



August 2016

You have received this monthly eNewsletter because you are serving your branch or the state organization in a leadership role. **Thank you for everything you do!** This is the first edition for this year. Please share all or any part of this newsletter with your members and others, especially any new branch leaders.

PRESIDENT'S MESSAGE

In June, the new board met for the first time to build a solid team to guide our state organization for the next two years. As your elected leaders, we have a responsibility to you to take the resources you have given us and use them in the most effective service for AAUW California. We talked about the difference between stewardship and ownership and our role as your state representatives. As stewardship is often used to mean "the care, handling and management of resources" the board agreed that this describes our role. You may ask how this changes our perspective. For me, it means that I have to step back before I react to a comment or situation and look at it from all angles and consider all the constituents before I respond.

A good example of the difference between ownership and stewardship for me is Tech Trek. For 16 years, in my mind, we "owned" Tech Trek. Our Tech Trek was, and is, the greatest idea to give our girls a life-changing experience. As Tech Trek expanded, each camp developed its own processes that fit its community and camps because they felt ownership of the camp. As a state organization initially we didn't see any problem until four years ago when we realized that the variations opened the state and branches to potential lawsuits. We were in a position of ownership. As stewards we realized that we weren't making the right decisions for the future of the project and embarked on a path to standardize the camps. It was a difficult transition, but we have a stronger project and we are still preparing our girls for the future. Ultimately, we were in a better position when National asked to fold California Tech Trek into its programs.

As leaders we must remember that we don't "own" our positions or branches or programs. We are stewards of those items. We must act and make decisions in the best interest of the program or organization. It is very easy to take the position personally. We cannot think, "I am the only one who knows what is best for my branch." We should think, "I need to work with other leaders to jointly govern." Let's keep this in mind and move forward to a great year.

Donna Mertens, President, AAUW CA

AAUW FUND

Congratulations to Immediate Past President Kathleen Doty whose branch, Alhambra-San Gabriel, started an honorary fund in her name, named the Kathleen Doty/Alhambra-San Gabriel (CA) Branch Honorary Fund, #4413. If you would like to contribute, log into the National site (aauw.org), go to the Member Services Database (MSD), click "individual contributions" on the left side, and scroll down to "other special funds and giving circles", then scroll down to Kathleen's. Or you can go to the AAUW Fund page on the State website and scroll down to donate. There is a link to the MSD so you can make donations online through the state website.

Because AAUW is encouraging branches to do Honorary Funds, which complete at much smaller amounts than the endowments and other projects, the AAUW National board voted in June to shorten the time allowed for completion of endowments. The new completion dates, beginning July 1, are five years for International and American endowments and three years for Research and Projects grants. The new time frames don't apply to endowments already started.

Sharon Westafer, Director, Chair, AAUW CA Fund Committee, swestafer@aauw-ca.org.

LEADERSHIP DEVELOPMENT

If you have specific leadership needs, please contact our Leadership team at leaderdev@aauw-ca.org. We are in the process of planning six leadership workshop days throughout 2017 in the North, Far North, Central Coast, Los Angeles, East North and San Diego areas. Can you suggest venues in your areas? It will be greatly appreciated.

We will also be developing a video tutorial for "job-alike" training for the website for President, VP Programs, VP Membership, Secretary and Treasurer positions to be completed by June 2017.

Cathy Foxhoven, Director, Chair, AAUW CA Leadership Development Committee, leaderdev@aauw-ca.org

SPEECH TREK

Our goal is to have 20 branches participate in Speech Trek this year! That would be so exciting. If you would like a toolkit and student packet, please click [HERE](#) to access these documents on the website.

Cathy Foxhoven, Director, AAUW CA Speech Trek Coordinator, spechtrek@aauw-ca.org

MEMBERSHIP

Shape the Future is a tool for recruiting new members at a discounted rate. Branches holding a mission-based program or a "tabling event" that is 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 through the Shape the Future campaign, 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.

- Step 1 - hold the event.
- Step 2 - complete a guest/referral sheet, included [HERE](#):
- Step 3 - complete the guest/referral sheet and collect dues. The dues must be submitted to the state and national offices within 30 days.

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. Encourage all potential members to join at a qualifying events.

For more information, please click [HERE](#).

Alex Bellenger, Director, Chair, AAUW CA Membership Committee, alexbellenger22@yahoo.com

COLLEGE/UNIVERSITY PARTNERS

Why would your branch want to have a College/University (C/U) Chair?

Having a C/U Chair in your branch does not mean you are expected to go out and recruit a college or university tomorrow. It means your branch becomes part of the national and state network of C/U officers and gains access to information available to help branches recruit and retain College/University Partners, inform those institutions of all the AAUW programs available to them, and work with the students at those campuses. It means your chair will start understanding the elusive C/U world of AAUW and pass that along to your branch. It means your chair will receive the Membership Matters newsletter from national and other communications from our national and state C/U committees. Somewhere along the way your branch just might say, "Hey, we could do that" and we will be here to help you get "that" started. When your branch is ready to name a C/U Chair, contact California C/U Committee Chair Tina Byrne and we will get you on the list.

Tina Byrne, C/U Chair, AAUW CA Membership Committee, tina.byrne@sbcglobal.net

GOVERNANCE

Effective immediately, the AAUW CA Governance Committee will no longer be approving changes to the branches' bylaws. This change realigns the branch bylaws with National's governance of branches through the Affiliates Agreement that each branch has in place with National.

Branch presidents recently received instructions from National on how to upload their branch bylaws to the National website for review and approval. The state governance committee will assist branches that have difficulty with the upload process and will make every effort to answer questions, but it is no longer the responsibility of the committee to approve changes to branch bylaws. Model bylaws are posted on the AAUW CA website for easy reference and it is important that your branch bylaws incorporate all mandatory requirements.

The role of the AAUW CA Governance Committee is shifting its full focus to the governance matters at the state level. The majority of our work will focus on the state governance documents.

Further details on this shift will be in the Fall Administrative Packet that will be distributed to all AAUW CA Branch presidents. If you have questions regarding this change, please feel free to contact me.

Sue Cochran, Chair, AAUW CA Governance Committee, sicaauw@sonic.net

FINANCE

Branch Annual Financial Report - Your Annual Financial Report was due on July 31, 2016. Thank you to all branches that responded but I know that not all branches have yet. Please submit as soon as possible. The form is located [HERE](#).

Branch Assessments and how they are calculated (Click [HERE](#)) -

Branches will soon be receiving their insurance bills and Fund assessments. The Fund assessment is based on branch membership and is used to help complete unfinished California endowments. Click ([HERE](#)) for the list. In July, the State board approved a \$5 per branch increase in the Fund assessment and you'll notice the increased amount in the billing.

Questions--please email me.

Patricia (Pat) A Ferrer, AAUW CA Chief Financial Officer, cfo@aauw-ca.org

PUBLIC POLICY

Your AAUW CA Public Policy Committee has developed an ambitious work plan for 2016-17. Our agenda includes supporting key legislation affecting women economically, encouraging branches to Get Out the Vote, updating AAUW CA's Public Policy Priorities, and increasing communication about public policy issues. We look to IBCs and branch leaders to provide information to their members and take action when requested. The November ballot in California will contain 17 ballot measures, of which the Public Policy Committee reviewed and evaluated those related to AAUW's priorities and mission and took a position on five:

- Proposition 51, support – School Bonds. Funding for K-12 and Community College Facilities
- Proposition 52, support – The Medi-Cal Funding and Accountability Act, hospital fees that help fund Medi-Cal;
- Proposition 53, oppose – voter approval on specified bonds;
- Proposition 55, support – extend taxes for schools voted in Proposition 30;
- Proposition 58, support– The California Multilingual Education Act. allows structured bilingual education programs for English learners. A full report will be in the September edition of Perspective.

Sue Miller, Co-Chair, AAUW CA Public Policy Committee, suellen-aauw@wavecable.com

COMMUNICATIONS COMMITTEE

In September the aauw-ca.org website will be upgraded to a new technology, with an updated look and feel! Thank you to those who completed the short website survey distributed on July 27th. Your feedback will be used to guide our redesign efforts.

The survey revealed three top concerns: (1) the content is not always current; (2) the search feature doesn't work well; and (3) it is difficult to remember the login information. The Communications Committee has begun to address those concerns. The state committees are actively updating the content to provide more current information. We have removed duplicate documents and outdated webpages so that they no longer appear in the search results. You should see improved results when you search.

When we roll out the enhanced website, logins will only be required for sensitive information. Until then, when prompted to login please use:

Username = member

Password = aauwca

Sandi Gabe, Director, Chair, AAUW CA Communications Committee, Sandi.Gabe@hotmail.com

PROGRAM COMMITTEE

Please lead your branch in participating in the statewide project: Leadership: Yesterday, Today and Tomorrow. The program committee envisions the entire AAUW-CA membership uniting this year to study Robin Gerber's book, Leadership the Eleanor Roosevelt Way. From this study we expect to develop new ideas, projects and practices to enrich and revitalize branches. We will be studying a chapter per month which will allow members time to do the reading and give us time to develop promising practices from an in-depth study. On the 4th Tuesday of each month from 7-8:30 pm we will have a conference call to discuss the reading for the month. Our first call to discuss chapter one will be on Tuesday, September 26 at 7 pm. The number to call is [877-885-3221](tel:877-885-3221) and your passcode is 7770040. Happy reading!

Lynn Batchelor, Director, Chair, AAUW CA Program Committee, lbatchelor@aauw-ca.org