

PRESIDENT
DONNA MERTENS
VICE PRESIDENT
JANE NIEMEIER
CHIEF FINANCIAL OFFICER
PAT FERRER
SECRETARY
DEANNA ARTHUR
DIRECTORS
LYNNE BATCHELOR ALEX BELLENGER
CATHY FOXHOVEN SANDI GABE
CHARMEN GOEHRING NANCY MAHR
AINSLEY NIES JANE NIEMEIER
SHARON WESTAFER



COMMUNICATIONS COMMITTEE

CHAIR
SANDI GABE
MEMBERS
RANDA BLANDING
JIM DOTY
ELAINE WONG EAKIN
KIT HEIN
DAWN JOHNSON
SANDRA SCOTT
EVE TOLES
KIM WILBER

Report of the AAUW California Communications Committee

Survey of California Perspective Readers

Executive Summary

AAUW California's state newsletter, the *California Perspective*, is distributed to every member three times a year: September, February and June. The winter issue of the *California Perspective*, published on January 31, 2017, contained a questionnaire seeking every member's opinions about the publication's form, cost, content, format, tone and length. A total of 841 responses were received between January 31 and April 1, 2017. The responses indicated a general satisfaction with the *California Perspective* as currently produced. However, some guidance is provided by considering the minority opinions.

Content: In general, respondents felt that the content should not be changed. However, it is notable that survey respondents ranked AAUW election news fifth in importance out of eleven subject areas. Convention and annual meeting information was ranked sixth. This content is mandated by our Policies and Procedures and yet a disconcerting 24% of respondent believe including convention information is unimportant. This lower than expected rating is consistent with lower than expected attendance of these events in recent years.

We received many suggestions for additional material. We propose to pursue adding: contact information to each article for readers who want more information; a 3-to-4 month "look-ahead"; a note directing readers to the website for updates. In addition, we propose organizing the contents of the newsletter by areas of interest to aid readers with focused interests and limited time.

Format and Length: Most respondents said the format can be kept as is, but many others want less text (13% of respondents), shorter articles (19% of respondents), fewer pages (27% of respondents), and more graphics (13% of respondents). The Perspective Editor will exert greater control over format and length: providing greater guidance to the authors regarding style and re-writing articles as needed. Authors will be advised to keep their articles succinct and provide contact information for readers wanting more information. Lastly, articles pertaining to related interest areas can be placed together to aid readers with focused interest or limited time.

Tone: Most respondents felt the current use of formal and informal tone should be retained, with minority opinions evenly split between increasing and decreasing their use. Almost a third of the respondents felt that the use of humor should be decreased. We conclude that humor should be used sparingly and gently.

Form: This question was the subject of the most comments, 31 in all. The majority of respondents favor offering the *California Perspective* in electronic format only (no printed copies). About half (45%) of respondents oppose eliminating the newsletter entirely (27% favor elimination; 28% had no opinion).

We conclude publication in both printed and electronic formats should continue, but the value of print versus electronic should be evaluated every few years.

Cost: The survey did not show sufficient support for a separate subscription fee for the *California Perspective*. Only 28% of respondents would be willing to pay up to \$1.00 per copy and 8% would be willing to pay \$2.00 per copy. We conclude that the funding mechanism for the newsletter should not be changed at this time.

Additional Comments: The survey provides an opportunity to determine how well AAUW California is serving the needs of our members. 260 comments were received, grouped into 68 issue areas. A representative sampling of comments is provided in the body of this report. Appendix 3 contains a complete list and identifies the presumed lead within AAUW California for the issue raised in each comment. The lead committee for 15 comments was left “to be determined.” Comments that can’t be easily seen to be within the purview of an existing committee or program suggest an opportunity for growth. We recommend that state leaders review the comments to determine what action, if any, may be needed to address members’ concerns.

Difficulty with management of our distribution lists is among the identified issues. We propose to pursue a more independent email distribution process, to improve feedback, such as “opt outs” and “click through” counts (how many addressees viewed the document). In addition, we propose to expand email distribution to include sponsors, partner organizations, and key public policy makers.

The *California Perspective* is one of many tools in our communication toolbox. It is not, and cannot be, a universal tool that satisfies every member’s every need. The Communications Committee will consider modifications to make the newsletter more informative, interesting, and easy to read within the constraints of budget and staffing. At the same time, these survey results affirm the importance of cultivating a variety information sources, honing a variety of communication tools (e.g., website, Board-to-Board and Action Alerts), and ensuring effective delivery of our messages.

California Perspective

AAUW California's state newsletter, the *California Perspective*, is distributed to every member¹ three times a year: September, February and June. The publication is produced by the communications committee and distributed to members in print and posted on the state website. Most of the material in the *California Perspective* is written by members of the state board of directors and its committees. It provides news and information about the program, projects and activities of AAUW California in support of AAUW's mission. It also informs each member about elections and matters to be presented at state conventions or annual meetings.

The *California Perspective* is one of many ways AAUW California reaches out to members. The AAUW California website provides continually updated information about AAUW mission and actions with particular emphasis on California. A monthly advisory, the *Board-to-Board* (or B2B), is an electronic newsletter containing short articles written by state board members and committee chairs to keep their counterparts in branch boards supplied with updates, suggestions and look-aheads. Subject specific targeted emails, such as public policy Action Alerts, are sent on an "as needed" basis to subscribing members who want to focus on a particular part of AAUW's overall mission. The *California Perspective* provides a snapshot amalgam of all of these in three issues each year. While not as up-to-date as the website nor as focused as the B2B or Action Alerts, it is AAUW California's only mission-wide print periodical.

Two versions of each issue of the *California Perspective* are produced. A two-ink version (black and green) is printed and mailed to those who do not opt-out of mailings: about 9,000 members. A full-color electronic version (in portable document format, commonly known as PDF) is sent to AAUW California members via email and is available to the general public on the AAUW California website. Issues are retained on the website for two years. Appendix 1 provides a summary of distribution numbers and costs.

A total of 9,100 copies of the winter 2017 issue were printed at a cost of \$3,000². The winter mailing consisted of 9,035 pieces. The mailing cost \$3,126.10 (\$637.00 for processing + \$2,489.10 postage). The members who have opted out of receiving mailed copies were removed from the list. Then the address list was processed by our mailing service using the National Change of Address System (NCOA) to identify and correct addressing errors before mailing. NCOA processing also provides address standardization, correct ZIP+4 coding, carrier route coding, and delivery point validation. NCOA processing removed 112 addresses: 12 bad addresses, 8 duplicate addresses and 92 unverifiable addresses.

Concurrent with the mailing of print copies of each issue, an email was sent to 10,172 addresses announcing the availability of the latest issue and containing a link to that issue³. The winter 2017 issue

¹ All members paying state dues receive the *California Perspective* unless they ask not to: members of branches in California (including dual members), state members, paid life members, and 50-year honorary life members. Members at large (aka national members), paid life members at large, honorary life members at large, and student affiliates do not pay state dues.

² According to our printer, printing in full color would have cost \$3,310.

³ The email also contains a link by which recipients can ask to not receive future notices regarding the *California Perspective*. As a result of the winter email broadcast, 20 addresses were added to the email vendor's opt-out list, which now contains about 1,900 email addresses. We do not have access to the vendor's opt-out list.

was announced on January 31, 2017. The email is sent by the company that provides our on-line web-based elections. The company hosts our elections for a fee and provides the *California Perspective* email broadcasts at no cost. In years with no election the company will charge more than \$700.00 for each email broadcast.

The cost of the *California Perspective*, which is almost entirely limited to the cost of printing and distribution, is an element of the AAUW California budget. Funding is subsumed in the state dues. State policies and procedures⁴ allow paid advertisements by AAUW members, AAUW affiliated entities and AAUW coalition and marketing partners when compatible with AAUW's mission. However, requests for such advertisements are rare.

About the Survey

The winter 2017 issue contained a 9-question, 2-page questionnaire about the publication's form, content, format, tone, length and cost. Appendix 2 provides a copy of the survey. The survey could be completed online, via AAUW California website, or the form printed in the winter issue could be sent or faxed to the AAUW California office. Following the publication of the winter 2017 issue, messages in three monthly Board-to-Board communications (January to March), and two email broadcasts to all members (March 9th and 28th) urged participation in the survey. The importance of the email broadcasts can be judged by the fact that 54% of all responses (450) were received within 24 hours after the March 9th broadcast, and another 17% (139) within 24 hours after the March 28 broadcast.

The survey results were received and tabulated by an online survey development and hosting company. Printed forms received by the AAUW California office were entered into the online survey by the Communications Committee.

Survey Results

We received 841 responses between January 31 and April 1, 2017: 797 online and 44 mailed in. This is 7.6 percent of the 11,017 members who received the survey.

We received 260 comments. The survey provided three opportunities for respondents to comment. Question 2 asked respondents to rate the importance of including 11 topics, and included a comment box. Question 3 provided an opportunity for respondents to identify additional topics or features. Finally, Question 9 asked the respondents' role in AAUW (e.g., branch member) and included an "other" box. Some of the mailed-in forms bore comments written next to specific items or elsewhere, and these were entered online, along with a notation of the item number, by staff.

The comments are much appreciated. However, we were unable to discern clear direction from them due to the wide variety of subjects and viewpoints. For example, one respondent said, "I would like to see: (1) more about our branches...", but another said, "Publication is way too long with too much local information." A representative sampling of comments is provided in this section. Appendix 3 contains a complete list of the comments grouped into 68 issue areas. To the extent possible, we also identified the state entity (committee, task force or leader), presumed to be the lead for the issue raised in each comment.

⁴ AAUW CA Policies and Procedures Policy 106

Respondents’ Roles in AAUW (Question 9)

Survey respondents consisted of a fair cross-section of AAUW in California: 84% were branch members, 43% were members of a state or branch committee. Online members, national members, student affiliate members and five life members were among the respondents. 5% of the respondents were non-members or indicated that they intend to discontinue their memberships. Respondents were allowed to identify more than one role (e.g., branch member and branch committee member), so percentages do not add up to 100.

	Responses
Member of a branch	84.19%
Online member or national member (unaffiliated with a branch)	2.14%
Student affiliate member	0.24%
Branch board or branch committee member	38.53%
State or national board or committee member	4.40%
Non-member or other	3.21%

Question 1: Electronic vs. Printed Version

Respondents were equally familiar with the electronic and print versions of the *California Perspective*. 79% of respondents reported that they read the electronic version while 74% read the print version. It is important to note, however, that 8% of AAUW California members do not receive the electronic version. 81% of respondents reported that they receive the electronic version, of those 15% said they do not read it. 64% of respondents reported that they receive the printed version, of those 11% said that they do not read it.

	Never	Occasionally	Usually	Always	N/A (do not receive)	Total
Electronic version (online or emailed)	14.21% 104	32.38% 237	26.91% 197	19.54% 143	6.97% 51	732
Printed version (mailed)	9.27% 60	25.19% 163	23.49% 152	25.81% 167	16.23% 105	647

It would be reasonable to suspect a slight bias towards the opinions of those who read the electronic version. First, completing the printed survey online requires more time, effort and expense. Second, readers who rely solely on the print version received only one solicitation to complete the survey: the article in the winter issue of the *California Perspective*. Email users received six prompts: the *California Perspective* issue, messages in three monthly Board-to-Board communications (January to March), and follow-up email broadcasts to all members on March 9th and 28th.

However, an electronic vs print bias does not seem to have occurred. The number of respondents who reported that they receive the electronic version (681) comprises 6.7% of the email distribution list (10,172 addresses). The number of respondents who reported that they receive the print version (542) comprises 6% of the copies mailed (9,035 addresses). A comparison of the responses of respondents who reported that they read the electronic version and the responses of those who reported that they

read the printed version generally showed only a one to three percent difference. For example, 27% of respondent who reported reading the electronic version would like the newsletter to be shorter and 25% of print readers agree.

Content (Questions 2 and 3)

In general, respondents responded that the content should not be changed. More than 80% of respondents think the following kinds of articles are important:

- Information on state-wide programs and projects (i.e. Tech Trek, Speech Trek, Financial Literacy)
- Information on legislative and court cases on which AAUW has taken a stand
- Branch success stories
- Updates on activities of state committees (i.e. Public Policy, Leadership, Membership)
- AAUW election news and profiles of candidates

While still in the majority, fewer respondents think the following kinds of articles are important or very important, and a quarter of respondents think they are not important:

- Convention and Annual Meeting information, including registration details and pre/post-convention stories
- Profiles of AAUW leaders and members
- Information on AAUW Fund luncheons and stories of grant recipients
- Stories of branches using state resources (i.e. Leader on Loan, Program in a Box, Leadership workshops)

The largest negative response was to:

- Issues and events of AAUW partner organizations
- Just for Fun material (i.e. humor, puzzles, quizzes)

Over half of the respondents rated “Just for fun material” as unimportant, and 19% said it should not be included.

	Very important	Important	Not important	Do not include	Total
Information on state-wide programs and projects (i.e. Tech Trek, Speech Trek, Financial Literacy)	41.85% 352	51.37% 432	5.59% 47	1.19% 10	841
Updates on activities of state committees (i.e. Public Policy, Leadership, Membership)	27.11% 228	56.96% 479	13.91% 117	2.02% 17	841
Information on AAUW Fund luncheons and stories of grant recipients	15.70% 132	57.19% 481	25.33% 213	1.78% 15	841
Information on legislative and court cases on which AAUW has taken a stand	50.89% 428	40.78% 343	6.30% 53	2.02% 17	841
Stories of branches using state resources (i.e. Leader on Loan, Program in a Box, Leadership workshops)	14.63% 123	56.72% 477	26.52% 223	2.14% 18	841
AAUW election news and profiles of candidates	31.75% 267	52.08% 438	14.39% 121	1.78% 15	841
Convention and Annual Meeting information, including registration details and pre/post convention stories	25.09% 211	49.35% 415	23.66% 199	1.90% 16	841

CALIFORNIA PERSPECIVE READERS SURVEY

	Very important	Important	Not important	Do not include	Total
Branch success stories	27.23% 229	56.84% 478	14.51% 122	1.43% 12	841
Profiles of AAUW leaders and members	14.98% 126	59.22% 498	23.31% 196	2.50% 21	841
Issues and events of AAUW partner organizations	11.65% 98	48.16% 405	35.67% 300	4.52% 38	841
Just for Fun material (i.e. humor, puzzles, quizzes)	5.71% 48	23.42% 197	51.61% 434	19.26% 162	841

Respondents' comments included the following suggestions for additional items and features:

- More information about AAUW National such as removing the degree requirement for membership, staff cuts and changes, eliminating programs
- AAUW's stand on National Issues
- More activities to participate in
- A calendar of upcoming events
- Recommended reading and book reviews
- Employment announcements
- Information on child care
- Stories about student affiliates and clubs
- Advice on how to contact a leader
- How-to use resources on the state and national website to best effect
- Diversity programs within AAUW. Feature women Vets during the appropriate national holidays
- Focus on concrete programs that branches are doing and on what ACTIONS AAUW California is taking relative to issues that affect women and girls in CA and nationally.
- Social Media sites and more information put out on social media
- Women in the humanities, especially the arts: equity issues, role models, programs
- A Q & A section for commonly asked questions
- More tips on fundraising and also member recruitment
- Travel

Format (Question 4)

Most respondents think the format should be maintained as is. However, some respondents want less text (13% of respondents), shorter articles (19% of respondents), fewer pages (27% of respondents), and more graphics (13% of respondents).

	Increase	Decrease	Maintain as is	Total
Font size	7.72% 64	1.93% 16	90.35% 749	829
Amount of text	2.08% 17	13.20% 108	84.72% 693	818
Amount of photos & graphics	12.95% 107	5.33% 44	81.72% 675	826
Length of articles	1.34% 11	19.46% 160	79.20% 651	822
Length of publication (typically 12 pages)	1.58% 13	26.64% 219	71.78% 590	822

Respondents' comments included:

- As it relates to updating the template of the newsletter- it really needs it. The font is out of date, and the format is very wordy... There has to be talented people within the membership that could donate their time/talent to overhaul the newsletter. I suggest matching the font/look/feel of the newsletter to the national/CA AAUW websites.
- I need larger print that is black in order to be able to see what you write.
- More "articles" less "reports".
- Do not use LAF/IBC/LACIC.YWTF. New members may not know what these mean, and I have no idea what LACIC is! I am newsletter copy editor for my branch and limit articles to 200 words. Of course, there are exemptions, but shorter is definitely better!
- ...I find the information is okay, but the writing is often boring.
- Please write succinctly, easy to read, first who, what, where, why, when and then, details.
- Reduce articles to important bullet points. Let us know the top 6 priorities.
- Should be livelier and more interesting.
- For electronic version you might want to shorten articles and include links for the longer version if others want more info. How about the MSN news format!

Tone (Question 5)

Most respondents felt the current use of formal and informal tone should be retained, with minority opinions evenly split between increasing and decreasing their use. Just over half of the respondents felt that the current use of humorous material should be retained, however, almost a third of the respondents felt that the use of humor should be decreased. One respondent commented, "Forget the idea of humor and personal profiles; if your newsletter is focused on things that really matter to your members you don't have to entertain them to get them to read it." On the other hand, humorous material is used so little that one respondent said, "Humorous material? How could I have missed it?"

CALIFORNIA PERSPECIVE READERS SURVEY

	Increase	Decrease	Retain current use of	Total
Formal or professional tone material	9.60%	8.52%	81.87%	
	80	71	682	833
Informal material	10.64%	13.94%	75.43%	
	87	114	617	818
Humorous material	11.65%	32.47%	55.89%	
	94	262	451	807

- The politics often overtakes the content. For a nonpartisan organization, it fails in that area too often

Future of the California Perspective (Questions 6 & 7)

This question was the subject of the most comments, 31 in all. The majority of respondents, 57%, favor or strongly favor offering the *California Perspective* in electronic format only (no printed copies). 29% oppose or strongly oppose eliminating printed copies.

45% of respondents were evenly oppose or strongly oppose eliminating the *California Perspective* newsletter entirely and using the AAUW California website instead and/or other types of periodic communications for news, information, and updates. 27% favor or strongly favor eliminating the California Perspective and the remaining 28% expressed no opinion.

	Strongly favor	Favor	No opinion	Oppose	Strongly oppose	Total
Do you favor eliminating the California Perspective newsletter entirely and using the AAUW California website instead and/or other types of periodic communications for news, information, and updates?	11.30%	15.34%	28.18%	31.63%	13.56%	
	95	129	237	266	114	841
Do you favor offering the California Perspective in electronic format only, which costs less? (No printed copies.)	26.87%	30.32%	14.27%	19.02%	9.51%	
	226	255	120	160	80	841

Respondents' comments included:

- Since I work full-time, I get sick of sitting in front of the computer for non-work publications!
- Get rid of it! I read it once & that was enough.
- I enjoy a quick READ thru the Perspective.
- I do not find this publication of interest. I suggest putting your energy elsewhere and putting/keeping important info on the web (both CA AAUW and national AAUW).
- I get it online, print it and read it.
- I get so many reports and magazines that I don't have time to read California Perspective.
- I have had a stroke and still want to be a part of AAUW. The PERSPECTIVE allows me to do that.
- I have enough to read. I prefer specific subject action items via email.
- I read the mailed one every time and I keep to refer back to.

- I use information from the Perspective in the AAUW newsletter that I send out once a month.
- The paper version goes straight to my recycling bin.
- No web at home.
- We just changed to an electronic only newsletter and print about 10 copies for those who are elderly and no computer. The newsletter is posted on the website and an email is sent with a link when it is ready. Time to modernize!!!
- Seriously important to me to receive a printed copy of "Perspective" as I am not able to read off my computer & printing it rarely works.
- With your current demographic it is imperative to have a physical newsletter.
- I favor phasing out the printed newsletter. Continue to ask this question every few years until the percent in favor reaches a particular threshold. You wouldn't want to lose valuable member support from the faithful "pre-internet" membership.

Cost (Question 8)

28% of respondents would be willing to pay up to \$1.00 per copy. Only 8% would be willing to pay \$2.00 per copy.

No. I would not be willing to pay for a printed version.	72.06% 606
Yes, I would be willing to pay up to \$1 per copy (\$3.00 annually).	19.50% 164
Yes, I would be willing to pay up to \$2 per copy (\$6.00 annually).	8.44% 71
Total	841

Respondents' comments included:

- While I would be willing to pay for it, I don't think we should charge for it.
- I think the dues are expensive enough to cover the costs of the "Perspective".
- In my opinion, funds for this should be used to fight in court against abuses against women, retain women's healthcare and other women's healthcare. Strong women need to get stronger.
- Collecting \$3 will be very cumbersome. Just raise dues 50 cents & mail it to everyone. Reading on line doesn't seem to increase participation of members.

Other Issues (Questions 2, 3 and 9)

Many of the respondents' comments seemed to pertain to AAUW California in general, not specifically to the California Perspective. Those comments are described in this section.

AAUW California's Value

One respondent commented, "The state organization is not relevant to me. It is a waste of my dues, not to mention the efforts of many members."

Politics and Public Policy

Perhaps reflecting current events, we received many comments relating to politics. Respondents' comments included:

- AAUW is getting way too political. It is becoming a very "left leaning" organization.
- Very slanted political views. As an educated woman I would prefer evaluate things and decide on my own not be told to follow the current AAUW views.
- Representation of women from every political leaning on both sides of the aisle and between!
- I'm tired of AAUW taking political stands that I have not voted on and don't necessarily agree with.
- I'm concerned about our new president and the direction that our government is going in. I'd like to know what AAUW is doing and where they stand.
- AAUW voice and opinion regarding legislative and court cases is the most important issue at this time.
- Would like to have minority opinions related to info on legislative and court cases on which AAUW has taken a stand

Events

- Events in several parts of our state to help with inclusiveness.

Discussion

The survey indicates that a substantial majority of readers are satisfied with the form, cost, content, format, tone and length of the *California Perspective*. However, some guidance is provided by considering the minority opinions.

AAUW California's Policies and Procedures specifically mandate publishing in the California Perspective:

- Call for candidates for the Board of Directors (fall issue), candidate information (winter issue), measures requiring a membership vote (including public policy priorities) and any background rationale (winter issue), and election results (spring issue)
- Convention information and registration forms (winter issue)
- Significant branch anniversaries (any issue)

AAUW election news and profiles of candidates news was ranked fifth in importance out of eleven subject areas. Convention and Annual Meeting information, including registration details and pre/post-convention stories, was ranked sixth. A disconcerting 24% of respondent considered this information to be unimportant. This lower than expected rating is consistent with lower than expected attendance of these events in recent years.

Most respondents said the format can be kept as is, but many others want less text (13% of respondents), shorter articles (19% of respondents), fewer pages (27% of respondents), and more graphics (13% of respondents). The resources, writing ability and writing style of contributing authors can vary greatly. The editor can and should provide greater guidance to the authors regarding style, including completely re-writing articles as needed (with the author's permission). Authors can be advised to keep their articles succinct and provide contact information for readers wanting more information. Lastly articles pertaining to related interest areas can be placed together to aid readers with focused interest or limited time.

Similarly the current use of formal and informal tone, with the occasional use of humor should be retained. Humor should continue to be used sparingly and gently. Humor for humor's sake ("Two misogynists walk into a bar⁵...") should not be used.

Less than half of the respondents favor eliminating the *California Perspective*, using the website and other types of periodic communications for news, information, and updates. Many respondents made strong arguments for its retention. We take to heart the comment that we should, "Continue to ask this question every few years until the % in favor reaches a particular threshold. You wouldn't want to lose valuable member support from the faithful "pre-internet" membership."

The survey did not show sufficient support for a separate subscription fee for the *California Perspective*.

The survey provides an opportunity to determine how well AAUW California is serving the needs of our members. Comments that can't be easily seen to be within the purview of an existing committee or program suggest an opportunity for growth. These "to be determined" comments pertained to recommended reading, women's health, women role models (in law enforcement, the arts, military, et al.), women and girls in STEM (beyond TECH TREK *per se*) and others.

The *California Perspective* is one of many tools in our communication toolbox. It is not, and cannot be, a universal tool that satisfies every member's every need. The Communications Committee will consider modifications to California Perspective to make it more informative, interesting, and easy to read within the constraints of budget and staffing. At the same time, these survey results affirm the importance of cultivating a variety information sources, honing a variety of communication tools (e.g., website, Board-to-Board and Action Alerts), and ensuring effective delivery of our messages.

Recommendations

Based on the foregoing, the Communications Committee offers the following recommendations. The recommendations are numbered to aid identification; the numbers do not indicate priority.

Recommended actions within the authority of the Communications Committee

The committee will pursue these actions unless directed otherwise by the state president or board of directors.

1. Thank all respondents for their participation in this survey.
2. Respond directly to respondents whose comments indicate a need for a direct response.
3. Post this report on the state website so that all members may read it.
4. Publish a summary of this report in the next available issue of the *California Perspective*.
5. Continue to publish the *California Perspective* in both printed and electronic formats.
6. Reevaluate to value of publishing the *California Perspective* in print or electronically every few years.
7. Add contact information to each article for readers who want more information. "Contact information" may be an email address or the URL of a website or both.
8. Add a standing article to every issue that provides a 3-to-4 month "look-ahead" (e.g., upcoming events and administrative deadlines) and place that article in a consistent, easily found place such as page 3 or the back cover.

⁵ "You'd think *one* of them would have seen it."

9. Add a short standing article to every issue explaining the intent of the California Perspective (as different from other AAUW California communications) and directing readers to the website for updates.
10. Organize the contents of the *California Perspective* by areas of interest (e.g., membership, public policy, and advocacy) to aid readers with focused interests and limited time.
11. Pursue a more independent email distribution process, to improve feedback, such as “opt outs” and “click through” counts (how many addressees viewed the document).
12. Expand email distribution to include sponsors, partner organizations, and key public policy makers.

Recommended Actions outside the authority of the Communications Committee

The following actions are recommended to the state president and board of directors for their consideration.

13. Continue to fund the *California Perspective* without a separate subscription fee.
14. Review the comments received to determine what action, if any, may be needed to address members’ concerns.

Respectfully submitted on behalf of the Committee
Jim Doty, Editor, *California Perspective*
April 6, 2017

APPENDICES:

1. California Perspective Distribution Summary
2. Survey Form
3. Respondents’ Comments

APPENDIX 1
California Perspective Distribution Summary

	Oct 2016	Jan 2017
1 AAUW members in California per Member Services Database		16,440 ⁶
2 Original email only count		1,995
PRINTED DISTRIBUTION		
3 Printing & Mailing Vendor	J Prassa Invoice# 228074	J Prassa Invoice# 228606
4 Copies printed	10,200	9,100
5 Copies mailed	9,050 ⁷	9,035
6 Failed deliveries (“mail issues”)	6	210
7 Print cost	\$3,350.00	\$3,000.00
8 Processing cost	\$636.58	\$637.00
9 Postage cost	\$2,493.18	\$2,489.10
ELECTRONIC DISTRIBUTION		
10 Email vendor	mailchimp	Vote-now
11 Copies emailed	11,109	10,172
12 Failed deliveries	525	N/A
13 Email opt-outs	48	20
14 Email – opened	3,089	N/A
15 Email - clicked through	622	N/A
16 Email cost	\$111.09	\$0.00
TOTAL COST (PRINT, PROCESSING, POSTAGE, EMAIL)	\$6,590.85	\$6,126.10
COST PER MEMBER		\$0.37

⁶ Member Services Database extracted December 8, 2016 included:

5,384 Members not paying state dues

4,667 Members-at-Large

570 Paid Life Members-at-Large

129 Honorary Life Members-at-Large

17 Student Affiliates

8,202 AAUW-CA members who ultimately were sent both email and print copy

846 AAUW-CA members who ultimately were sent print copy only (no email sent)

1,969 AAUW-CA members who ultimately were sent email only (no print copy sent)

39 AAUW-CA members who ultimately were sent neither email nor print

16,440 Total records in Member Services Database extracted December 8, 2016

⁷ Estimated from postage amount.

APPENDIX 2

YOUR PERSPECTIVE

Last summer the AAUW CA Communications Committee surveyed members to identify website needs. Based on member feedback, our redesigned AAUW CA website was launched last October. In this issue, we invite members opinions regarding the *California Perspective*. What do you think of the publication's form, cost, content, format, tone and length? 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. You can take the survey online at our website aauw-ca.org or send in this form to: AAUW California, 1331 Garden Highway, Suite 100, Sacramento, CA 95833 or fax to: (916) 448-1729.

1. How often do you read the <i>California Perspective</i> ?	Never	Occasionally	Usually	Always	N/A (I do not receive)
Electronic version (read online or emailed to me)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printed version (mailed to me)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. How important is inclusion of the following kinds of articles?	Very Important	Important	Not Important	Do Not Include
Information on state-wide programs and projects (i.e. Tech Trek, Speech Trek, Financial Literacy)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Updates on activities of state committees (i.e. Public Policy, Leadership, Membership)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information on AAUW Fund luncheons and stories of grant recipients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information on legislative and court cases on which AAUW has taken a stand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stories of branches using state resources (i.e. Leader on Loan, Program in a Box, Leadership workshops)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AAUW election news and profiles of candidates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convention and Annual Meeting information, including registration details and pre/post convention stories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Branch success stories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Profiles of AAUW leaders and members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Issues and events of AAUW partner organizations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Just for Fun material (i.e. humor, puzzles, quizzes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

survey continues on next page. . .

3. What topics and features would you like to see added?

4. What do you think of the current formatting?

	Increase	Decrease	Maintain as is
Font size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount of text	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount of photos & graphics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Length of articles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Length of publication (typically 12 pages)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Should future issues of the California Perspective increase, decrease, or retain the current use of:

	Increase	Decrease	Maintain as is
Formal or professional tone material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informal material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Humorous material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Do you favor eliminating the *California Perspective* newsletter entirely and using the AAUW California website instead and/or other types of periodic communications for news, information, and updates?

- Strongly favor Favor No opinion Oppose Strongly oppose

7. Do you favor offering the *California Perspective* in electronic format only, which costs less? (No printed copies.)

- Strongly favor Favor No opinion Oppose Strongly oppose

8. Would you be willing to pay to receive a printed copy of the *California Perspective* in order to defray costs?

- No, I would not be willing to pay for a printed version.
 Yes, I would be willing to pay up to \$1 per copy (\$3.00 annually).
 Yes, I would be willing to pay up to \$2 per copy (\$6.00 annually).

9. What is your role in AAUW? (Check all that apply)

- Member of a branch
 Online member or national member (unaffiliated with a branch)
 Student affiliate member
 Branch board or branch committee member
 State or national board or committee member
 Non-member or other: _____

SEND THIS FORM TO: AAUW California, 1331 Garden Highway, Suite 100, Sacramento, CA 95833 or fax to: (916) 448-1729 or take the survey online at our website aauw-ca.org

APPENDIX 3

Respondents' Comments

The survey provided three opportunities for respondents to comment. Question 2 asked respondents to rate the importance of including 11 topics, and included a comment box. Question 3 provided an opportunity for respondents to identify additional topics or features. Finally, Question 9 asked the respondents' role in AAUW (e.g., branch member) and included an "other" box. We received 260 comments.

The 260 comments from Questions 2 and 3, plus 4 comments from Question 9, were grouped into 68 issue areas:

AAUW National [5]	Equity [1]	Litigation [1]	Retirement [1]
AAUW-CA [1]	Financial Literacy [1]	Local Programs [17]	Revitalization [1]
Activities [1]	Font [1]	Marketing [1]	Social Media [2]
Arts [1]	Funds [1]	Membership [3]	Sponsors [1]
Balance [1]	Fund Luncheons [1]	MSD [4]	Start Smart [1]
Books [2]	Fundraising [7]	National [1]	Student Aid [1]
Calendar [4]	Grant Recipients [1]	Partners [4]	Style [8]
Child Care [1]	Health [6]	Perspective [9]	Success Stories [7]
College [4]	High School [1]	Political Action [2]	Successful Women [1]
Communication [2]	Human Interest [1]	Political Bias [4]	Survey [15]
Content [6]	Humor [6]	Politics [3]	Tech Trek [2]
Convention [1]	International [1]	Print/PDF [31]	Timeliness [2]
Cost [11]	Jargon [1]	Public Policy [25]	Title IX [1]
Distribution [6]	Jobs [1]	Questions [1]	Travel [1]
Diversity [3]	Just For Fun [1]	Recruitment [9]	Website [2]
Education [4]	Legislation [15]	Reproductive Rights [3]	Working Women [9]
Elections [1]	Length [5]	Resources [1]	Young Members [1]

15 of the most trivial comments, such as "no comment," were simply noted.

To the extent possible, we also identified the state entity (committee, task force or leader), with the greatest interest in the subject of each comment:

AAUW Fund [10]	Program [6]
All [1]	Program: Financial Literacy [1]
Branch Support [20]	Public Policy [53]
Communication [106]	State Projects Oversight [4]
Convention [1]	To Be Determined [15]
Executive [7]	YWTF [4]
Marketing [2]	Membership-C/U [1]
Membership [18]	Leadership Development [1]
Membership: C/U [3]	
Membership: Diversity [3]	
Nominations & Elections [1]	
None [14]	

Not all comments fell clearly within the purview of a state committee: 14 comments did not fall within the purview of *any* state committee and were marked “none”. The lead committee for 18 comments are still “To be determined.” Finally, one comment pertains to all committees: “Events in several parts of our state to help with inclusiveness!!!”

Respondent ID	Keywords	Committee	Comment
6113677748	Education	AAUW Fund	Funding for education
6113646718	Equity	AAUW Fund	How does CA AAUW address discrimination against women in the arts?
6097742058	Fund Luncheons	AAUW Fund	Central Valley and Central Coast branches are too distant for members to be willing to drive to So. Cal or No. Cal luncheons. Please consider adding a similar event to rotate among Fresno, Santa Barbara, and Monterey. Nearby members could then hear from the fellows ever three years or so (at least).
6113428089	Fundraising	AAUW Fund	fundraising success stories
6134051941	Fundraising	AAUW Fund	Local ideas for earning money for scholarships
6113448518	Fundraising	AAUW Fund	suggestions for branch fundraisers for older ladies with good intentions but physical limitations
6122969150	Grant Recipients	AAUW Fund	Information on grant recipients with their own stories how grant helped them.
6097742058	Litigation	AAUW Fund	More info and follow-up on AAUW LAF recipients/litigants.
6134178892	Local Programs	All	Events in several parts of our state to help with inclusiveness!!!
6113534302	High School, College	Branch Support	Stockton branch is working so well with our high school and young college women's groups. What are other branches able to do?
6122969150	Local Programs	Branch Support	Current activities/endeavors/programs members are doing that could inspire others to support or emulate
6128296335	Local Programs	Branch Support	Highlight a AAUW-CA branch special program, fundraiser or activity
6114547698	Local Programs	Branch Support	I am interested and impressed to learn about what members are doing and achieving.
6113507442	Local Programs	Branch Support	I think anything we can use with our members that have been successfully used by another branch is key
6113410448	Local Programs	Branch Support	I would like to see AAUW do more to help local folks, not just elitists at the top.
6113410448	Local Programs	Branch Support	I would like to see AAUW do more to publicize local folks & local organizations, not just elitists at the top.
6113411873	Local Programs	Branch Support	I would like to see profiles of individual chapters - what activities they initiate or sponsor and the outcome.
6110653288	Local Programs	Branch Support	I would like to see: (1) more about our branches and
6113415234	Local Programs	Branch Support	It would be informative to hear about branches throughout the state, then throughout the country. Each month focus on a branch: members involved in clubs and activities and supporting state-wide and local programs and projects
6113439168	Local Programs	Branch Support	Local news for groups involved

CALIFORNIA PERSPECIVE READERS SURVEY

Respondent ID	Keywords	Committee	Comment
6113493475	Local Programs	Branch Support	more coverage of local branches
6113641658	Local Programs	Branch Support	Sample of other branch newsletters.
6114729212	Local Programs, Recruitment	Branch Support	Articles on member branches that implemented new programs or fundraising ideas or ways to interest and engage new members.
6134245900	Revitalization	Branch Support	Branch revitalization efforts
6113442559	Success Stories	Branch Support	Branch-level success stories: fund raisers, speakers, attracting younger members.
6114361176	Success Stories	Branch Support	Success stories of the branches.
6113507442	Success Stories, Fundraising	Branch Support	Descriptions of successful monthly programs and successful fund raisers
6137326259	Success Stories	Branch Support, Membership	Success stories
6134476647	Local Programs, Political Bias, Style, Working Women	Branch Support, Public Policy, Communication, Membership, YWTF	Our local chapter is comprised of predominately retired women that did not have jobs, and the leadership is more interested in supporting teen girls versus aligning with local working career mothers. I suggest finding more ways to engage career women in addition to youth. Our local chapter is also very polarized to the left verses being more middle of the road, and this alienates Independent/Republican women who likely align on social issues. I see our local AAUW chapter going extinct because of the territorial nature of the old guard- who pretend to be pro women, but really can't relate to working executive women. As it relates to updating the template of the newsletter- it really needs it. The font is out of date, and the format is very wordy... There has to be talented people within the membership that could donate their time/talent to overhaul the newsletter. I suggest matching the font/look/feel of the newsletter to the national/CA AAUW websites. Also, this survey needs a NA or Neutral choice or the data is skewed.
6113612664	AAUW National	Communication	[More information about AAUW] National
6134008317	Balance	Communication	The politic often overtake the content. For a nonpartisan organization, it fails in that area too often
6114261126	Calendar	Communication	A calendar of "acceptable" demonstrations/gatherings in support of women's rights and human/civil rights.
6113701498	Calendar	Communication	Calendar on due dates on page 2 or 3
6115206524	Calendar	Communication	Deadlines listed on a calendar section, especially for tax filings
6113701498	Communication	Communication	Advice on how to contact a leader is missing. I never seem to get the person I need. I always have to go to the AAUW CA office and repeat the same information again.
6113684687	Content	Communication	I have not been involved in many of these subjects, such as voting, taking a stand issues and conventions...so even though they were very important when I was younger, they are not so now. PS: re: "no" answer
6114419887	Content	Communication	Thanks you. This is an important Mag., I wonder how many do read it? Hard to get some of our members to read our newsletter. I want you to become even more out there in the news.

CALIFORNIA PERSPECIVE READERS SURVEY

Respondent ID	Keywords	Committee	Comment
6134117917	Content	Communication	We receive so much information on a daily basis from so many sources - the more focused you can be on AAUW items pertaining to our mission and the aspects involved with obtaining our goals, the better.
6113580301	Content	Communication	The broad spectrum of articles you cover are fascinating and always interesting and educational. Keep up the relevant articles and keep those California Perspectives coming!
6134406925	Cost	Communication	Answer to #8 while I would be willing to pay for it, I don't think we should charge for it.
6113684687	Cost	Communication	#8-I think the dues are expensive enough to cover the costs of the "Perspective".
6113444645	Cost	Communication	Collecting \$3 will be very cumbersome. Just raise dues 50 cents & mail it to everyone. Reading on line doesn't seem to increase participation of members.
6104628277	Cost, Noted	Communication	#8 I feel I volunteer my time and to activities...and National always asking \$. #9 enjoying just being a member, after 9 years finally found board replacement
6113418382	Cost, Print/PDF	Communication	Re #8, cost of printed piece below--up the membership dues to cover the cost. With your current demographic it is imperative to have a physical newsletter.
6091314549	Distribution	Communication	I am the Co-President of Glendale Branch and I never receive in the mail the California Newsletter. I think it should be mandatory that all California members receive the Newsletter, either in the mail or by e-mail as they indicate is their choice to the Branches.
6113428089	Distribution	Communication	Not sure why I have not been receiving the California Perspective, but I would like to please! Have added my "yes" to savepostage@aauw-ca.org
6135346775	Font	Communication	I need larger print that is black in order to be able to see what you write.
6135717563	Fundraising, Humor, Print/PDF, Membership	Communication	ET: Need more tips on fundraising and also member recruitment. #5 Humorous materials - I have marked maintain as (or blank) is because survey says? Haven't noticed that much! #6 I personally read it on paper; don't tend to read online Stuff! #7 I don't often read electronic news letters (too busy when at the computer). DO READ THE PAPER VERSION though. #9 Past Branch President (3 times)
6113484905	Humor	Communication	Adds a light touch.
6129951243	Humor	Communication	Humor is a good thing. But we don't need extras as stated above.
6110888873	Humor	Communication	Humorous material? How could I have missed it?
6134363946	Humor	Communication	I already receive way too much Fun material online.
6115290930	Humor, Political Action, Human Interest	Communication	Focus more on current issues for women in CA and nationally and ACTIONS to take at the branch level and that are planned at the state level. Forget the idea of humor and personal profiles; if your newsletter is focused on things that really matter to your members you don't have to entertain them to get them to read it.

CALIFORNIA PERSPECIVE READERS SURVEY

Respondent ID	Keywords	Committee	Comment
6110653288	Just For Fun	Communication	More "Just for Fun material" if this means AAUW mission-relevant material presented in an entertaining way (i.e., humor, puzzles, quizzes).
6114391886	Length	Communication	Get to the point information is best. Every organization sends out a newsletter---can't possibly read all--just the highlights please. The need to know information.
6113442559	Length	Communication	I am inundated with information of all kinds. The shorter the better.
6113406439	Length	Communication	I am rather overwhelmed with paper and emails. Short, interesting pieces grab my attention. Detailed information, only occasionally.
6134113609	Length	Communication	Publication is way too long with too much local information.
6113555415	Length	Communication	You're doing a great job. Keep it brief and to the point. I have far too much to read now.
6113454178	MSD, Distribution	Communication	Don't know why I'm not getting it.
6134505430	MSD, Distribution	Communication	I have not received a paper nor e-copy, nor notification that it was posted on the website, for a year or more. In June 2016, I received a survey about voting and I did NOT mark Abstain (or similar word). I've seen recent issues by checking the website occasionally. I've paid dues on time to 2 branches. I like e-copy but some members still prefer paper but there's not a question to ask personal preference. We should be given the option annually.
6115206524	MSD	Communication	I would like state to advocate that the national member database list cell phone as a separate entry. Most members are retired, and if they do work, they don't want calls on work phone. Everyone has a cell phone, and it is a cumbersome job to try and figure out what numbers are which, especially with text capabilities on most phones. I've asked this of national for years and no results. It would carry over to the state roster easily then too. Work phone label could be changed cell phone.
6113500651	MSD, Distribution	Communication	If I could somehow get on the mailing list, I would enjoy communications. As it is - no contacts - no information - I will not renew membership - if I ever receive a reminder of such.
6114544557	Noted	Communication	Most issues typically cover key organization structures and projects for branches, state and national. Hard to know what's missing!
6113577821	Noted	Communication	Since I never read it I don't care what is in it.
6113638485	Noted	Communication	Actually, most of the items listed, I am not interested in.
6122132244	Noted	Communication	Whatever is newest and useful to the most people
6135219203	Perspective	Communication	Doing a good job!
6135713141	Perspective	Communication	ET: I'm older and now less active. However my heart is always strong for AAUW and what information is now. Perspective fills my interest. Thank you!
6135570735	Perspective	Communication	good information

CALIFORNIA PERSPECIVE READERS SURVEY

Respondent ID	Keywords	Committee	Comment
6134261633	Perspective	Communication	I must admit that at this time I don't give the issues their due. I'm not as familiar with the newsletter as I should be, partly due to the fact that I'm not as active as other members in a broad sense. I still believe in and support the organization and its importance to women and our country, but am also active in other nonprofit organizations and spread my volunteer energy.
6110653288	Perspective	Communication	I would like to see: (1) more about our branches and (2) 4 issues per year.
6134178892	Perspective	Communication	If these materials may be used to promote education or communication with our members & young women!!!
6133991991	Perspective	Communication	Thank you for asking. Always informative articles.
6134538233	Perspective, Print/PDF	Communication	Reading California Perspective makes me proud to be an AAUW member, even though my involvement has not been in the administrative areas of our branch. As a lifelong member of 89, I have been actively involved in the arts sections, and have written and produced four historical celebrations of our branch, each a decade apart. While our membership has lessened, the commitment and talent remain high.
6104613941	Print/PDF	Communication	Since I work full-time, I get sick of sitting in front of the computer for non-work publications!
6110790122	Print/PDF	Communication	Dislikes reading on computer screen! Don't want to use up HP ink & paper printing out!
6114784253	Print/PDF	Communication	Don't have time to read and admit I no longer wish to be that involved.
6117756772	Print/PDF	Communication	ET-- "Get rid of it! I read it once & that was enough"
6135099077	Print/PDF	Communication	For electronic version you might want to shorten articles and include links for the longer version if others want more info. How about the MSN news format!
6134167961	Print/PDF	Communication	I am not a faithful reader.
6117067337	Print/PDF	Communication	I am probably too busy to read it but have seen it. The paper version goes straight to my recycling bin.
6114423282	Print/PDF	Communication	I cannot participate anymore. Like to keep abreast of AAUW actions.
6114602991	Print/PDF	Communication	I do not find this publication of interest. I suggest putting your energy elsewhere and putting/keeping important info on the web (both CA AAUW and national AAUW).
6135821670	Print/PDF	Communication	I do not read the publication and since I was unable to skip the question, I answered as above.
6114454882	Print/PDF	Communication	I don't read this- this survey is not well designed. I don't want a printed version but you do not allow me to give that input. I obviously don't care about font, etc.
6113401925	Print/PDF, Distribution	Communication	I don't want to receive California Perspective or any email or paper mail from AAUW. I'm only interested in my local branch, Amador. How many times do I have to make this request before it's honored?
6110783063	Print/PDF	Communication	I enjoy a quick READ thru the Perspective. ET--I had to answer #4, 5, 6,

CALIFORNIA PERSPECTIVE READERS SURVEY

Respondent ID	Keywords	Committee	Comment
6116532810	Print/PDF	Communication	I get it online, print it and read it.
6135736131	Print/PDF	Communication	I get so many emails that it is overwhelming. If an email is long, I won't read it.
6113402069	Print/PDF	Communication	I get so many reports and magazines that I don't have time to read California Perspective.
6110788048	Print/PDF	Communication	I had to answer #2 that were empty as important, survey only marked unimportant
6113401339	Print/PDF	Communication	I have enough to read. I prefer specific subject action items via email.
6115140695	Print/PDF	Communication	I have had a stroke and still want to be a part of AAUW. The PERSPECTIVE allows me to do that.
6114539111	Print/PDF	Communication	I read the mailed one every time and I keep to refer back to.
6135941946	Print/PDF	Communication	I use information from the Perspective in the AAUW newsletter that I send out once a month.
6113456975	Print/PDF	Communication	I'd read Perspectives on line but I often can't open it. I don't know what format you use - perhaps too new a program for my computer
6113412247	Print/PDF	Communication	Keep up the good work.
6116394511	Print/PDF	Communication	More comments: re question # 6. I favor phasing out the printed newsletter. Continue to ask this question every few years until the % in favor reaches a particular threshold. You wouldn't want to lose valuable member support from the faithful "pre-internet" membership.
6113646718	Print/PDF	Communication	I am 81 years old and find the glare off the screen troublesome.
6135099077	Print/PDF	Communication	We just changed to an electronic only newsletter and print about 10 copies for those who are elderly and no computer. The newsletter is posted on the website and an email is sent with a link when it is ready. Time to modernize!!!
6104622790	Print/PDF, Timeliness	Communication	No web at home. But when you gave info of Past event, don't end with "The xxx is free and open to the public contact..." Event was Jan 29 Perspective [was] received Feb 19! [comment from third batch of surveys]
6092530661	Questions	Communication	A Q & A section where commonly asked questions could be compiled and an answer printed. I think many branches have the same issues and this could be a place to address some of them and provide consistency in responses from our common leadership.
6113425707	Resources	Communication	How-to use resources on the state and national website to best effect.
6133985599	Social Media	Communication	Social Media sites and more info. put out on social media
6113611038	Style	Communication	More "articles" less "reports".
6106794696	Style	Communication	Do not use LAF/IBC/LACIC.YWTF. New members may not know what these mean, and I have no idea what LACIC is! I am newsletter copy editor for my branch and limit articles to 200 words. Of course, there are exemptions, but shorter is definitely better!

CALIFORNIA PERSPECIVE READERS SURVEY

Respondent ID	Keywords	Committee	Comment
6113531710	Style	Communication	I confess that I don't read this magazine often enough, but I find the information is okay, but the writing is often boring.
6113615070	Style	Communication	Please write succinctly, easy to read, first who, what, where, why, when and then, details.
6114794406	Style	Communication	Reduce articles to important bullet points. Let us know the top 6 priorities.
6113497696	Style	Communication	Should be livelier and more interesting.
6135683341	Style, Content	Communication	Professional document providing info from the state My responses are focused on printed. All other articles such as branch success stories should be published on the website again - ignore these answers as I have no opinion
6113417364	Survey	Communication	ET #2 I input Important for Stories of branches so survey would submit
6135722005	Survey	Communication	ET- I had to enter answers for number 5. Barbara had left them empty with a big question mark.
6110781040	Survey	Communication	Frankly, I prefer to list only the items I find most important to the membership at large and active etc. It is a matter of "getting the most value" for the information needed for continued communication. So I would prefer you asked the survey ? which items do you find less important.
6115103309	Survey	Communication	Hard to say 'not important' perhaps a 1-5 range?
6113415925	Survey	Communication	I never read it so I cannot answer this.
6113402302	Survey	Communication	I'm answering not important on everything because I don't find time to read it.
6113530158	Survey	Communication	Items marked not important are fine and can be interesting.
6113435701	Survey	Communication	Just not interested
6113487767	Survey	Communication	Moms 100 the member, so we don't read a lot of this stuff. Being honest. We're probably not the people you want to include in this survey.
6115569127	Survey	Communication	Please include in your opinion questionnaires the category of PAST state and national leader members
6114876324	Survey	Communication	Response options in the survey difficult for me. I Would have preferred "Important on a scale of 1 to 5"
6115182759	Survey	Communication	The "not important" checked are those not important to me personally.
6115595187	Survey	Communication	You should have included a 5th category for "somewhat important." Many of these items would've fallen into that category (IMHO.) Not what I would necessarily classify as "important" but, not "not important" either... I checked the "Do Not Include" option, ONLY because the survey would not let me leave answers blank. This does not reflect my true opinion....
6117627404	Survey	Communication	ET: #1 I had to input Printed version Usually so that survey would submit #1 This is my first issue. #2 Convention: Too far away in communities with heavy air pollution. Comments: Seriously important to me to receive a printed copy of "Perspective" as I am not able to read off my computer & printing it rarely works.
6135720149	Survey, Content, Print/PDF	Communication	

CALIFORNIA PERSPECIVE READERS SURVEY

Respondent ID	Keywords	Committee	Comment
6113579757	Timeliness	Communication	Would be great to get info that is timely, not after the fact as happened 1 time
6117752603	Website	Communication	ET—post-it says "could not find this survey online - on the AAUW-ca.org website!!"
6083661425	Website	Communication	Success stories should be available on the state website. Profiles of leaders and members should be on the state website.
6134556274	Jargon, AAUW National	Communication, AAUW Fund	As a newer member, I am still trying to familiarize myself with all of AAUW's programs and resources. Please do not speak in code and jargon in the newsletter, and do not assume every reader knows what you are talking about when you use terms like "fund luncheon". Which fund are you referring to, and what exactly does that fund do? Also, I am totally lost about who's who at headquarters in D.C. and who's who within AAUW Leadership right here in California. I have no idea what each leader's role is or who they report to. The same goes for committees and boards. There seem to be so many, and I am unclear on what each one does and why they are necessary. It would be very helpful if the newsletter would spotlight a different committee or board each month and discuss who serves on it and the type of work that they do. Even just showing an organizational chart in a future issue would be helpful. I would also like to see some articles that address issues like why there has been so much turnover among key positions at the AAUW D.C. Office in recent months, and why recruitment for these key positions has taken so long. For example, Molly Lam left her Legal Advocacy Fund position last year, and her position remains vacant. Meanwhile, AAUW has promised LAF support to plaintiffs, but yet there is no attorney to man the LAF post. The lack of succession planning is troublesome. It would be nice to start seeing articles in the newsletter that speak to these issues. At the very least, a Q&A section would be likely prove beneficial. Ask for submissions.
6134007826	AAUW-CA, Cost	Communication, Membership	The state organization is not relevant to me. It is a waste of my dues, not to mention the efforts of many members.
6115069510	Cost	Communication, Public Policy	In my opinion, funds for this should be used to fight in court against abuses against women, retain women's healthcare and other women's healthcare. Strong women need to get stronger.
6091314549	Convention	Convention	I would like to see a big ad in each newsletter for the annual convention in California leading up to the convention.
6097709629	AAUW National	Executive	AAUW's stand on National Issues
6120560412	National	Executive	More national info and programs they sponsor
6097712404	Partners	Executive	Collaboration with League of Women Voters
6134377062	Partners	Executive	Outreach and collaboration with other institutions
6134001704	Partners	Executive	What are partner organizations
6113611038	Perspective	Executive	I have written a letter to our state president, [name withheld], on Feb. 23rd about the newsletter but have not yet had a reply. [author's name withheld]

CALIFORNIA PERSPECIVE READERS SURVEY

Respondent ID	Keywords	Committee	Comment
6134469250	Partners, Political Action	Executive, Public Policy	more emphasis on political action and collaboration with "like" organizations e.g. LWV
6113476218	Marketing	Marketing	Marketing your branch
6083661425	Sponsors	Marketing	Sponsors of Tech Trek, state convention, state annual meeting. State collaborators. It is time to acknowledge in print sponsors of our programs.
6113416916	AAUW National	Membership	I really want to know what shenanigans they are up to with trying to open AAUW up to those without degrees. If I don't know, I can't fight it.
6113410272	Membership	Membership	Changing membership to include any woman who supports education for women, regardless of their own education level.
6110781040	Recruitment	Membership	At 74 years old, I see the same issues at the fore (SP?)--attracting younger members. I joined when I was 29, looking for like-minded people. I often (word??) reaching out to Welcome Wagon would be a great resource for new younger members. I founded the Morgan Hill branch in 1980 we had more young than old members. It just depends on the community! Barbara Cate
6134207737	Recruitment	Membership	How to recruit younger members for sustainability
6134261633	Recruitment	Membership	Perhaps more articles on recruiting members, particularly younger women
6136864416	Recruitment	Membership	Ways to attract younger members
6113411873	Recruitment	Membership	Why do women join the organization and is it consistent with org. goals? For instance if majority of membership only attends socials, dinners, interest groups how to get interested in community activities that further purpose .
6137064717	Success Stories	Membership	I like to hear about individuals who are successful in California
6113678071	Success Stories	Membership	more success stories is connecting with other AAUW members
6113484905	Success Stories	Membership	Success stories about past AAUW members.
6134029497	Working Women	Membership	Connecting with working women
6134476647	Working Women	Membership	More corporate success stories...Working Parents
6074646168	Education, Health, Membership, Public Policy, Cost, International	Membership, Public Policy, Leadership Development	Issues related education, health, public policy and membership. Reaching out to various ethnic communities will play major role to increase membership. Less spending in leadership meeting because most members are volunteers. Therefore, cost effective expenses should be very important for AAUW- CA. Forum related to Global Women issues will help to expand the membership criteria.
6120714422	College	Membership:C/U	Branch success stories on college/university campuses because these students are our current free affiliate members and future lifetime members.
6113605719	College	Membership:C/U	Comment from AAUW club students throughout California
6113605719	College	Membership:C/U	I am active in my branch and very involved with local colleges. One community college has formed an AAUW club on campus last month and I forwarded all of your articles to them.
6123197189	Diversity	Membership:Diversity	Diversity programs within AAUW. Feature women Vets during the appropriate national holidays

CALIFORNIA PERSPECIVE READERS SURVEY

Respondent ID	Keywords	Committee	Comment
6123197189	Diversity	Membership:Diversity	Embracing diversity and Veterans along with Women Veteran issues is and has been extremely discouraging, disappointing and on occasion embarrassing.
6113424202	Diversity	Membership:Diversity	Progress on member diversity issues and social activities
6110762146	Elections	Nominations & Elections	I will not be voting "online", so I'm not reading candidates' info. Mail me a ballot and I'll read about the C's
6114169398	AAUW National	None	Status of staff cuts at national and why they are killing off staff for key programs like diversity and inclusion and leader training. Why did Catherine leave?!
6115582136	Human Interest	None	Human Interest Stories!
6114279160	Jobs, Child Care	None	Employment announcements and information on child care
6113405240	Local Programs	None	I would like to see more volunteer opportunities, giving time to and having more contact with students-members. separate from donation giving
6135570735	Noted	None	All is good
6133986099	Noted	None	DON'T KNOW
6135720149	Noted	None	Don't know yet. First issue.
6124273048	Noted	None	I can't think of any , at this time
6113467345	Noted	None	I enjoy AAUW even though I no longer live in Sonoma County but am living in Ventura, Ca and have not been active since I got here.
6135821670	Noted	None	I have no input.
6137844070	Noted	None	I just browse rapidly. Not really qualified to answer questions.
6113551029	Noted	None	I'm a new member.
several	Noted	None	No Comment
6113417364	Noted	None	you should ignore my answers to questions 4 and 5 because I rally have no opinion and that was not a survey option
6135120115	Calendar	Program	Ideas of possible events or forums for AAUW days coming up on the calendar, or certain things other Branches do to commemorate those days.
6135717563	Fundraising, Recruitment	Program	ET: Info on good fundraisers and also successful member recruitment.
6113477879	Local Programs	Program	More about unusual programs that meet AAUW mission and values.
6104625301	Retirement	Program	Topics about retirement planning. Women need to take care of this matter.
6114452431	Start Smart	Program	Start smart news.
6133983382	Funds	Program, AAUW Fund	where to apply for grants for mission based programs
6134005036	Financial Literacy	Program:Financial Literacy	Women and financial matters, as a CFP, there is a need for more financial literacy and empowerment
6113412247	Health, Reproductive Rights	Public Policy	Now that women's health and reproductive rights are in jeopardy, I would like you to provide information on what is happening in Washington.
6114616792	Health, Title IX	Public Policy	Women's healthcare; Title IX status

CALIFORNIA PERSPECIVE READERS SURVEY

Respondent ID	Keywords	Committee	Comment
6113436893	Legislation	Public Policy	Actions readers can take to protest legislation not in the interest of AAUW's positions
6113517720	Legislation	Public Policy	All female related legislation on state & federal level
6113638485	Legislation	Public Policy	Analysis of pending legislation.
6114815739	Legislation	Public Policy	Articles on legislative intent.
6114621731	Legislation	Public Policy	Congressional bills that impact women, children; arts, health, education
6134033567	Legislation	Public Policy	Current legislative bills we support or oppose at the state level.
6138028528	Legislation	Public Policy	Focus on public policy at State level, lobby days, legislative advocacy, regional events sponsored or supported by AAUW we can attend. New initiatives or how members can participate in current initiatives or programs.
6113615070	Legislation	Public Policy	I want to know more directly what "our" lobbyist is doing to advance our causes. I wasn't that impressed when she spoke to us. I want a focused and hard working---always there and up on the latest lobbyist. She seemed like a BS'er. Telling naive ladies what they want to hear. Show me the results please.
6113419354	Legislation	Public Policy	More about legislative successes
6114423282	Legislation	Public Policy	More legislation/ California
6138028528	Legislation	Public Policy	More legislative advocacy
6134067525	Legislation	Public Policy	More regarding legislation.
6113406366	Legislation	Public Policy	Successes with legislative issues
6133991164	Legislation	Public Policy	Your emails talk in general about Equal rights, but don't give information about which congress members support equal pay and which ones have voted against it. There is a great deal of legislation happening in California. You don't give the details. There is a great deal of legislation that affects our lives. Did you alert us to the new health care bill which would defund Planned Parenthood and not provide essential services to women? Did you tell us which congressmen were against it and which ones were for it? Did you provide information about how to call the congress members who were for the bill, so we could tell them to change their vote? Last election, I went to your state web site to see some California legislative bills you supported. I then created a tabulation on how our state senator and state assembly member stood on those bills. I got the approval for the article from the site public policy chairs. The San Ramon chapter wouldn't print it, because they didn't think it was proper. You at the federal level need to get more engaged, so the chapters can learn from you.
6137064717	Political Bias	Public Policy	AAUW is getting way too political. It is becoming a very "left leaning" organization.
6097747721	Political Bias	Public Policy	No left wing politics; all points of view represented....comment at bottom: you are too left wing-- too P.C. for my taste!!
6113432714	Political Bias	Public Policy	Representation of women from every political leaning on both sides of the aisle and between!

CALIFORNIA PERSPECIVE READERS SURVEY

Respondent ID	Keywords	Committee	Comment
6113669723	Politics	Public Policy	Action items for responding to current political situations- talking points for calling your congressperson etc.
6113497696	Politics	Public Policy	I'm concerned about our new president and the direction that our government is going in. I'd like to know what AAUW is doing and where they stand.
6133999195	Politics	Public Policy	Now that Advocacy is my primary effort (environment, equity, ERA) I am more inclined to pay attention to the broader AAUW.
6113569965	Public Policy	Public Policy	AAUW voice and opinion regarding legislative and court cases is the most important issue at this time.
6113420881	Public Policy	Public Policy	Addressing concerns about Current Administration's policies that effect women like Planned Parenthood.
6113555415	Public Policy	Public Policy	Also follow candidates in League of Women Voter publications in print and online.
6118279902	Public Policy	Public Policy	causes
6115290930	Public Policy	Public Policy	Focus on concrete programs that branches are doing and on what ACTIONS AAUW CA is taking relative to issues that affect women and girls in CA and nationally.
6114758534	Public Policy	Public Policy	I'm tired of AAUW taking political stands that I have not voted on and don't necessarily agree with.
6115258667	Public Policy	Public Policy	Impact of the Administration's decisions & policies on girls' & women's lives; e.g., attempted demolition of Affordable Health Care Act & defunding of Planned Parenthood
6115290930	Public Policy	Public Policy	Information and updates about AAUW CA positions and actions relative to state and national issues that affect women and girls, especially the changes in Obamacare and public education that have been proposed nationally.
6113442679	Public Policy	Public Policy	Major issues affecting women especially given the recent election of a sexist President who will likely try to take away women's rights (e.g. abortion).
6114794406	Public Policy	Public Policy	Make us aware of the important issues not Trumps diversion tactics.
6113674130	Public Policy	Public Policy	More information on activities where I can get personally involved/attend in order to work toward protecting and advancing policy on behalf of women and families.
6113715711	Public Policy	Public Policy	National political issues
6114303361	Public Policy	Public Policy	Priority for women's issues state and FED levels
6113425707	Public Policy	Public Policy	Public Policy is more important than ever--we need hard statistics and facts to support our positions and to convey to our public officials at all levels.
6113400527	Public Policy	Public Policy	Specific successful grassroots advocacy
6134138751	Public Policy	Public Policy	The policy of the AAUW should be to advocate for women in general BUT NOT advise vote for or against people or political issues unless they are specific to women.
6113729777	Public Policy	Public Policy	Very slanted political views. As an educated woman I would prefer evaluate things and decide on my own not be told to follow the current AAUW views.

CALIFORNIA PERSPECIVE READERS SURVEY

Respondent ID	Keywords	Committee	Comment
6115182759	Public Policy	Public Policy	Washington DC updates on legislation or proposed policies relevant to AAUW mission & opportunities to support or oppose
6110785571	Public Policy	Public Policy	What indiv. AAUW members can do: action, advocacy
6115069510	Public Policy	Public Policy	What the AAUW is doing to work against the current administration.
6115569127	Public Policy	Public Policy	What we can do to help, to vote on, like Petitions. We Never look @ websites.
6113577116	Public Policy	Public Policy	Where and how to take action
6097747721	Public Policy	Public Policy	Would like to have minority opinions related to info on legislative and court cases on which AAUW has taken a stand
6113580301	Reproductive Rights	Public Policy	Concentrate on Roe v Wade activity and what the current presidency is doing to undermine its existence!
6113418114	Reproductive Rights	Public Policy	I may not be a member much longer as I am prolife and think the public education system in CA is doing poorly. Have to think of the kids and not the union.
6113424913	Legislation, Communication, Social Media	Public Policy, Communication	Model legislation, successful weblinks for participatory involvement of women who can't attend meeting for whatever reason. Using the internet for engagement and encouraging facetime or skype meetings "how to do" steps.
6113500651	Public Policy, Health, Education	Public Policy, To Be Determined	political issues; health issues; education in general
6113678071	Working Women	SPOC	women's voices in science and tech
6113444645	Program	SPOC, Program	Expand follow up / success stories of branch & state programs.
6134072548	Tech Trek	State Projects Oversight	More articles about AAUW involvement in Tech Trek, Tech Savvy; outreach programs for younger girls - grades k-6.
6116394511	Tech Trek	State Projects Oversight	The early Tech Trek girls are coming of age. Where are they and what are they doing! How did TT influence their lives?
6097725670	Activities	To Be Determined	More activities to participate in
6114473213	Arts	To Be Determined	The arts -usually elsewhere it is Arts Sciences - not science alone. You should send someone to our April1 Mini-workshops General Meeting.
6134167961	Books	To Be Determined	? recommend reading
6124087795	Books	To Be Determined	I like book reviews.
6114099417	Education, Working Women	To Be Determined	How to help older women find new careers and more education.
6135157112	Health	To Be Determined	Any info on Health & Education Policies
6114616792	Health	To Be Determined	Women's healthcare update would be helpful
6134504463	Student Aid	To Be Determined	More information about how we can help more students.
6134538233	Successful Women	To Be Determined	While the current emphases on legislative actions are very important, I hope you can broaden your coverage to include accomplishments in the humanities, especially the arts, fields. These are the results of a successful society --not just the legal infrastructure that makes them possible.
6113478903	Travel	To Be Determined	Travel
6097723025	Working Women	To Be Determined	About girls in science

Respondent ID	Keywords	Committee	Comment
6113507592	Working Women	To Be Determined	More engineering related stories
6134172859	Working Women	To Be Determined	women in public safety
6113569965	Working Women	To Be Determined	Women's roles in government, society, employment
6114223248	Recruitment	YWTF, Membership	I think long-time branches who are stuck looking for new members among those "just retired" need big help in how to attract younger (much younger) women! I think the college requirement is important. That is part of what makes us special. Without it, we are just another "do good" organization. Thank you for listening.
6113413985	Recruitment	YWTF, Membership	Ideas for increasing and maintaining membership; ideas for attracting/keeping younger members, ideas for attracting/keeping college affiliate students
6113425707	Young Members, College	YWTF, Membership-C/U	How-to use resources on the state and national website to best effect. MORE INFORMATION on younger women task force and campus participation.