

Board to Board

A Communication from the AAUW California Board to Branch Boards

Standing together for equity



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October 2025

Did you know that you can have some newsletters read to you? At the top of most newsletters, there is a link that says **‘view this email in your browser.’** Click on that link. If you are using Chrome, once there, right-click somewhere on the newsletter, and a drop-down menu will appear with options; click on **‘Open in reading mode’**. The newsletter will open in reading mode. It directs you to highlight the text you want to open in a reading mode. Then click on the little arrow at the top, and it will be read to you.

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Peer Group Meetings

All members are welcome to attend any peer group meeting. The peer group email announcement is sent to the branch chair(s) of the relevant committee and the branch presidents. Example: For the Public Policy Peer Group meeting, the email announcement will be sent to all branch public policy chair(s) and branch presidents.

Charmen's Chat

Charmen Goehring, President, AAUW California, statepresident@aauw-ca.org

Every day, I dread hearing the news or seeing the division among us on social media. Many of us are concerned for our families, friends, neighbors, and our democracy. Our new Get Out the Vote (GOTV) campaign is designed to give you a way to be actively involved in making a difference here in California. While all may not agree with Proposition 50 and what it hopes to accomplish, we know with certainty that continuing to allow Project 2025 actions to be implemented by this current administration is harming our AAUW mission for women and girls. While we are not recommending a position, our public policy committee has thoroughly researched the proposition and its potential impact on our vision and goals at AAUW. Our members can trust us to provide this information accurately, and then they can make an informed decision about how to vote.

There has also never been a more important time to be visible and active in supporting our individual communities and the women and girls within them. I am proud of the work our branches are doing statewide to bolster gains for women and girls through their outreach efforts. Thank you for all that you do every single day to promote gender equity on behalf of AAUW.

Committee News

AAUW FUND [TOP](#)

Deanna Arthur, AAUW Fund Committee chair, aauwfund@aauw-ca.org.

THERE IS A NEW TEAM IN TOWN. COME TO HEAR AND EXPERIENCE EVERYTHING YOU NEED TO KNOW ABOUT THE AAUW FUND

Thanks to the hard work of Tobi Balma, our first Peer Group was a success. Tobi's presentation covered [all things AAUW Fund](#), from what constitutes the Fund, to how to record donations, to the importance of supporting AAUW via the AAUW Fund. We have 19 Fund recipients in California this year and are working to get videos created and uploaded to the website so that you can view them and learn more about the incredible work the recipients are doing. We aim to have this completed by early November. We invite you to share ideas on future Fund-related topics for future peer group meetings as soon as possible.

You can email me at aauwfund@aauw-ca.org. I would love to hear from you.

The next Fund Peer Group will be on Tuesday, October 28th, at 7 pm. Click [HERE](#) to register. The main topic will be how to request a Fund speaker.

BRANCH DEVELOPMENT

FIVE STAR AND STRATEGIC PLAN [TOP](#)

Donna Holmes, Director, Strategic Plan Consultant, strategic-planning@aauw-ca.org

LET'S TALK FIVE-STAR!

My branch, Sacramento, achieved Five-Star status for the first time this year, and we are thrilled! Our Branch Development Committee Peer Group meeting in October will focus on how all branches can succeed. We completed National's survey every year and started with three stars, then four stars, and finally, all FIVE. Like many branches, we felt we missed stars we 'should have' had, so this year more of us worked on completing the Annual Survey. Normally, the survey is completed by the president, and our president made the final submission; however, like the entire program, this is a group effort. We printed out the goals, steps, and survey, and then several board members gathered around a table and went through the whole process. One tip—include whoever does your newsletter. They know everything that went on in the past year!

Sign up for our October Branch Development Peer Group meeting and tell us what worked for your branch and what you need help accomplishing! Please be sure to register in advance for the peer group meeting. See link below.

The next Branch Development Peer Group will be on Tuesday, October 14th, at 7 pm. Click [HERE](#) to register. The topic will be Five-Star success.

FINANCE [TOP](#)

Renee MacArthur, Chief Financial Officer, Finance Committee chair, cfo@aauw-ca.org.

UNDERSTANDING BRANCH GOVERNMENT FILING REQUIREMENTS

Would you like to learn more about the annual federal and state government filing requirements for your branch? Attend our finance peer group training on Thursday, October 9th, to learn which forms need to be completed and the filing deadlines. As a reminder, the deadline to request that AAUW National file the 990N federal form for your branch is October 15th.

The next Finance Peer Group will be on Thursday, October 9th, at 6:30 pm. Click [HERE](#) to register. The topic will be Government Filing Requirements for Your Branch.

NOMINATIONS AND ELECTIONS [TOP](#)

Gail Swain, Nominations and Election chair, nominating@aauw-ca.org.

I KNOW YOU ARE A LEADER

If you are reading this, you are on a branch or the state board, correct? You are the kind of person we need to run for a director position on the AAUW California Board. In 2026, we are electing six new directors. One will be the board secretary, four will be two-year directors, and one will be a one-year director.

"A leader is one who knows the way, goes the way, and shows the way." Thank you, John Maxwell.

PUBLIC POLICY [TOP](#)

Amy Hom and Melissa Maceyko, Directors, Public Policy Committee Co-chairs, publicpolicy@aauw-ca.org.

GET OUT THE VOTE (GOTV)! ALL PROP 50 VOTING AND EDUCATING RESOURCES

Proposition 50

Check out the GOTV/Proposition 50 resources that were launched last week – a comprehensive toolkit with over 25 resources to support GOTV efforts, including a Prop 50 Messaging Guide, Overview, FAQ, Flyer, Election Timeline, and more. You can find the resources [HERE](#) or on the AAUW California home page [\(HERE\)](#). We encourage you to use these resources to conduct GOTV outreach for the special election on November 4, 2025, and to educate voters on the positive impacts of [Proposition 50](#) with reliable, nonpartisan information. Commit you/your branch to at least one effort (e.g., phone banking; tabling; etc.). You can also share the resources with more people by reposting AAUW California Public Policy's social media messages from Bluesky about important GOTV dates [\(HERE\)](#) and Prop 50 [\(HERE\)](#). You can repost through your personal Bluesky account or copy the post-links above to re-post on your personal accounts on other platforms (e.g., Facebook).

Legislative Agenda

15 of our 26 support bills have made it to the Governor's desk! As of this writing, the Governor has signed two—both important—bills.

- [AB 260](#), which protects medication abortion by establishing that the current standard of care for the use of mifepristone will remain legal in this state, protecting providers who legally

provide mifepristone, requiring the continuation of existing coverage for medication abortion, and expanding access to reproductive health care through telehealth ([press coverage here](#)).

- [SB 627](#), a first-in-the-nation bill that makes it a crime for law enforcement officers to wear facial coverings during their duties, except in certain situations ([press coverage here](#)).

We're asking for your help to get a few more over the finish line in early October: we need you to take action on two of our priority bills that are waiting for Governor Newsom's signature, SB 771 and AB 418.

- [SB 771](#), which addresses the problematic ways that major social media platforms have altered their content moderation practices—specifically allowing AI and algorithms to amplify credible threats and intimidation targeting historically marginalized groups. SB 771 holds these platforms accountable under existing California law.
- [SB 418](#), which prevents sex discrimination in healthcare coverage in CA, specifically protecting anyone subject to discrimination, generally, and sex stereotyping, specifically, from losing coverage or being denied benefits in California based on sex.

Here is what we need you to do...

Go To Resistbot. Please sign on to the Resistbot petitions [HERE](#) and [HERE](#). You can, and should, send these at least once, and feel free to repost every day to encourage others.

(Re)Post on Social Media. Please repost AAUW CA Public Policy's Bluesky posts [HERE](#) and [HERE](#).

You can use the Resistbot messages as scripts, if you prefer, to call the Governor's office. Also, as a reminder you can repost the Bluesky messages through your personal account on Bluesky or copy and paste the links to each message to share them through your personal account on another platform (e.g., Facebook). Help us amplify these messages and boost outreach to the Governor's office. And thank you for your activism!

Webinars and Events

- AAUW California Public Policy Webinar - *Project 2025 Impacts on AAUW Values - One Year Later: How to Stop Ongoing Implementation*. Tuesday, October 7, 2025, 7-8 pm. Register [HERE](#)
- AAUW California Webinar - *Harnessing the Power of AI*. Saturday, November 1, 2025, 10-11:30 am. Register [HERE](#)
- AAUW Silicon Valley Branch Program on *Higher Education at Risk - And How You Can Help Protect It* - featuring Meghan Kissell, AAUW Senior Director of Policy. Wednesday, December 3, 2025, 4-5 pm. SAVE THE DATE - registration link coming soon.
- AAUW California School Board Project Half Day Symposium - Saturday, January 31, 2026, 9 am-12 noon, via Zoom. SAVE THE DATE - registration link coming soon.

Check out the October 2025 issue of [Public Policy News](#) for Three Steps to Take Action in October - Focus: All About Proposition 50. The issue includes two articles for branch newsletters: "Investing in Our Democratic Future: Non-Partisan Voter Education Around Prop 50" (first sent to branch leaders 9/11/2025), and "School Boards - The Overlooked Frontline of Democracy".

The next Public Policy Peer Group will be on Friday, October 10th, at 1:30 pm. The Zoom link has or will be provided to the committee members. Send an email to publicpolicy@auw-ca.org if you would like to attend but are not a member of the Public Policy Group. The topic will be: [Proposition 50 and Get Out The Vote \(GOTV\)](#).

Program News

TECH TREK [TOP](#)

Mary Isaac, Tech Trek Program Director, and Tech Trek Committee chair, techtrek@aauw-ca.org.

OCTOBER IS TIME FOR YOUR PRE-HIBERNATION RENEWAL!

Last month, we spoke to you about protecting the prior camper investment you made this past summer and before. This month is about the future, so before everyone gets ready to duck into their caves or onto journeys to pleasant spaces for the cold, cruel, California winter, please take a quick peek at the Tech Trek timeline [HERE](#).

Don't forget to set your 2026 applicants and volunteers up for success by making sure that the teachers and counselors who make recommendations understand WHO we are looking for [HERE](#) BEFORE they do their student evaluations in the next few months.

Nearly 85% of the 105 branches that participate in Tech Trek select attendees from Title I schools, which are schools that may receive funding from taxpayers for School-Wide-Programs (SWP), such as Free and Reduced-Price Meals (FRPM), which is a measure of poverty. Most of these schools do not have STEM in-or-out-of-school programs, making them good recruiting grounds for those who need ANY exposure to STEM role models.

Typically, schools and other organizations are eligible for Title I funds when their FRPM exceeds 40%. Close to 70% of California branches select applicants from schools with FRPM > 40%; however, the average FRPM for all Tech Trek schools in California is barely above 40%, which means most of the schools we recruit from BARELY qualify, making programs like ours even more critical at the ones who do.

Even more important to keep in mind is that for the biggest impact, we need to reach those girls who REALLY want to be there (not Mom or Dad) and who otherwise might not have another opportunity like this. Ever. Having girls who do not want to be there detracts from everyone's bandwidth.

Our survey results indicated that 15% of the 2025 respondents thought that being nominated was not particularly important to them before camp, with 10% saying the same thing after camp. That is more than 75 girls. While asking thirteen-year-olds ANYTHING has not been proven to be particularly reliable from a research evaluation perspective, if one assumes that 10% of our campers do not want to be there, that is like burning money, somewhere north of \$75K!

If you need more support in communicating our expectations regarding their recommendations to your school districts and teachers, please keep an eye out for additional resources that may be helpful, such as a School Partner webinar scheduled for December or early January, or send your questions to techtrek@aauw-ca.org.

Protect your investment: help maintain the high quality of Tech Trek applicants through a strong partnership with your schools! Next month, we will share the 2026 camper request form in preparation for Tech Trek branch MOUs in December or early January.

The Tech Trek Peer Group meets on the third Thursday of each month at 6:30-7:30 pm. The Zoom link is made available to all branch coordinators. The topic will be Tech Trek activities relevant to branch coordinators.

AAUW California

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