
- State leaders participated in 15 branch events
- Improved and implemented "Leader on Loan" program.









Membership

- Enhanced Membership Join Process
 - O Launched the Membership Tool Kit
 - Worked with Webteam to improve the Join Us process on AAUW
 California site by adding mapping features to allow potential
 members to find the closest branch.
 - Added instructions about how to navigate the AAUW National join process
 - Surveyed non renewing members and summarized results for branch leaders





College/University Partnership

- Worked with Webteam to revise the AAUW California College/University web page.
 - O Added information on NCCWSL and other national resources
- Recruited Susan Bangasser, Redlands Branch, to support C/U outreach.
- Surveyed branches to identify branch relationships with C/U partners.
- Created C/U Peer Group first meeting May 9th







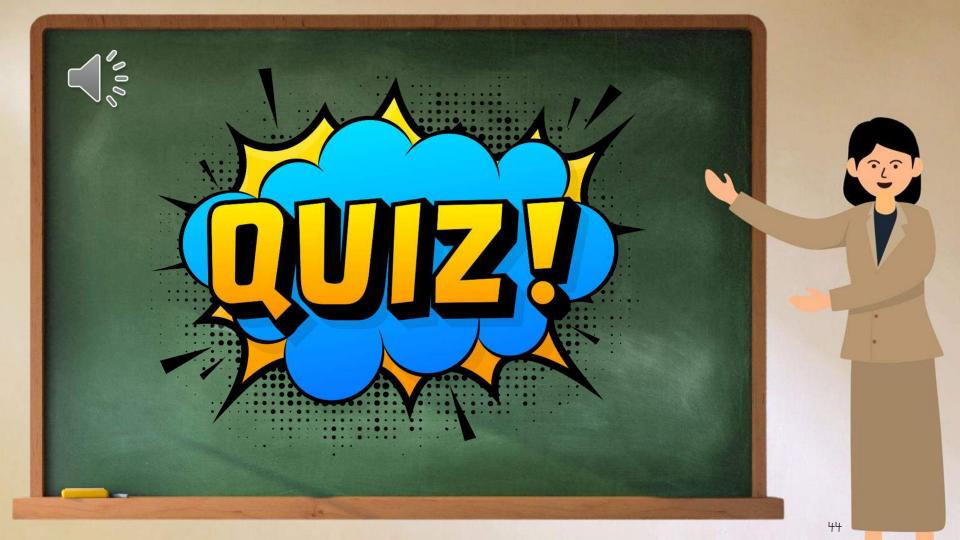


Leadership Development

- Reviewed and consolidated branch leader training materials and provided user-friendly access and training on how to use them.
- Managed the Branch Activity of the Year Awards program
- Worked with outside consultant to create a three-part series "Touching the Hearts of our Volunteers." Topics included:
 - O Enlightening leaders to a "volunteer first" cultural shift
 - Providing tools to more effectively deal with membership decline, engagement disinterest, and leadership voids.







In what year did AAUW admit men?

- A. 1954
- B. 1946
- C. 1987
- D. 1995

Answer: C. 1987

AAUW California's mission states: AAUW California facilitates California branches in meeting the vision and mission of AAUW by providing...what?

- A. Programs, education, and resources
- B. Funding, guidance, and oversight
- C. Training, resources, and leadership
- D. Technology, communications, and governance

Answer:

A. Programs, education, and resources

What was the total amount of money that California members donated to AAUW Fund?

- A. \$612,230
- B. \$490,500
- C. \$534,425
- D. \$339,900

Answer: C. \$534,245



Class: Public Policy







AAUW California Legislative Agenda: 2023 Scorecard & 2024 Bill

- Out of 22 supported bills that made it to the Governor's desk, 19 were signed into law, making our success rate 86.3%
- AAUW California is authoring a bill, AB 2843
 - O Seeks to eliminate cost-sharing for rape survivors who seek medical care following their assault.
 - O Inspired by Kathi Harper, who saw an Op Ed in the LA Times and was motivated to take action.





- Public Policy News: The colorful monthly newsletter is sent to all branch presidents, public policy chairs and newsletter editors to provide them with information about and links to public policy events, news, activities, and opportunities to engage.
- School Board Project: AAUW California branch members are attending school board meetings and building coalitions in an effort to protect and defend public education from regressive actions.
- Website Facelift: The new site is much more engaging and navigable, and the aesthetic is appealing to a wider audience.



A A U W
Class:
Gov Trek







Program participants included high school girls from various backgrounds in California.

- Applied: 73
- Registered with parent permission: 61
- Started the program: 42
- Completed the program: 37

Program Support

A team joined forces to champion the rise of future female political leaders, generously sharing their time and know-how!

8 branch members

Il legislators

3 judges

11 Facilitators





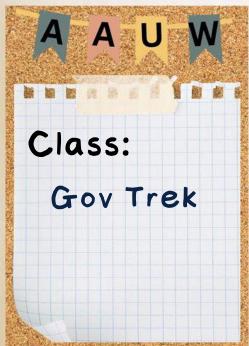




Program highlights:

- Sessions spanned seven Saturdays
- Session offerings included:
 - O Information on public service careers including elected positions
 - O Interaction with legislators
 - Mastering political campaigning via a mock campaign simulation





Pre & Post-Program Assessment

Rated 4 or 5 out of 5

Pre-Program	Post-Program	
27%	93%	How would you rate your understanding of possible careers in public service or elected office?



Class: Gov Trek

Completed Assignments:

Top Branch Recruitment Strategies

65%	Teacher/School	
13%	AAUW	
 %	Flyer	
 %	Everything else	



GOV TREK
AAUW California

Grand Prize Winning Team Wote Eliana









Class: Communications







Redesigned multiple sections on website

- Finance, Public Policy, Branch Tools, AAUW California Business,
 Communications, and Join Us
- Updated appearance
- Improved user-friendliness and ease of finding resources





Refocused social media as a marketing tool

- Posted original content highlighting AAUW California programs and activities to build AAUW brand and attract new members
- O+ campaigns
- 3.7 K fans and followers who liked our Facebook pages and those who followed our Instagram and LinkedIn accounts

Improved communication channels

- Implemented a new database of branch leaders with reliable tools for targeted emails
- Supported other committees' peer groups to optimize their communications
- Fostered feedback from members with features in the California
 Connection





Launched two marketing campaigns with Dowitcher Designs consultants to attract new members

- LinkedIn paid campaign targeting educators
 - O Concept of an educator's "journey"
 - O Created multiple ads targeting teachers
 - O Designed an education-related landing page on website
 - O Created series of three emails triggered by the "Want More Information" button
 - o 1,292 visits to website
- Google Ads using grant of up to \$10,000/month
 - O Ads cast a wide net
 - O Links to redesigned Join Us page
 - 0 1,747 ad clicks



A A U W Class: Governance







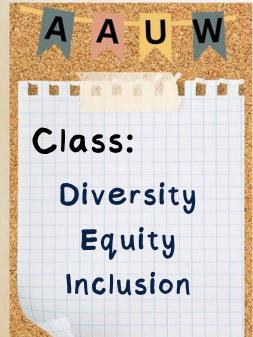
- Held Governance Peer Group meetings to inform and instruct branch leaders on how to update their bylaws to include mandatory changes.
- Reviewed bylaws submitted by branches
- Consulted with branch leaders on governance questions.



Class: Diversity Equity Inclusion







- Engaged DEI branch coordinators across the state and encouraged them
 to work towards cultural humility rather than just getting diverse
 members.
- Began work to create a strategic plan for boards and branches to use to create more inclusive and welcoming environments.
- Worked with Berkeley and Oakland branch presidents to bring the Mary Church Terrell state-wide webinar to fruition.



AAUW authored a bill in the California legislature! If signed into law, what would AB2843 do?

- A. Establish a minimum wage of \$17/hr. for daycare providers
- B. Eliminate the cost-sharing for rape survivors who seek medical care
- C. Mandate that colleges and universities have counselors trained to handle sexual assault complaints
- D. Requires the chancellors of the community colleges, state universities and the president of the University of California to provide an annual report of their compliance with Title IX

Answer: B. Eliminate the cost-sharing for rape survivors who seek medical care

How many feet must you continuously signal before making a left turn?

- A. Signaling is not necessary if there are no cars behind or approaching you
- B. 50 ft.
- C. 75 ft.
- D. 100 ft.

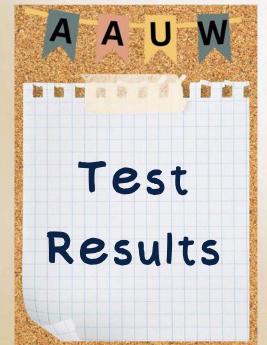
Answer: D. 100 ft

How many girls applied for Gov Trek?

- A. 52
- B. 95
- C. 102
- D. 73

Answer: D. 73





How did you do?

- L2 correct: "You probably have other hidden talents, so we'd still like you
 to join a committee next year."
- 3-4 correct: "You're smart enough to join a state committee next year.
 Watch for news of signups starting May I."
- 5-6 correct: "We are signing you up to be the next AAUW
 California president. Practice using a gavel."





Equity Champion











2024 State Named Gift Honoree

Raise your hand if you can guess who the State Named Gift Honoree is!





She has been:

- La Mesa El Cajon Branch: President, Treasurer, Program Chair
- Past President and Co-President San Diego Branch
- San Diego IBC liaison
- AAUW California Convention Chair 2014
- Six years on the State Board AAUW California as Co-President, Program Chair, State Oversight Committee
- State Nominating Committee 2021-23



A A U W

2024 State Named Gift Honoree



Branch Activity of the Year Awards





Branch Activity of the Year Awards





Branch Activity of the Year Awards

Criteria

- I. Novel
- 2. Inspirational
- 3. Reproducible
- 4. Mission-Based
- 5. Diversity, Equity, and Inclusion Focused





So Many Applications!

- Alhambra-San Gabriel
- Atascadero
- Berkeley
- California Online Branch
- Chico
- Fremont
- La Mesa-El Cajon
- Monterey Peninsula

- Morgan Hill
- Napa County
- Palos Verdes Peninsula
- Pleasant Hill-Martinez
- San Jose
- San Luis Obispo
- Santa Cruz County



Branch Activity of the Year Awards

Petaluma Branch

Normalizing Safety: Gun Violence Prevention

Normalizing Safety: Gun Violence Prevention

Jean Reed Co-VP, Program Petaluma









Petaluma

Normalizing Safety: Gun Violence Prevention



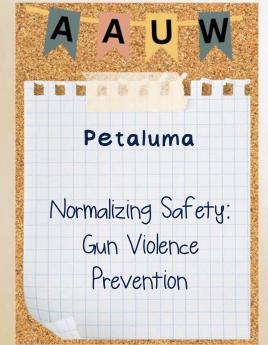
FREE COMMUNITY EVENT

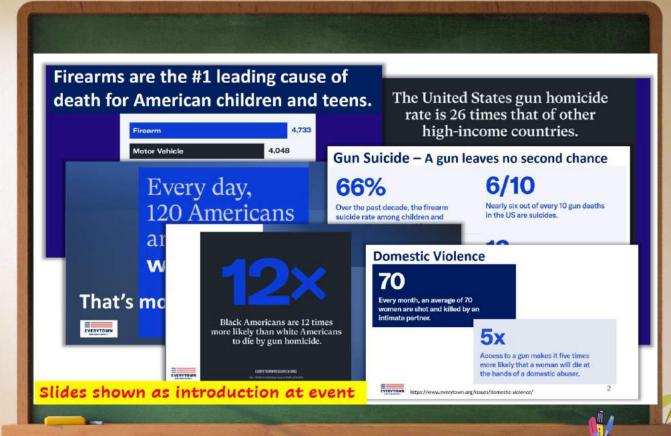
Normalizing Safety: Gun Violence Prevention



January 28, 2024 2-4pm • Lucchesi Center 320 N McDowell Blvd, Petaluma









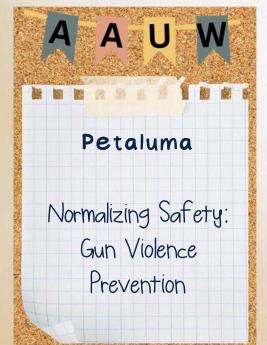


Petaluma

Normalizing Safety: Gun Violence Prevention







Speakers were quickly found through contacts from prior AAUW programs and personal and business relationships

Speakers

Jared Huffman US Congressman CA 2nd District

(recorded message)

Mike Thompson US Congressman CA 4th District

(recorded message)

Dr John Maa San Francisco Marin Medical

Society

Brian Miller Petaluma Interim Chief of Police

Dr Amie Carter Sonoma County Superintendent

of Schools

Dr Louis Ganzler Assistant Superintendent for

School Safety

Mia Vaughn Santa Rosa Junior College student

Petaluma High School grad 2023

Heather Jennings Moms Demand Action for Gun

Sense

Tabling Organizations

AAUW Branches

Moms Demand Action

Petaluma Police Department

Violence Prevention Program/City of Santa Rosa

Sonoma County Office of Education

Healthy Petaluma (Petaluma Health District)

Petaluma People Service Center

Petaluma Blacks for Community Development

Ring Out Danger (Inter-faith group)

North Bay Organizing Project

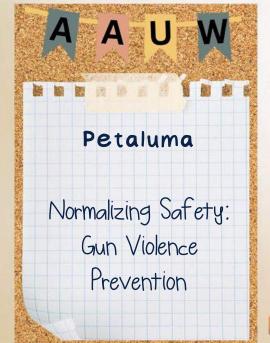
League of Women Voters

YWCA (Domestic Violence services)

American Foundation for Suicide Prevention

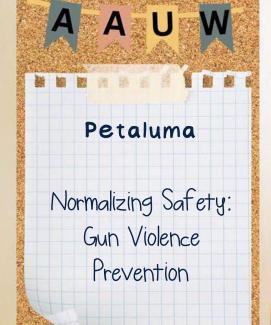
Local organizations representing a cross-section of the community were invited to table.

















Petaluma

Normalizing Safety: Gun Violence Prevention



FREE COMMUNITY EVENT

Normalizing Safety: Gun Violence Prevention



January 28, 2024

2-4pm • Lucchesi Center 320 N McDowell Blvd, Petaluma







Branch Activity of the Year Awards

Napa County Branch Tech Trek Powered by AAUX 25th Anniversary Celebration

Tech Trek 25th Anniversary Celebration

Lisa Groom
Tech Trek Coordinator
Napa County







"How is your branch going to celebrate Tech Trek's 25th Anniversary?"



Did we even participate that first year?

Wonder....



Wouldn't it be great to have our First
Trekker from Napa County as our Guest
Speaker for our Tech Trek Celebration
in September where we celebrate the
most recent Trekkers?!?!



Who was our girl?

With some elaborate sleuthing that ultimately led to a phone number and a COLD call...



Ring... Ring... Ring...







The Event

Elese (in red), her mom, and little sister. (1998)

Elese and

her father.

















Branch Activity of the Year Awards

La Mesa - El Cajon Is the Judicial System Fair and Unbiased?

Is the Judicial System Fair and Unbiased?

Suzanne Sutton Co-Vice President

La Mesa - El Cajon



Vicki Reed Public Policy Co-Chair La Mesa - El Cajon



Sandra Galea-Martinez

Co-Vice President La Mesa - El Cajon







A A U W

La Mesa - El Cajon

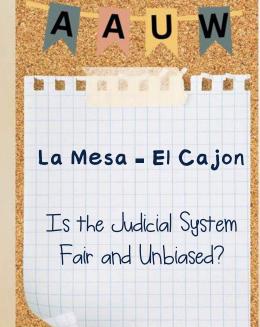
Is the Judicial System Fair and Unbiased?

Law and Order

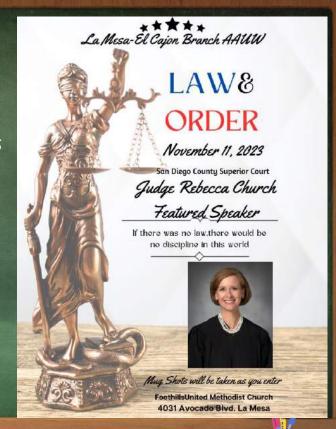


Rebecca G. Church, Judge Superior Court of San Diego County.

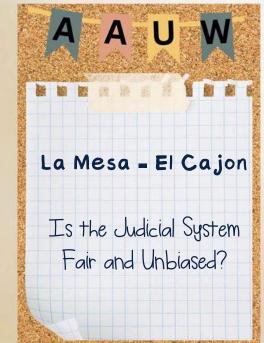




Judge Church addressed the issues around the question, "Is the judicial system fair and unbiased?"



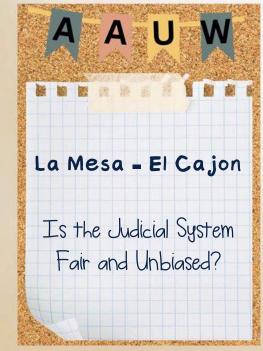




Superior Court of California County of San Diego Community Outreach and Education Program

- These programs serve students, teachers, parents, community members,
 and international visitors.
- Annually, more than 11,000 elementary through college-aged students from 140 schools, as well as community and international visitors, participate.





San Diego Superior System includes:

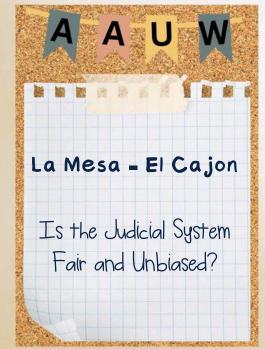
Types of Courts

- Drug Court
- Veterans Treatment Court
- Behavioral Health Court
- Mandatory Supervision Court
- Reentry Court

Types of Cases

- Criminal
- Civil
- Probate
- Family Law
- Juvenile Court

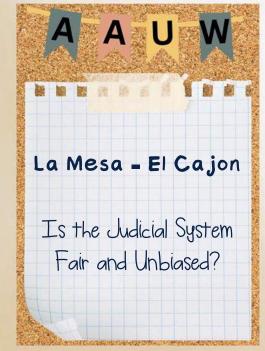




Some Judicial Demographic information that was presented:

- Since 1985, Women have made up 40% of law students
- Since 2016, Women have outnumbered men in law schools
- Currently, Women represent 55% of law students
- Currently, Women represent 40% of lawyers





JUDICIAL DEMOGRAPHICS



- 2007 Trial Courts in California are comprised of 26.8% women and 73.2%
 men
- 2013 Trial Courts in California are comprised of 31.2% women and 68.8% men
- 2023 Trial Courts in California are comprised of 39.7% women and 60.3% men



A A U W

La Mesa - El Cajon

Is the Judicial System Fair and Unbiased?





President's

Award

Women of Wonder



Women of Wonder

- DedicatedPassionate
- Tenacious



Thank You — Outgoing Leadership Team





































Class: Tech Trek







Completed Assignments

- Established the Tech Trek Alumnae Community Advisory Board.
 - O TTAG Handbook and first newsletter published.
- Held successful 2023 camp season
 - 0 8 residential camp sessions at 6 campuses (687 students)
 - O One virtual camp session (112 students)
- Planning underway for 2024 camp season
 - O Two new campuses: Carson at Santa Cruz and Hopper at Santa Clara
 - 0 1300 applications received
- Updated the Tech Trek Policies and Procedures to reflect current processes.
- Passed the 15,000 mark on alumnae.
- Implemented CampDoc and QBO for all branches and camps for the upcoming 2024 camp season.

AAUW California Election Update

No election is necessary due to the lack of contested offices



A A U W

Class:

Nominations and Elections





2024-2025 Board of Directors



Choose Your Elective



Elective Choices

Meet & Greet our AAUW National Board members	Host: Dianne Owens
How to Advocate for Transgender Students at School Board Meetings	Host: Kathi Harper
Open Membership: Discussion of proposal to eliminate degree requirement for membership	Hosts: Charmen Goehring and Tracey Clark
Meet your new State Board Directors	Host: Deanna Arthur
Flipping the Classroom: Learn how to start a local TT alumnae group (TTAG) Cancelled	Host: Mary Isaac

