



www.aauw-ca.org

CALIFORNIA *Perspective*

WHEN WOMEN VOTE, WE CHANGE THE CONVERSATION!

Sue Miller, Co-Chair
Public Policy Committee

The November 2016 election is critical for the future of our country, and an opportunity for women's voices to be heard. Politicians and policy makers routinely make decisions about issues that directly affect women and families. With so much at stake, it's more important than ever to identify those candidates who would best represent our values and those who would roll back our rights.

How can you evaluate candidates? Look for their positions on issues relevant to AAUW's mission of promoting equity for all women and girls. For incumbents, review how they have voted. For all candidates, seek answers to these questions related to key issues in AAUW Public Policy Priorities:

Gender Pay Gap – How would you address the pay gap between men and women? For women of color and mothers? What is your position on the passage of the Paycheck Fairness Act to close legal loopholes and improve the effectiveness of existing civil rights laws aimed at closing the pay gap?

Family Leave and Paid Sick Days - What is your position on legislation that would provide paid parental and medical leave for all employees, including those working for the government? Should companies be required to allow employees to earn a minimum number of paid sick days each year?

Campus Sexual Violence – Do you support increasing resources to promote prevention efforts and stronger enforcement of federal laws prohibiting bullying, harassment and campus sexual assault? What should colleges and universities do to better address the issue of campus sexual assault?

Reproductive Rights – Do you support public funding for family planning services and reproductive health care? What is your position on legislation that protects individuals' access to affordable quality reproductive health care, including abortion care?

College Affordability -What can be done to help make college more affordable and loan payments more manageable? Do you support increasing funding for college affordability programs, income-based repayment programs, student loan forgiveness programs, and Pell

grants?

Ask the questions! Get the answers!

Women's votes will be especially important in this election! Please exercise the privilege of being able to **VOTE on NOVEMBER 8!**



WHAT ARE
CALIFORNIA'S 17
BALLOT PROPOSITIONS ?
WHAT WOULD THEY DO?

The answers are on pages 14 & 15.

California PERSPECTIVE

AAUW CA

President

Donna Mertens

Vice President

Jane Niemeier

Chief Financial Officer

Pat Ferrer

Secretary

Deanna Arthur

Directors

Kathy Andreini
Lynne Batchelor
Alex Bellenger
Sandi Gabe
Charmen Goehring
Cathy Foxhoven
Nancy Mahr
Ainsley Nies
Jane Niemeier
Sharon Westafer

Communications Chair

Sandi Gabe

California PERSPECTIVE Editors

Jim Doty
Kit Hein

California PERSPECTIVE is published three times per year. Dues paid by members include a subscription to this publication.

To submit an article, please email the article, author's name, branch, email address, mailing address and phone number to
Perspective@aauw-ca.org.

If you move, mail address changes to:

AAUW
1310 L St. NW, Suite 1000
Washington, DC 20005

or update your member profile on aauw.org.

Non-members may email changes to
connect@aauw.org.

MOVING AAUW FORWARD

Donna Mertens, President

As summer winds down, a new AAUW year begins. Reading your branch newsletters, it is evident that many of you are already planning for the new year. The state board of directors has been doing the same thing.



Donna Mertens

In July, we had a great leadership day where all the new state committee members met with the chairs of their committees and worked on the strategic plan. We have seven goals to accomplish this year. They are:

1. Building membership in AAUW California through retention and recruitment,
2. Developing and promoting AAUW California programs that support equity for women and girls to advance the mission of AAUW,
3. Fostering professional growth of new and current leaders to enable branches and the state to further the mission of AAUW,
4. Increasing donations to the AAUW Fund,
5. Advocating for legislation and policies that promote equity for all women and girls,
6. Developing governance policies and fiscal strategies to provide responsible stewardship of the resources of AAUW California, and
7. Supporting branches', boards', and committees' communication needs through efficient use of technology and available staff resources.

The committees have hit the ground running and are working on these goals. But remember, the state board of directors and all our committee members are here to serve each and every one of you. If you need help or just need to ask a question, please get in touch with us. You can reach our office manager, Kim by email (office@aauw-ca.org), or by phone (916-448-7795). You can also contact me directly at statepresident@aauw-ca.org.

Now let's talk about something you can do. We are all doing great things in our communities and I know about most of them by reading your newsletters. But most of the people in our communities don't read our newsletters. We need to let them know. One way is

to develop a good elevator speech. I found some tips on the national website. Once you develop it and practice it you will find it very easy to talk to others about AAUW. I'm working on mine and I want you to think about working on yours.

AAUW Elevator Pitch With Power!

An elevator pitch is a brief, persuasive speech that you use to spark interest in what your organization does. Elevator pitches should be interesting, memorable, and succinct.

What makes AAUW memorable to you? What project or issue is AAUW championing that is important to you?

Condense your answer to this question into two or three sentences.

Add your full name and where you're from before these two or three sentences to serve as your introduction and opening

Every elevator pitch should conclude with a question that needs a definitive answer, whether it's, "Would you like to be a part of our organization?" or "Will you attend our event on Saturday?" or "Can we add you to our newsletter list?"

Once you have completed these simple steps you will be ready the next time you run into someone you think might make a good member. Don't forget to have a brochure ready to hand them. The new state brochure would be perfect. Good luck, and don't be afraid to share your passion with someone else. They deserve a chance to enjoy AAUW as much as you do.

In the next two years I plan to travel around the state and attend AAUW branch and IBC meetings so I can meet many of you. If you are interested in having me attend one of your meetings, please contact Kim in the office and we will try to schedule a time that will work for both of us. I hope you have a great year and remember, keep AAUW moving forward.

Fall 2016 Volume 74, Number 1

Table of Contents

- 1 WHEN WOMEN VOTE, WE CHANGE THE CONVERSATION!**
- 2 MOVING AAUW FORWARD**
- 3 IS LEADERSHIP DEVELOPMENT JUST FOR BRANCH OFFICERS?**
- 4 TABLECLOTH FOUND!**
- 4 AILEEN RIZO TO ADDRESS LACIC**
- 5 NATIONAL COLLEGE CONFERENCE FOR WOMEN STUDENT LEADERS 2016**
- 6 YES, WE HEAR YOU**
- 6 COMMUNITY AWARENESS THROUGH SPEECH TREK**
- 7 NEW SUBCOMMITTEE FOCUSED ON LOBBYING/ADVOCACY**
- 7 WHAT IS HAPPENING IN CA PUBLIC POLICY?**
- 7 AAUW IN THE STATEHOUSE**
- 8 AAUW FUND NEWS**
- 8 LOOKING FORWARD**
- 9 AAUW FUND LUNCHEONS**
- 10 MEMBERSHIP MATTERS**
- 11 LEADERSHIP THE ELEANOR ROOSEVELT WAY**
- 11 HUMAN TRAFFICKING IS A GROWING ISSUE**
- 12 TECH TREK IRVINE TOOK A BITE OF REALITY**
- 12 IT'S THAT TIME OF THE YEAR!**
- 13 \$TART \$MART - OVER 100 AND COUNTING!**
- 14 WHAT DO OUR 17 BALLOT PROPOSITIONS SAY AND DO?**

IS LEADERSHIP DEVELOPMENT JUST FOR BRANCH OFFICERS?

**Cathy Foxhoven, Chair
Leadership Development Committee**

Nervous about taking on a leadership role in your branch? Are the leadership development workshops designed just for the branch officers? The answer is "NO". They are for YOU, the members!

The AAUW CA Leadership Development team is busy

preparing workshops designed to bring out the leader in you! For your convenience, these workshops will be in six geographical areas this year – North, Far North, Central Coast, East North, Los Angeles and San Diego. Additionally, the team is developing web videos on job-alike training. There will be everything you need to know to become a good leader in your branch and community.

Now you have the convenience of attending these leadership days in your area. We hope you will plan to attend. All leadership days will be announced in the Winter Perspective, as well as on the website at aauw-ca.org. For more information, contact leadershipdev@aauw-ca.org.



Tina Byrne (left) and past President Kathleen Doty (right) formally transferred custody of the tablecloth to AAUW CA President Donna Mertens at the July Leadership Day in Pomona.

FOUND!

Last year we reported that the AAUW California tablecloth was missing. We are happy to report that, after a wide-ranging and thorough search, the tablecloth has been found and returned to our Sacramento office.

While we do not have, and may never have, a complete accounting of where the tablecloth has been, tantalizing clues have emerged. Some believe a photo taken from the international space station over India by Scott Kelly on November 15, 2015 shows the tablecloth in near-Earth orbit. Other evidence indicates that the tablecloth may have been somewhere in the Northwest.

What we can be sure of is that Tina Byrne played a key role in its return and deserves our thanks.



Some believe a photo taken from the international space station over India by Scott Kelly on November 15, 2015 shows the tablecloth in near-Earth orbit.



This undated picture appears to show the tablecloth being recovered somewhere in the Pacific Northwest. (photo adapted from <http://leveledmag.com/2012/08/top-5-proofs-that-bigfoot-exists/>)

LAF LITIGANT

AILEEN RIZO

TO ADDRESS

LOS ANGELES COUNTY INTERBRANCH COUNCIL

The Los Angeles County Interbranch Council (LACIC) will be hosting our most recent Legal Advocacy Fund Litigant, Aileen Rizo, at a luncheon fundraiser on Sunday, January 8, 2017, at Kellogg West Conference Center in Pomona, from noon to 3:00 PM. The cost is \$35 and reservations may be made by December 29th to Sharon Westafer P.O. Box 291 Seal Beach 90740.

Aileen Rizo is the Partnership Liaison for the AIMS Center for Math and Science Education, located on the campus of Fresno Pacific University. She has worked in math education for 19 years. She has served in state capacities with the California Department of Education and is currently a Statewide Network Educator for the Smarter Balanced Digital Library. Aileen has two Masters degrees: Educational Technology from Northern Arizona University and Mathematics Education from Fresno Pacific University. She is currently in litigation against the Fresno County Office of Education over pay inequity.

NCCWSL 2016

Lesley Danziger, Member
College/University (C/U) Subcommittee
Membership Committee

“Before NCCWSL 2016, never have I seen so many women getting together, working together, and loving each other. The most amazing part of it all was seeing how different we all were, yet beautiful and strong in our own ways.”

Benita Kayembe, Cañada College
San Mateo Community College District

The National College Conference for Women Student Leaders (NCCSWL) at the University of Maryland (July 1-4) was attended by 900 students--35 from California.

At NCCWSL students experience first hand the support that our unique organization provides for university and community college women. They return as part of the AAUW family, with a new national and international network of women leaders and friends and the resources and confidence to be leaders for positive change on their campuses and in their communities.

We asked the California students to share their experiences at NCCWSL 2016. Here are a few of their comments:

Cristina Cortes, a Business Management major and incoming Director of Business Affairs for San Jose State Associated Students, was sponsored by AAUW San Jose. Her favorite workshop was *Street Harassment*, which focused on sexual and street harassment for college women. Cristina commented: “This workshop gave us the opportunity to share our personal experiences and develop strategies to help each other and students on our own campus deal with street harassment.”

Alexis Lanz, sponsored by AAUW Laguna Beach, is majoring in Design + Digital Media and is the major’s Student Government Representative at Laguna College of Art and Design. She says, “The whole thing was an

amazing experience to meet and engage with women from around the world – and for those of us from California, to also have the added treat of being in Washington, DC.” Alexis’ favorite workshop was *Entrepreneurship, Millennials, and the Rise of Social Commerce*, which provided hands-on techniques to start and run one’s own business, which Alexis plans to do.

Veronica Lleneras, an English major at Orange Coast College and president of the Puente Club, was sponsored by a group of AAUW Laguna Beach members and OCC colleagues. NCCWSL was a life-changing experience for her: first time her parents had allowed her to travel on her own, first time on an airplane, first time meeting young women from completely different backgrounds but who, she says, “were on exactly the same page as me.” Veronica’s favorite workshop was *Taking Risks*. Since returning, Veronica says she has found her voice, is taking more risks, and is being rewarded for it. She just received an offer of an internship from a small business owner she met at work. Plus she will be using ideas from the conference for workshops on her own campus.

Yasmine Yadollahi, a Biological Sciences major on the board of the AAUW student club at the University of California, Irvine, and a former Tech Trek camper, was sponsored by AAUW Newport Mesa-Irvine. Her favorite session was *Your Powerful Online Voice*. Keynote speaker, Franchesca Ramsey, talked about the influences an individual can have on social media to promote positive change. Through this session and the entire conference, Yasmine said she realized how she can make a change in her community on an issue that is important to her, even if this change starts in a small way. She is, of course, staying connected with her NCCWSL friends through social media.

NCCWSL is such an effective expression of AAUW’s mission that every C/U college partner should send a student. Our goal for 2017 is to send 50 students. We will be contacting branch C/U chairs and C/U college representatives with information about how to make that goal.



Benita Kayembe



Cristina Cortes



Alexis Lanz



Veronica Lleneras



Yasmine Yadollahi

YES, WE HEAR YOU

**Sandi Gabe, Chair
Communications Committee**

The AAUW CA Communications Committee is taking exciting steps to improve our communication tools and processes including updating our website, restructuring our directory and providing a reference guide to state and national communication tools that will be included in the fall administration packet and on the website.

Website

This fall we'll unveil a redesigned AAUW CA website based on your feedback. We hope it will be an attractive recruitment tool as well as an easy source of information for members and officers. Since members confuse our site with the national site, we'll strengthen the California branding.

Many people responded to the website survey and shared their observations, concerns and recommendations in detail. We're not waiting for the new website though. We've already taken several steps to improve our members' experience on the #1 complaints: "I can't find what I'm looking for" and "I'm finding outdated information." Old documents have been removed and most of the outdated web pages have been updated so that when you search you only find the most current information rather than several versions of documents. We hope that this helps immediately. Many found our security measures burdensome, so we will limit password protection to sensitive documents on the refreshed website.

I'd like to thank the communications team (Jim Doty, Eve Toles, Randa Blanding, Dawn Johnson and Kim Wilbur) for working diligently to review and resolve issues, develop and approach and specifically, to Randa and Kim who are doing most of the site updates.

2016 AAUW CA Directory

Prepare for a re-imagined AAUW CA Directory!

- Smaller format (5.5 x 8.5) to make it more portable
- Spiral bound so it can lie flat when used as a desk reference
- Rugged and attractive heavy weight color cover
- More information (Tech Trek, Speech Trek,

newsletter, college/university coordinators, and website managers added)

Also, this year, we attempted to contact each person listed in the directory to update their email, phone and address this year. This revealed more than 200 updates were needed! The directory will be mailed to branch presidents, state and national committee members in October and will be posted on aauw-ca.org for all members.

California Perspective

Coming soon, an on-line survey of *California Perspective* users. We hope you will take the time to tell us what you like and what you don't like about the *California Perspective* so that it fits your needs.

COMMUNITY AWARENESS THROUGH SPEECH TREK

**Cathy Foxhoven
AAUW CA Speech Trek Coordinator**

Does your community know who your local AAUW branch is? Does your branch have the community visibility to further AAUW's mission? If you would like to improve this awareness, encourage your branch to hold a Speech Trek contest in your area.

Speech Trek is an annual competitive speech contest for all actively enrolled high school students in California. Each year we receive exciting feedback from branches about the impact that this contest has had on students, members, and local communities. Judges for the contest are chosen from your local community leaders, i.e. school board members, city council, the mayor. Coaches are recruited from your local high school speech teachers, college communication teachers, Toastmasters, etc.

Additionally, posting your 1st place winner to YouTube doesn't need to be frightening any more. You can find that information, complete with steps and pictures in the Speech Trek toolkit 2016-2017. It is posted on the website at aauw-ca.org under "Mission Based". For more information, contact spechtrek@aauw-ca.org.



Charmen Goehring, Chair
Subcommittee on Advocacy and Lobbying
Public Policy Committee

During the July leadership weekend, President Donna Mertens announced the formation of a new subcommittee that will focus on lobbying and advocacy by our branches. Though the subcommittee falls under the Public Policy Committee, the subcommittee's goals and actions will lie under leadership development in our strategic plan. Knowing how respected the AAUW name is in Sacramento and around the state, and understanding that we are more powerful when we collectively raise our voices on our key issues, the committee will seek to identify branches and members interested in learning more about how to lobby and advocate for AAUW CA issues, provide resources and tools to those branches as well as connect our collective efforts to those of our part time lobbyist, Shannon Smith-Crowley.

The committee will be reaching out to branch Public Policy chairs this fall. Additional activities are being considered such as a workshop during upcoming leadership training days, conference calls and possible mini lobby days. The local connection to legislators is so important—help us foster closer ties to those who can affect the outcome of legislation we are following to better the lives of California women and girls. If your branch is interested in being included, please contact Charmen Goehring at charminme@yahoo.com or 207-756-0406.

WHAT'S THE BEST WAY TO KEEP ABREAST? WHAT IS HAPPENING IN CA PUBLIC POLICY?

Sue Miller, Co-Chair
Public Policy Committee

During August and September the legislative landscape changes by the day. In late August the focus is on getting bills passed in both houses in order to get the bills to the governor's desk by the August 31 deadline, after which the legislature adjourns.

Governor Brown has until September 30 to sign or veto bills passed by the legislature.

During this time period AAUW members can go to the public policy page on the state website (aauw-ca.org) and click on Bill Tracking and find the status of the bills on

which AAUW CA has taken positions. The Bill Tracking matrix online is updated daily. Final results of the legislative session will be summarized on the website in early October.

Our lobbyist has been actively communicating on our bills at legislative committees and to the full house-

es. AAUW Action Alerts help AAUW members contact legislators and the governor regarding selected bills. AAUW members can subscribe to action alerts through the public policy page of the state website.

The Public Policy Committee periodically sends out articles to branch presidents and public policy chairs for use in branch newsletters (our strategic plan goal is seven per year).

Another communications chain exists. Periodically Public Policy Committee members connect with IBC chairs about public policy issues. IBC chairs are requested to pass on the information to branch presidents for circulation to their members.

The legislature officially convenes for the 2017-18 legislative session in early December 2016, including newly-elected members, usually for a one-day meeting. They then adjourn until January 2, 2017.

NATIONAL INTRODUCES *AAUW in the Statehouse*

AAUW in the Statehouse provides updates on state policy from across the country, tips and resources for more effective advocacy, and insider information. AAUW members can subscribe on the national website for this monthly e-newsletter.

AAUW FUND NEWS

Sharon Westafer, Chair
AAUW Fund Committee

AAUW recently announced that \$3.7 million was awarded to 218 women and 15 community projects serving women and girls for the 2016-2017 school year. This money represents the interest earned from the endowments as the principal is never used. At last count, there are 32 Fellowship recipients and two Community Action Grant recipients in California. We are still working on the final count. Plan to attend one of the Fund luncheons in October to hear brief presentations by the recipients, then consider inviting one of them to a branch meeting. Keep in mind that all speaking engagements are coordinated through the Fund Speaker scheduler (FundSpeaker@aauw-ca.org).

When making donations to the AAUW Fund, we encourage you to consider designating an unfinished California endowment so it can be completed and help fund the Fellowships and Grant recipients. A list of unfinished California endowments can be found in the AAUW Fund section of the AAUW CA website. Yes, AAUW is stressing unrestricted donations to the AAUW Fund, which means they can use your donation where it's needed most. Only the endowments are fully funded, so all the other programs, including LAF, Elect Her and NCCWSL, rely on new funding as the money is spent. Consider designating part of your donation to an unfinished endowment and part to the AAUW Fund!

Since there are so many endowments that are fully

As of the second quarter, ending June 30, AAUW CA members and branches have donated \$1,324,749.22 to the AAUW Fund and the various programs it supports.

funded, if a branch wishes to start a new one, AAUW suggests projects or honorariums of much smaller amounts than the \$200,000 to complete an American or International Endowment or the \$75,000 to complete a Research and Projects endowment. Beginning July 1, American endowments started after July 1 must be completed in five years and Research and Project endowments in three years. You can imagine how much work it will take to raise those amounts of money in such a short period of time. An example of a smaller project would be the Redlands branch which raised \$5,000 to sponsor Start Smart workshops at the University of Redlands. An example of an honorarium would be the Alhambra –San Gabriel branch which started an honorarium to honor Immediate Past President Kathleen Doty (the Kathleen Doty honorarium #4413). Contact Sharon Westafer if you would like more information.

The generosity of California AAUW members is unsurpassed! As of the second quarter, ending June 30, AAUW CA members and branches have donated \$1,324,749.22 to the AAUW Fund and the various

programs it supports. We can't thank you enough!

Some members have asked why their Tech Trek donations are now appearing on the quarterly reports. Tech Trek has always been under the Educational Opportunities Fund, and now that

AAUW is administering the funds for California, donations to Tech Trek are counted toward branch donations.

There is still work to do so that all women and girls have a fair chance, attain equity and reach their highest potential and your donations help toward making this possible.

LOOKING FORWARD

Deanna Arthur, Chair
Development and Marketing Committee

The Development and Marketing Committee is looking forward to an amazing year for AAUW.

We will be making two pdf versions of the beautiful brochure prepared by last year's committee. You will be able to print them in your own home or at your local printing house. This should help you to make it more available to your branch and for outreach into the com-

munity. Election years create many opportunities for community exposure. Please share the brochure with school districts, local colleges or universities, and local like-minded institutions.

We have many ideas percolating and are looking for more. Please share your ideas with us. As always, we can use more help from members: join our committee; suggest people or organizations to contact; or just share what you know. Knowledge is power and sharing knowledge and opportunities will serve to make us more powerful.

THE AAUW CA FUND COMMITTEE INVITES YOU TO CELEBRATE AND HONOR THE 2016-2017 CALIFORNIA FELLOWSHIP AND GRANT RECIPIENTS

SOUTHERN CALIFORNIA

SEAL BEACH

Sunday, October 23, 2016

12:00 noon to 3:00 p.m.
(Registration 11:30 a.m.)

Old Ranch Country Club
3901 Lampson Avenue
Seal Beach, CA 90740

NORTHERN CALIFORNIA

DANVILLE

Saturday, October 29, 2016

12:00 noon to 3:00 p.m.
(Registration 11:30 a.m.)

Crow Canyon Country Club
711 Silver Lake Drive
Danville, CA 94526



Pictured here are the fund recipients who spoke at the 2015 luncheon in Irvine

AAUW FUND LUNCHEON RESERVATION FORM

Please indicate which luncheon you wish to attend and the entrees needed.

Seal Beach Fund Luncheon
 RSVP By October 11
 \$40 per person
 Entrée: ___ Morgan Salad (mixed greens, grilled chicken breast, mango, papaya & seasonal berries)
 ___ Vegetarian Morgan Salad

Danville Fund Luncheon
 RSVP By October 17
 \$40 per person
 Entrée: ___ Sunburst Chicken Salad
 ___ Sunburst Vegetarian Salad

Total number of reservations: _____ Amount enclosed \$ _____

Name: _____

Guest(s) names: _____

Branch: _____

Make your check payable to AAUW CA
then mail the completed form and check to
AAUW CA
1331 Garden Highway, #100
Sacramento, CA 95833

OR make your reservation at www.aauw-ca.org

MEMBERSHIP MATTERS

M. Alex Bellenger and Kathy Andreini, Co-Chairs
Membership Committee

The Membership Committee for the 2016-2017 year consists of: Co-Directors, Alex Bellenger and Kathy Andreini, Carol Anderson, Sallyann Berendsen, Tena Gallagher, Ginny Hatfield, Kay Odgers, Judy Cavin Brown as the Diversity Subcommittee, and Tina Byrne (C/U Subcommittee Chair), Dottie Burke, and Lesley Danziger as the College/University (C/U) Subcommittee.

While the details of membership are left to our Branch Vice Presidents of Membership, recruitment is up to each and every one of us. We all have a part to play when it comes to finding new members. There are a variety of ways to do this. Through community outreach, C/U and YWTF collaboration, and Shape the Future events.

Branches can spread AAUW's mission by outreaching at community events, which often host resource fairs. Such events can be women's conferences, Equal Pay Day events, and Women's Equality Day events.

Branches should make the effort to collaborate more with their C/U partners – if your city/region does not have one, start one! – and Younger Women's Task Forces (YWTF), if you are lucky enough to have one. Collaborating can be as simple as staffing an information table at a related event, such as the Clothesline Project. This particular event is common to university campuses and consists of a display of t-shirts decorated by

survivors – or their family and friends – of domestic violence and/or sexual assault. Contact your local university or college campus to find out about the year's events and how you can participate.

Additionally, Shape the Future events are a tool to recruit new members at a discounted rate. Branches holding a mission based program or tabling event open and accessible to the public – monthly meetings/programs may qualify – can sign-up new members on the spot for half off their national dues. National dues are originally \$49, making the discount \$24.50. For every two members recruited at a Shape the Future event, branches earn a free national membership for a maximum of five memberships annually. The free national membership can be used at the branch's discretion – to recruit a member who may not be able to afford a full-priced membership, to recruit a local public figure, etc.

Possible event ideas include a monthly mission based program, collaborating with a C/U partner or other local colleges/universities, and co-sponsoring an event with a community organization. Encouraging all potential members to join at a qualifying event benefits them and your branch.

AAUW CA's Membership Team is committed to increasing branch involvement in the community thereby increasing the reach of AAUW's mission. If you or your branch has an idea or story to share on the retention and recruitment of new members, please let us know!



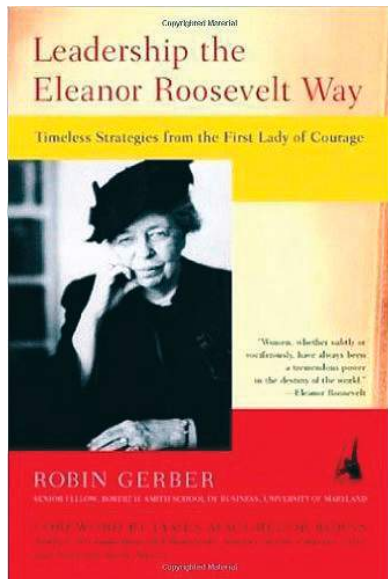
Clothesline Project at California State University Long beach

Cypress Women's Conference

LEADERSHIP THE ELEANOR ROOSEVELT WAY

Lynne Batchelor, Chair
Program Development Committee

The June issue of the *California Perspective* contained general information and guidelines for implementing our new state-wide program ("Leadership: Yesterday, Today and Tomorrow"). Our conference calls will be held on the 4th Tuesday of the month from 7:00-8:30. Our first conference call will be to discuss chapter 1 of Robin Gerber's book *Leadership the Eleanor Roosevelt Way* on Tuesday, September 27. To participate dial 1-877-885-3221 and use the passcode 7770040. Remember that you may implement the program in a variety of



ways (book club choice, branch program, short discussion at every meeting, etc) and hopefully the study of leadership will inspire your branch to launch new or reimagine existing leadership development opportunities.

A strong emphasis on mission based programming is the key to retaining current membership,

attracting new members, increasing visibility of AAUW and implementing our mission of advancing equity for women and girls through advocacy, education, philanthropy and research. This year we are re-implementing the program of the month recognition program. Please complete the very simple application form located on the website home page under mission based programs/application and submit it to program@aauw-ca.org. This is an excellent way to share your great program ideas, to receive well deserved recognition, and to inspire others to replicate your program or to use your idea as a springboard for launching their own projects or programs. In addition to Program of the Month, the Program Committee will continue to recognize the best mission based program at the AAUW CA annual meeting.

HUMAN TRAFFICKING IS A GROWING ISSUE

Indrani Chatterjee, International Advocacy Chair
Program Development Committee

Human trafficking is an increasing issue in California and around the world. On June 30, 2016, U.S. Department of State released the latest Trafficking in Persons (TIP) Report, which is now available on that Department's website (<http://www.state.gov/j/tip/rls/tiprpt/2016/index.htm>).

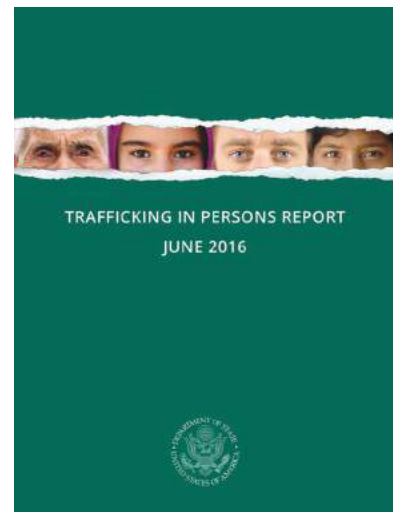
The TIP Report is the U.S. Government's principal diplomatic tool to engage foreign governments on human trafficking.

"If there is a single theme to this year's Trafficking in Persons (TIP) Report, it is the conviction that there is nothing inevitable about trafficking in human beings. That conviction is where the process of change really begins—with the realization that just because a certain abuse has taken place

in the past doesn't mean that we have to tolerate that abuse in the future or that we can afford to avert our eyes. Instead, we should be asking ourselves—what if that victim of trafficking was my daughter, son, sister, or brother?

"This year's TIP Report asks such questions, because ending modern slavery isn't just a fight we should attempt—it is a fight we can and must win.

"The TIP Report is the product of a yearlong effort requiring contributions and follow-up from employees in the United States and at our diplomatic outposts across the globe, host country governments, and civil society." – John F. Kerry, Secretary of State



TECH TREK IRVINE TOOK A BITE OF REALITY

Jan Cook, Chair
Financial Literacy Subcommittee
Program Development

Credit Unions Dare You to Take a ... Bite of Reality

Schools First Federal Credit Union presented the “Bite of Reality” program at UCI Tech Trek this summer. The hands-on simulation appeals to teens while giving them a taste of real-world financial realities. Trekkers were given a fictional occupation, salary, spouse and family, student loan debt, credit card debt and medical insurance payments. Credit Union employees as well as camp volunteers worked at various merchant stations for the girls to “purchase” housing, transportation, food, clothing, and other needs. The Reality Fair also includes a “credit union” to help with their financial needs.

The program works this way: Each girl was given a padfolio with a packet of worksheets, checkbook, calculator and pencil. They calculated from their fictional occupation “About Me” sheet how much money they would be able to spend for the month and input the income on their budget work sheet. They then visited all the merchants and paid by check, making sure they remembered to balance their account every time they made a transaction. The girls had to weigh their wants versus their needs when deciding how to spend their money. Also, there was a Fickle Finger of Fate that distributed unexpected “expenses” and “windfalls”.

The energy in the room was very positive, as all 60 girls worked with each other and with the representatives to reach their goal. At the end of the simulation, the girls came together for the debrief. They had an opportunity to discuss what they had just experienced with their different circumstances and what they had learned that would help them manage their own finances more successfully in the future. There were lots of laughs and, of course, moans.

By implementing financial literacy education throughout California, we fulfill our value promise that “By joining AAUW we belong to a community that breaks through educational and economic barriers so that all women will have a fair chance.”

Our thanks for the Bite of Reality go to:

SchoolsFirst Federal Credit Union
Shannon N. Workman, Executive Director
Financial Education Programs

California and Nevada Credit Union Leagues
www.ccul.org/financial/bite-of-reality.cfm

Bite of Reality teaches youth financial literacy in a way that will make a real impression and is offered exclusively to credit unions by the RMJ Foundation. Check with your credit union about this “awesome” program, or contact Jan Cook (jcook@aauw-ca.org) for further information.

IT'S THAT TIME OF THE YEAR!

Patricia (Pat) Ferrer, Chief Financial Officer
AAUW CA

Filing your branch tax submission is important! Although as a non-profit organization, no taxes are owed, it is important to file the Federal IRS Form 990 Group Exemption form. If your branch does NOT file three years in a row, it can lose its tax exempt status.

If your branch wants to have national file the Form 990 for it, your branch must notify national by October 30th. This can be done on the Member Services Database (MSD) on the national website. Once you login, look for the menu on the left for “Group Exemption Annual Form” and under it “Branch Exemption Annual Form” and click on it. You will get a confirmation that your branch has “opted in.” You aren’t done—you still must file with the Franchise Tax Board, State of California. National CANNOT do this for your branch.

If your branch did NOT or will NOT elect to have national file its 990 form for it, the branch must file a Form 990 or 990N by November 15, 2016. To use the “postal card” 990N, the branch total income must be less than \$50,000. “Branch income” is the money that passes through the operating bank account of the branch (member dues, donations, and fundraising money), but not donations made by members directly to AAUW Fund. Once you click on the 990N link you will need to select “e-file for charities & non-profits” and follow the

instructions. If the ONLY reason your branch needs to file a 990 or 990EZ is that you still collect and deposit state and national dues through your bank accounts, please consider enrolling in the Membership Payment Program (MPP).

Effective 2011, branches must also file a CA Franchise Tax Board Form 199 or 199N with the California Franchise Tax Board by November 15, 2016. Like the 990N, your total income must be less than \$50,000 to file electronically. Otherwise, your branch must file a Form 199 or 199EZ.

Also due by November 15, 2016: CA Attorney General Form RRF-1 - Registration Renewal Form. This annual renewal has been required of branches since 2009. This form is what authorizes us to raise money in California for AAUW.

Links to these forms and more may be found under "Branch Treasurer Resources" at aauw-ca.org.

AAUW CA has presented more \$tart \$mart workshops than any other state.

OVER 100 AND COUNTING!

Bakula Maniar*
Program Committee

Congratulations AAUW CA for presenting more than 100 \$tart \$mart Salary Negotiation workshops throughout the State.

In 2009, when I was Financial Literacy Director of AAUW CA, I went to Reno, Nevada to learn about \$tart \$mart and determine whether it should be included in our (then new) Financial Literacy Program. The AAUW CA Board of Directors unanimously decided to bring the \$tart \$mart program to California.

In 2010, AAUW CA was awarded a two-year AAUW Community Action Grant to promote the \$tart \$mart Program in California. The first training workshop was presented on May 15, 2010 at Las Positas College in Livermore by Annie Houle from WAGE. On the very next day, May 16, another training workshop was presented at U.C. San Diego. That year we trained enough facilitators to present workshops throughout the state. I am proud to say that quite a few of those

volunteers are still presenting workshops on campuses around the state.

Our aim was to use grant money wisely and get as many AAUW members as possible trained to facilitate salary negotiation workshops in colleges and universities.

We went to our big pool of resources of College/ University Partners and were successful in hosting many workshops on those campuses. From 2010-2013 we presented more than 20 training workshops throughout the state and trained more than 250 facilitators, who in turn would train young women how to negotiate their salary. AAUW CA has exceeded our target of 100 workshops, and is the first state to pass the 100 mark.

The California Equal Pay Act is helping and is making a difference in salary negotiations, but it will take much more work to change mind-sets and societal values.

Ultimately, women still need to be proactive to assure they are paid fairly.

Programs like \$tart \$mart are an excellent addition to our financial literacy portfolio. Both as a recipient of a AAUW Community Action Grant for \$tart \$mart and as an initiator in bringing this program to AAUW CA, I am grateful to many leaders who presented and are still diligently presenting those workshops, and I am grateful to countless other members who helped with many other tasks. I want to thank each and every one of them for the excellent work they are still doing.



Our first \$tart \$mart workshop was at Las Positas College in Livermore on May 15, 2010

*Bakula Maniar is also a member of the national AAUW Branch Program Resource Committee.

WHAT DO OUR 17 BALLOT PROPOSITIONS SAY AND DO?

How do they affect your life?

Nancy Mahr, Co-Chair
Public Policy Committee

A total of 17 measures have qualified for the November 2016 ballot. In addition, there may be county or city measures in your area to be voted on locally. Several propositions amend the state Constitution. Some amend current law (statutes); others create new laws. One is an advisory vote, asking voters' opinions. One is a referendum, seeking to overturn a current law.

Not all of the propositions address issues that relate to AAUW principles, priorities and mission. Five of the seventeen are relevant to AAUW, and we have taken positions on those five. The remainder are categorized as "no position." However, it is important to understand each measure in order to make an educated vote.

The information below gives a summary of each proposition. The AAUW position is noted for each of the five relevant measures, along with the rationale for the position. At the end, there are some references where you can find additional information on any of the propositions.

SUPPORT

51 (Statute): Authorizes \$9 billion in general obligation bonds for K-12 school construction and modernization, funds for community college buildings, funds for facilities for charter schools and technical education programs.

SUPPORT: adequate and equitable funding for high quality public education for all students

52 (Statute and Constitutional Amendment): Requires two-thirds vote of Legislature to amend a current law that imposes fees on hospitals; fees are used to obtain federal matching funds for Medi-Cal. It directs fees and matching funds to uncompensated care provided by hospitals and to children's health coverage. It eliminates the law's ending date.

SUPPORT: guarantee equality, individual rights and social justice for a diverse society; increased access to quality, affordable health care

55 (Constitutional Amendment): Extends the Prop. 30 (passed by voters in 2012) income tax on high earners through 2030 – currently set to expire in 2019. This will generate \$ 8–11 billion per year to be used for public schools and community colleges, health care for low-income families, and local public safety. The public can track expenditures at www.trackprop30.ca.gov. This does not add new taxes, but continues taxes already in place.

SUPPORT: Support for a strong system of public education; access to quality, affordable health care; guarantee of equality, individual rights and social justice for a diverse society. AAUW supported Prop 30 in 2012.

58 (Statute): Amends 1998's Prop. 227 (which requires children in public schools to be taught in English) to allow public school students who speak limited English to be taught for a defined period of time in languages other than English. Districts using this option must develop an accountability plan and involve a parent advisory committee. Parents may opt out of the program.

SUPPORT: support for a strong system of public education that promotes gender fairness, equity and diversity

OPPOSE

53 (Constitutional Amendment): Requires state-wide voter approval before state may issue bonds of over \$2 billion to finance a single project. Prohibits dividing projects into segments to avoid public vote. Includes clause that if other bond measures on the ballot that conflict with this measure, and both that measure and this measure pass but this measure gets more votes, then the other measure is null and void ("poison pill clause").

OPPOSE: the "poison pill" clause could nullify Proposition 51, which AAUW is supporting

NO POSITION

AAUW CA has no position on the following measures because they do not directly relate to AAUW public policy priorities:

54 (Statute and Constitutional Amendment): Requires bills to be in print for 72 hours before being acted upon, except in cases of public emergency. Requires recordings of all proceedings of the legislature (except closed sessions) to be posted on the Internet.

56 (Statute and Constitutional Amendment): Increases tobacco tax by \$2 per pack. Increases the tax on tobacco products by \$2 per pack for cigarettes and commensurate increases for other tobacco products and e-cigarettes that contain nicotine. Revenues would go to existing health care programs, tobacco use prevention programs, research on tobacco-related disease, law enforcement, and early childhood development programs. Revenues would be excluded from Prop 98 funding requirements.

57 (Statute and Constitutional Amendment): Increases parole opportunities for persons convicted of nonviolent felonies once they have served their basic terms and passed screening for security. About 25,000 state felons could seek parole under this measure. Provides that judges instead of prosecutors would determine if criminal defendants under 18 years old should be tried in juvenile or adult court. This measure is partly in response to the federal directive for California to reduce its prison population.

59 (Advisory Vote): This seeks voter opinion on California elected officials using their influence to overturn the Citizens United decision by the U.S. Supreme Court, the decision which removed political spending limits on corporations and unions. It specifically cites the proposal of a federal constitutional amendment to reverse the court decision.

60 (Statute): Requires adult film performers to use condoms. Imposes various health requirements on adult film producers.

61 (Statute): Prohibits the state and state agencies from paying more for prescription drugs than prices paid by US Dept. of Veterans Affairs. This changes the current system of negotiated drug prices between the

state and drug companies. Certain Medi-Cal drugs are exempted. Because the impact on drug prices and availability is in dispute, AAUW is not taking a position

62 (Statute): Repeals death penalty for murder and replace it with life without possibility of parole. Requires an increased percentage of wages earned in prison by such inmates to be paid in victim restitution. Applies retroactively to current death penalty cases.

63 (Statute): Prohibits possession of large-capacity ammunition magazines; requires background checks and Dept. of Justice authorization for ammunition purchases; requires lost or stolen guns to be reported to law enforcement.

64 (Statute): Legalizes marijuana and hemp use for adults over 21. Institute tax on marijuana sales (15%) and cultivation. Exempts medical marijuana from some taxation. Designates state agencies to license and regulate the marijuana industry.

65 (Statute): Redirects money collected by retail stores from selling carryout bags (those replacing single-use plastic bags) to fund grants administered by Wildlife Conservation Board. [This measure is void if voters defeat Prop. 67, rejecting the current plastic ban law.]

66 (Statute): Sets time limits on state court death penalty reviews, which serve to speed up the process. Appellate attorneys will be appointed quicker, rather than having inmates wait five years or more. Additionally, appointed attorneys who handle noncapital appeals will be required to accept death penalty appeals to speed up the process. Increases amount of death row inmates' wages to go to victim restitution.

67 (Referendum): This is a public vote on SB 270, which bans the use by grocery and certain other retail stores of single-use plastic bags; it also allows stores to sell recycled paper bags and reusable bags. This law was approved by the Legislature and the Governor. A YES vote ratifies the law and means that you want the ban on single-use plastic bags to remain in effect. A NO vote means that you want the law to be overturned.

Additional information on all propositions can be found on the California Secretary of State's website: www.sos.ca.gov.



of California
California PERSPECTIVE
AAUW CA Office
1331 Garden Highway, Suite 100
Sacramento, CA 95833

Non-Profit Org.
U.S. Postage
PAID
Sacramento, CA
Permit No. 1047

AAUW'S VALUE PROMISE:

BY JOINING AAUW, YOU BELONG
TO A COMMUNITY THAT BREAKS
THROUGH EDUCATIONAL AND
ECONOMIC BARRIERS SO THAT ALL
WOMEN AND GIRLS HAVE A FAIR
CHANCE.

AAUW CA'S ELECTED AND
APPOINTED LEADERS ARE
WORKING TOGETHER TO DELIVER
ON THE AAUW VALUE PROMISE.
PLEASE JOIN WITH US -- THE
PREMIER ORGANIZATION IN
CALIFORNIA FOR WOMEN.

SAVE A TREE! (AND OUR BUDGET)

You can save paper and reduce our costs by choosing to stop receiving a mailed paper copy of this newsletter. Nearly 2,000 have already made this choice, and they're saving postage too. It's easy—just send email to savepostage@aauw-ca.org with the word YES in the subject line.

We use the email addresses listed in the national AAUW membership record to send California Perspective electronically to every California member. If you are not receiving the electronic copy, your email address might be incorrect or missing from the record. Please update your profile in the Membership Services Database (MSD) on the national website (aauw.org) or ask your branch treasurer to check it for you.