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CALIFORNIA *Perspective*

AAUW CA ANNUAL MEETING OFFERS **COLLABORATION AND CAMARADERIE**

Enjoy “collaboration and camaraderie” with AAUW CA for the Annual Meeting on April 18, 2015 at the Manhattan Beach Marriott.

This will be a friendly, informative and fun-packed day as we review our 2014-2015 accomplishments, plan for the future with National Director, David Kirkwood, advocate with AAUW CA lobbyist, enjoy an AAUW Funds luncheon, marvel at the influence we are having on our high school students through our award-winning Speech Trek, get to know our 2015 candidates and give you, the attendee, the opportunity to ask a panel of experts any questions or share your concerns.

If that isn't enough, plan on spending Sunday with us by attending an instructive Leadership Development Day with the AAUW CA Leadership Committee.

More details inside. . .



Come join us here
at the Manhattan Beach Marriott

LEADERSHIP DAYS!

Virginia Kay Beck and Susan Negrete, Co-chairs
Leadership Development

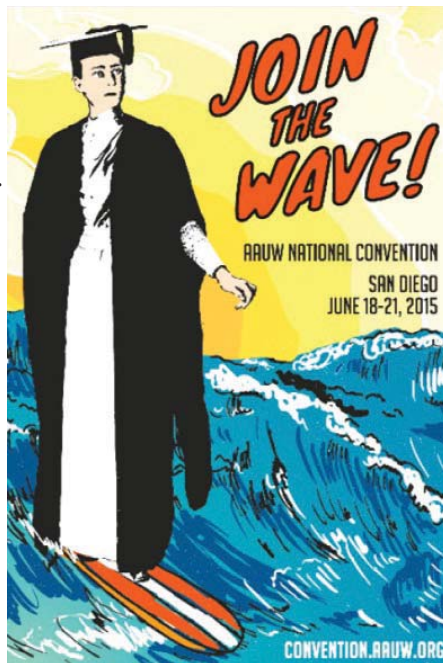
The Leadership Development Committee is very excited about this year's Leadership Days to be held in Hayward City Hall on March 21 and in the Manhattan Beach Marriott Hotel on April 19. In addition to presenting seven new workshop topics to choose from, the Committee will introduce keynote speakers from AAUW National Office at both Leadership Days.

Please visit the state website at aauw-ca.org to view the details. Northern California members, don't delay! Your RSVP deadline is March 12th. Southern California members, your RSVP deadline is April 5th and the registration process will be posted very soon!

We encourage all branches to support this opportunity to experience new workshop materials which will focus on developing the leader in you. It's a great way for branch leaders to prepare for supporting and training new AAUW leadership.

PLUS . . .

AAUW National Convention will be in San Diego June 18-21. Details and registration are available on line at the AAUW.org web site.



California PERSPECTIVE

AAUW California

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Vice President

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LOOKING FORWARD

Kathleen Doty, 2014-16 President

It seems as if we just got started and already it is time for annual meetings and to begin planning for next year. This issue of the "Perspective" is filled with information, including what you need to know to register for the AAUW CA Annual Meeting being held April 18, 2015 at the Manhattan Beach Marriott, Manhattan Beach, CA. The AAUW CA Annual Meeting is held in odd numbered years. We will pack communication, camaraderie, business, elections and the Speech Trek final competition all into one fun day in order to make attendance at both the AAUW CA meeting and the National Convention affordable for our members.



In recent years, the AAUW National Convention has been in New Orleans, Washington DC and Saint Louis. This year the AAUW National Convention will be in San Diego (June 18-21 at the Sheraton Hotel and Marina). You can register today.

I hope to see all of you at both events.

Even as we are marking our calendars for the AAUW CA Annual Meeting and the National AAUW Convention, it is not too early to begin to prepare for next year. In particular, we should be grooming members to take on leadership roles. A good way to help coach members for the next step on their leadership journey is to encourage as many as possible to attend one of the two statewide Leadership Development Days. The first one will be held March 21st in Hayward and the second will be held April 19th at the Manhattan Beach Marriott. (Come to the Annual Meeting and stay for a day of Leadership Development!)

And, for those of you who are old hands at leadership roles in your branch, why not join a state committee? Help promote AAUW's programs and mission of equity for all women and girls throughout the state and break through educational and economic barriers so that all women and girls have a fair chance. Your participation is needed and will be greatly appreciated!



AAUW FUNDS NEWS

Sharon Westafer, Chair, AAUW CA Funds Committee

By now, you have received the 2014 AAUW Annual Report. It's a wonderful compilation of the work AAUW does and how your Funds contributions work to promote the goal of advancing equity for women and girls through advocacy, education, philanthropy and research. The Funds committee commends California AAUW members and branches for your generosity in supporting the various AAUW Funds. Because of member efforts in 2013, AAUW California is once again number one in giving. Thank you for your hard work, your commitment to AAUW, and your generosity!

Congratulations to the Danville-Alamo-Walnut Creek branch and the San Jose branch for being the number one and number two branches nationally for donations to AAUW Funds! Kudos also to the San Luis Obispo branch (9th), the Marin branch (11th), the Oakland-Piedmont branch (13th), the San Fernando Valley branch (14th), the Long Beach branch (17th), the Redding branch (21st), the Morgan Hill branch (34th), the Sunnyvale-Cupertino branch (25th), the Livermore-Pleasanton-Dublin branch, (31st), the Nevada County branch (46th), the Orinda-Moraga-Lafayette branch (47th) and the Santa Ana-Orange branch (49th) out of the top 50 branches in the U.S. for donations to AAUW Funds.

We encourage branches to help complete California unfinished endowments and we have two new ones to add to the list: The Danville-Alamo-Walnut Creek 45th Anniversary American Endowment and The Morgan Hill Wildflower Run Research and Projects Grant. Go to the Funds page at www.aauw-ca.org to see all of the unfinished endowments.

We hope to see you at the annual meeting on April 18th when we'll celebrate more achievements by AAUW California branches!

FINANCIAL LITERACY

Jan Cook, AAUW-CA Financial Literacy

Financial Literacy is a mission based program designed to equip young women with fundamental personal finance skills to prepare them for financial independence and money management. *Money Trek* modules have been developed and can be accessed on the AAUW-CA website.

The *Start Smart Project* is designed for college and university young women. The Start Smart Project is an AAUW Program in a Box and can be accessed on the AAUW website.

Financial Literacy prepares students for financial independence, management decisions and behaviors. Financial Literacy has become important in educating our youth.

I know many financial institutions throughout the nation have programs fostering financial literacy. Every day one can see TV commercials from Bank of America. Alaska Bank, Desert Community Bank, Schools First Financial and Union Bank are giving presentations in the High Desert area.

The AAUW website has programs to help branches with presentations on

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Financial Literacy. When you plan a Financial Literacy program, make sure you involve your community financial institutions. There are so many resources available to you—make sure you use them.

CAROL HOLZGRAFE LAUDED FOR TECH TREK WORK

Jane Niemeier, Chair
State Projects Oversight Committee
Nancy Andren, Maura Jones, Sandy Kirkpatrick

The State Projects Oversight Committee works to make sure that our two state projects, Tech Trek and Speech Trek, run smoothly. We evaluate the work being done and keep track of the finances for each project.

We do not work alone. Without the volunteers who run these projects, there would be no Tech Trek or Speech Trek.



Carol Holzgrafe

We want to thank all of you who help: from the branch level, where you select the girls who will participate, to the Tech Trek dorm moms and instructors; from the Speech Trek judges who give the girls wonderful experiences, to the camp directors and project coordinators, whose organizational expertise and dedication make it all happen.

We particularly want to recognize and thank Carol Holzgrafe, who has served as the Tech Trek State Coordinator since 2009. Her hard work and dedication have kept Tech Trek one of the stars of AAUW California! She has also been a camp director at Stanford Curie and has been active in three branches, even serving as president of one of those branches. Nancy Andren, who worked as Tech Trek State Coordinator with Carol from 2009-2011, says that Carol deserves a medal for her hard work. All of us on the committee agree!

NEW YEAR RESOLUTIONS AAUW CA PROGRAM STYLE

Cathy Foxhoven, Chair,
Program Development Committee
Ainsley Nies, Indrani Chatterjee, Janice Cook, Alicia Hetman, Claire Noonan, Shirley Stowers, Mary Vargas

Why not have New Year Resolutions for all your branch programs?

If you browse the aauw-ca.org website, you will find many helpful documents for planning your branch programs – the “Mission-Based Program Check List”, “Branch Program Recognition”, “Examples of Branch Programs”, the “Wall of Fame”, “Program in a Box”, “Program Assessment Guide” and “Mission-Based Program Web Resources”.

As you attend your branch’s programs throughout the year, notice if your programs are fulfilling the mission of AAUW – advancing the equity of women and girls through advocacy, education, philanthropy and research. Are these programs drawing new members, younger members, diverse members and working women? If not, then make a New Year’s Resolution to encourage your board to provide these programs with these groups in mind. Your job then is to attend these programs!

Ask yourself if a program on aging will attract the interest of younger members. Will meetings at assisted living facilities draw that younger potential member? Do you have some evening and weekend programs that allow the working women to attend? Are social gatherings enough to entice and retain new members?

Be RESOLUTE in following these simple criteria and watch your branch grow and thrive!

TWO ELECTIONS

The elections for AAUW (National) will take place April 15-May 26 and our AAUW CA (State) elections will happen April 18-May 8. These are separate elections with separate voting codes. Please make sure your contact information is correct in the National Membership files so you will be able to vote in both elections.

ADVANCING EQUITY FOR WOMEN AND GIRLS
THROUGH ADVOCACY, EDUCATION,
PHILANTHROPY, AND RESEARCH

RECRUITMENT AND RETENTION

The Mantra of the Membership Committee

Kathy Andreini and Ginny Hatfield
Membership Committee Co-Chairs

Tina Byrne (College and University Partner Chair),
Cathy Corcoran (Diversity Representative), Carol
Anderson, Charlene Goehring, Jo Turner, Cindy
Rittershofer (resigned due to health reasons)

We hope the above is the mantra for all branch members too. Experts tell us that the best recruiting method is personal invitation and word of mouth. We sometimes ask a new member why they haven't joined before and the answer is "no one ever asked me". In the same vein, engaging with the mission of AAUW, feeling part of the group and becoming involved in branch activities are the ways new members are retained.

The goals for the membership committee this year are to:

1. Provide tools and resources to branches to help **recruit members for a statewide net membership increase of 3%**;
2. Provide tools and resources to branches to assist in **maintaining a membership retention rate of 90%**;
3. Provide tools and resources to branches to support **enhanced relationships with College/University Partners; and**
4. Provide tools and resources to **increase CA College/University partners by 25%**.

The membership committee is "practicing what we preach" and has begun a series of personal calls to each Branch Membership Vice President to ensure that they have access to all the tools and resources that State and National offer. We feel that this personal contact will help them in fulfilling their duties to oversee efforts to recruit and sustain a diverse, active membership. Of course, they can't do it alone. Remember, **every member is on the Membership Committee**. Here are some ideas:

- Carry a membership brochure with you.
- Have your "elevator speech" ready.
- Invite someone to join AAUW today.
- Introduce yourself to new members, make them feel welcome.

- Be an active member - go to meetings, join an interest group, help on a project.
- A great way to reach potential new members and diversify your branch is to build coalitions with organizations in your community that have a similar mission to AAUW. Consider hosting a joint event or invite a guest speaker around common mission based goals such as reproductive health rights or gender pay equity.

The Membership Committee looks forward to supporting branch **Recruitment** and **Retention** activities this year.

The membership committee is looking for someone to fill Cindy's position as Membership Ambassador for San Diego County and Monterey Bay Area. Contact is mainly through phone calls and email. Please contact Kathy Andreini for more information (kathyaauw@gmail.com).

TIME FOR YOUR SEMI- ANNUAL BRANCH CHECK-UP

Lynne Batchelor and Helene Carr

Branch Support Committee Co-Chairs

Jan Ackerman, Sallyann Berendsen, Sandra Boswell,
Roberta Coffin, Kathleen Crawford, Jo Turner, Kris
Downey and Marsha Love

Now is the time to make an appointment for your semi-annual branch check-up. If your branch is healthy, consider it an opportunity to celebrate your success and to help other branches by sharing your successful strategies. If your branch is under the weather, reach out to your branch support team for assistance. The following is a partial list of some diagnostic tests you might use.

Membership: Has your membership increased or decreased? What steps have you taken to determine why? What is the percentage of renewals? How have you reached out for membership recruitment? How have you used the list of national members? Do you encourage Give a Grad a Gift and other membership promotions?

Leadership: How have you mentored future leaders? What training has been provided for new leaders? How have you encouraged members to attend leadership training days, conventions, annual meetings, inter-branch events? Have you held a branch retreat? Have you encouraged members to run for national or AAUW California office or committees?

Programs: Have you scheduled mission-based programs to remind members and potential members why we exist? Have

you provided opportunities for social interactions?

Communications: How successful has your branch been in using all types of electronic communication? How have you provided training to optimize their use? What steps have you taken to increase AAUW visibility and name recognition in your community?

Outreach: How many projects and programs have you co-sponsored with like-minded groups in your community? How have you found the groups?

Philanthropy: Have you provided local scholarships? How have you supported AAUW Funds? Have you increased attendance at annual Funds Luncheons? What fundraising activities have you done? What successful techniques have you used to obtain grants?

Youth: Have you invested in our future by supporting Speech Trek, NCWSL, Tech Trek? Have you sponsored growth opportunities for local young women at elementary middle and high school levels? Have you provided opportunities for young women to learn about financial issues? How have you worked with your local college-university partners? Have you recruited additional college/university partners?

Public Policy: Have you recruited local politicians to join your branch and have you encouraged your members to run for political office? Have you supported Elect Her? What plans do you have to educate your members and the general public about issues in upcoming elections? Do a majority of your members subscribe to the Two Minute Activist?

Strategic Planning: Where do you see your branch in 6 months, 6 years, 16 years? How has your plan been written to ensure that you get there?



Annual Meeting speaker David Kirkwood is retired from Unisys Corporation, where he held management positions in engineering, finance, and manufacturing. He is currently serving a third term on the national board of directors. His AAUW experience includes participation in the

final editorial review of the strategic process document; appointment to the Executive Search Committee, which recommended hiring AAUW Executive Director Linda Hallman; two terms on the Membership Committee; chair of the Audit Committee; chair of the Communications Working Group, which, with AAUW staff, developed the One Member, One Vote process; board liaison to the Fundraising Committee; and Breaking through Barriers Major Gifts Campaign recruiter and donor.

ELECTION INFORMATION

Harriet Tower, Chair Nominations & Elections Committee

When we have state elections in April-May 2015, we will elect a president-elect, a CFO, a secretary to complete the current term and three directors. We will also vote on our public policy priorities and a bylaws amendment that clarifies the way vacancies are filled on the state board of directors.

The voting period will be April 18 – May 8.

Photos and statements of all candidates who were nominated before December 10 are in this issue of the *California Perspective*. The public policy priorities are also included in this issue.

Additional nominations, submitted with the forms available on the AAUW California website, will be accepted until April 4, 2015, and all candidate goal statements and videos, if the candidates choose to submit them, will be posted on the website in the Elections & Nominations section.

The candidates will be introduced at the annual meeting in Manhattan Beach on April 18, but they will not give speeches or campaign during the business session.

On April 18, an email message will be sent by Vote Now with your personal access code and a link to the voting site. If you do not have an email account, or if the message sent to you bounces, you will receive a postcard by first class mail with this information and instructions for requesting a paper ballot if you are unable to vote online. If you plan to request a paper ballot, please do so early enough for mailed ballots to reach Vote Now (located in Florida) by May 8. Detailed instructions for voting online are available on the website.

The national AAUW mailing list is used to deliver your voting information. Please make sure that your contact information, including email address, is shown correctly in AAUW's Member Services Database. Ask your membership chair if you do not know how to do this.

Results of the election will be available and posted on the AAUW California website within 24 hours of the close of voting. The new board will take office on July 1, 2015.

For more information about voting procedures, contact me at elections@aauw-ca.org.

COLLABORATION AND CAMARADERIE

AAUW CALIFORNIA ANNUAL MEETING 2015

Manhattan Beach Marriott

AGENDA

- 9:00 a.m. Registration desk open (Registration closes at 3:30 p.m.)
- 9:30 a.m. Business Session
- Call to Order Kathleen Doty, AAUW CA president
- Welcome and Introductions
- Flag Ceremony (probably not)
- State of the State Address..... Kathleen Doty, AAUW CA president
- Adoption of the Annual Meeting Rules Janet Enright, AAUW CA Meetings Planner
- Committee Highlights..... Committee Chairs
- Branch Recognition..... Cathy Foxhoven, AAUW CA Programs Chair
- AAUW's Impact David Kirkwood, AAUW Director
- Shannon Smith-Crowley, AAUW CA Lobbyist
- Report of the Committee to Approve 2014 Minutes..... Deanna Arthur, Acting AAUW CA Secretary
- New Business
- Announcements
- 12:30 p.m. Annual Meeting Adjournment
- 12:45 p.m. AAUW Funds Luncheon
- 1:00 p.m. "Collaboration & Camaraderie" Panel
(a panel of board members & national speaker to answer questions or address branch concerns)
- 2:15 p.m. Speech Trek Finals
- 3:00 p.m. Meet the Candidates
- 3:30 p.m. Announcement of Speech Trek Winner
- 4:00 p.m. Close

For a complete Annual Meeting packet, including transportation and accommodation details, go to www.aauw-ca.org and click the Annual Meeting tab.

HOTEL

INFORMATION

Hotel Reservations must be made by Friday, March 27, 2015.

Make your reservation on-line at the whacking long URL below, or use link on AAUW-CA.org, or call 1-800-266-9432.

ROOM RATE

The daily room rates for the AAUW-CA Annual Meeting (April 17-19) is \$145 single/double subject to applicable state and local taxes (currently 10%) and CA Tourism \$0.15 in effect at the time of

check out.

HOTEL AMENITIES

Amenities include internet access, heated pool and health club. In-room amenities include television, coffee/tea, iron/ironing board, hair dryer and room service.

CHECK-IN

Check-in time is 4:00 p.m. and checkout time: 12:00 noon. Bell staff will store luggage for early arrivals and late departures.

TRANSPORTATION

Driving: From the San Diego Freeway (route 405) take Rosecrans Avenue

west toward Manhattan Beach 0.3 miles to Parkview Avenue. Turn left on Parkview and proceed to Marriott Hotel. Parking Rates self-parking rate of \$12.00 per vehicle, per day (inclusive of tax). Valet \$26.00 per vehicle (In and out privileges will be extended to overnight guests). **Airport:** The hotel is 3 miles southeast of Los Angeles International Airport. The hotel does not provide shuttle service. RoadRunner Shuttle fare is about \$15 one way (reservation required). Taxi fare is about \$20 one way.

2015 Leadership Candidate Statements



Charmen Goehring candidate for President Elect (2015-17)

I want to encourage younger members to step into positions of leadership within their branches and the state organization. Increasing AAUW's visibility will help recruit and retain members.

Collaborating with other like organizations will help us to be relevant while not having to do it all ourselves. I would like to see more Younger Women's Task Force chapters started in CA -these AAUW members complement our branches and show younger women what AAUW is about.



Deanna Arthur candidate for Secretary (unexpired term 2014-16)

I would like to give back to AAUW. I have been a member since 1988 and have been given the opportunity of learn and grow with the organization. I want to follow in the footsteps of the great

women who went before me and to further the promotion of equity for women and girls through advocacy, education, philanthropy and research. By accurately reporting the work of the board in their meetings , I can assist in the furtherance of the AAUW mission.



Pat Ferrer candidate for CFO (2015-17)

I believe I have the skills and knowledge to help AAUW CA stay in good financial status. As Chief Financial Officer, I want to honor those that have held this position before me by doing the best work possible and

providing outstanding financial advice to the President and her Board of Directors. I will bring 30 plus years of related work experience that includes 20 years of supervisory and management experience and directly related experience with AAUW as branch treasurer, financial liaison for Tech Trek, and past membership on the national finance committee to this position.



Ainsley Nies candidate for Director (2015-17)

My primary goal is to develop a credible, sustainable process that evaluates the real-world effects of AAUW CA Programs, so that we can assure appropriate use of our intentions and resources. Programs that launch with

planned follow-up provide learning opportunities. When we can link Programs to outcomes, positive and negative, we validate our governance. Secondly, I would like to enable more cross-Branch information sharing. The "wisdom of the crowd" is powerful.



Helene Carr candidate for CFO (2015-17)

I will provide accurate and timely information to the AAUW CA Board of Directors in order that decisions made are based on current information.

I will endeavor to continue the current relationship between this

office and the BOD in order to answer questions in a prompt and accurate manner

I will keep current on all financial matters that involve AAUW CA

I will undertake the responsibility of this office in a manner that is a positive reflection of AAUW CA.



Donna Mertens candidate for Director (2015-17)

It is the purpose of the State Board of Directors to encourage and guide our California branches to accomplish the mission of AAUW. I have learned a lot in my past four years on the State Board as CFO. I would like to take that

knowledge and use it to support and meet the needs of our branches.

2015 Leadership Candidate Statements (con't)



Nancy Mahr candidate for Director (2015-17)

In addition to supporting the goals of the Board, one of my goals would be building awareness of Public Policy positions and priorities among our branches. This includes communicating on Public Policy issues and

encouraging each branch to hold at least one Public Policy program during the year.

Another goal would be to provide leadership for the Public Policy Committee, coordinating with our AAUW lobbyist, and communicating committee outcomes to the Board and branches.



Lynne Batchelor candidate for Director (2015-17)

To preserve our effective voice for women and girls, the branches must be strengthened through attracting new members while supporting veteran members.

We must maintain fiscally sound practices while improving service to members. I will help the board focus attention on opportunities to improve collaboration/communication between branches, strengthen leadership/mentoring programs, assistance in implementing new communication methods, opportunities for exchanging information about meaningful programs/activities which build collaboration with like-minded organizations and increasing participation in AAUW programs.

PROPOSED AAUW CA BYLAWS AMENDMENT FOR SPRING 2015 BALLOT

Amend Article VII (Board of Directors), Section 10 (Filling Vacancies) of the AAUW California Bylaws, deleting “(a) due to the resignation or removal of an elected officer or (b)” so that it now reads:

“Vacancies on the board, except for vacancies ~~(a) due to the resignation or removal of an elected officer or (b)~~ created by removal of a director by the members, may be filled by a majority vote of the remaining directors on the board at any properly called board meeting, whether or not less than a quorum, or by a sole remaining director. The voting members may fill any vacancy or vacancies not filled by the directors. Any individual filling a vacancy pursuant to this section shall be a voting member of the corporation in good standing. Individuals appointed to fill a vacancy shall serve until the end of the term of the director whose vacancy they are filling.”

Rationale: This corrects a contradiction between this section and Article VI (Officers), Section 1-e, which allows the board to fill an officer vacancy in the case of resignation. This amendment ensures the board would not have to wait until the spring state elections to fill a vacancy, nor have to consider the alternative of a costly special election.

**Bylaws amendments must be approved by
2/3 of the votes cast, rather than a simple
majority.**



Annual Meeting speaker Shannon Smith-Crowley is AAUW California's lobbyist. Shannon has been a registered lobbyist in California since 1999. She founded Partners In Advocacy in 2003 to specialize in medical and reproductive health advocacy. Before founding PIA, Shannon was Associate Director of Government Relations for the California Medical Association. Shannon received a BA from UC Santa Cruz, a JD from California Western School of Law and a MHA from USC's Sacramento Center. She is a member of the State Bar, an advisory member of the USC Sacramento Center Advisory Council, and an Executive Committee Member of California Coalition for Reproductive Freedom. She is also a member of Capitol Network, California Women Lead, California Chronic Care Coalition, and, of course, American Association of University Women.

PROPOSED AAUW CA PUBLIC POLICY ACTION PRIORITIES FOR 2015-2017

Sue Miller, Chair

Public Policy Committee

Ruth Currie, Karen Jackle, Gloria Leonard, Nancy Mahr, Judy Pfeil, Sadie St. Lawrence, Shannon Smith-Crowley, Roz Wright and Laura Pasquale

The AAUW California (AAUW CA) Public Policy Committee recommends these Public Policy Priorities for approval by AAUW CA members.

The AAUW CA Public Policy program supports its mission to advance equity for women and girls through advocacy, education, philanthropy, and research, and complements the national Public Policy program. AAUW CA's priorities for action are chosen according to the criteria of viability, critical need, and strong member support. All members were invited to comment regarding the priorities which AAUW CA should place on California legislation affecting women and girls during the next two years, and these priorities reflect member comments.

To achieve economic self-sufficiency for all women AAUW CA supports:

- Pay equity, fairness in compensation, and economic justice;
- Equitable access and advancement in employment, including vigorous enforcement of employment antidiscrimination statutes;
- Strengthening retirement benefits and programs, including pension improvements and protecting Social Security from privatization or reduction in benefits;
- Programs that provide women with education, training, and support for success in the work force;
- Strengthening programs, including welfare and career and technical education, to improve postsecondary education access, career development, and earning potential; and
- Greater availability of and access to a high standard of benefits and policies that promote work-life balance.

To support a strong system of high quality public education, AAUW CA advocates:

- Adequate and equitable funding for high quality public education for all students;
- Increased support for programs that break through barriers for women and girls in science, technology;

- engineering, and math (STEM) fields;
- Protection of programs that meet the needs of girls and women in all levels of education, including vigorous enforcement of Title IX and all other civil rights laws pertaining to education;
- Opposition to the use of public funds for nonpublic elementary and secondary education and for charter schools that do not adhere to the same civil rights and accountability standards as required of public schools; and
- Support and adequate funding for women and disadvantaged populations access to higher education, including two-year degree programs.

To guarantee equality, individual rights and social justice for a diverse society, AAUW CA supports:

- Choice in the determination of one's reproductive life;
- Freedom from violence and fear of violence, including bullying and sexual harassment, in homes, schools, workplaces, communities and the military;
- Increased access to quality, affordable health care, and family planning services, including expansion of patient rights;
- Strengthening California programs that improve the lives of children in families living at or below the poverty level;
- Strengthening United Nations programs that address human rights and women's and girls' concerns;
- Freedom in definition of family, and guarantee of civil rights in all family structures; and
- Vigorous protection of and full access to civil and constitutional rights.

COLLEGE: IS IT WORTH THE TIME AND EXPENSE?

Eleanor Stem Allen Memorial Speech Trek

Two-thirds of people who go to four-year colleges right out of high school should do something else.

(from *Is College Worth It?* by William J. Bennett and David Wilczol)

The Eleanor Stem Allen Memorial Speech Trek is the AAUW California speech competition for all high school students, public and private. The competition begins on the branch level with a speech tournament for local students and culminates with three top statewide finalists performing their five-minute speeches at the AAUW California annual meeting in April. The previous Speech Trek winners are:

2007: Anna Torres, sponsored by Roseville-South Placer Branch, for "Education as the Gateway to Women's Economic Security."



Last year's Speech Trek winner, Anneka Sonstroem (left), then a senior at Lincoln High School in Stockton, with Speech Trek coordinator Donna Erickson (right).

2008: Heidi Medema, sponsored by Oakdale-Riverbank-Escalon Branch, for "What's Behind the Pay Gap?"

2009: Alexandria Aiello, sponsored by Porterville Branch, for "Educational Equity – does the rise of female achievement come at the expense of their male peers?"

2010: Melanie Nadon, sponsored by East San Gabriel Valley Branch, for "If you could organize 100,000 women, millions of dollars in resources and thousands of volunteer hours to bring equality to women in one area, what would that area be? Why?"

2011: Emily Shumway, sponsored by Sonora Branch, for "Seventy percent of the 1.2 billion people in the world living in poverty are women. What is the most significant barrier to be overcome to lift these women out of poverty? What organizations, foundations, or program is having the greatest impact on this barrier?"

2012: Kyron Richard, sponsored by Sacramento Branch, for "Bullying: So What?"

2013: Pavin Trinh, sponsored by Alhambra-San Gabriel Branch, for "Sexual Harassment in Schools ... Big Deal?"

2014: Anneka Sonstroem, sponsored by Stockton Branch, for "Women at the Top... Why Not?"

Now in its ninth year, the Eleanor Stem Allen Memorial Speech Trek asks high school students to draw upon personal experience and resources such as AAUW's 2013 research report, "Women in Community Colleges: Access to Success," to answer the question, "College: Is it worth the time and expense?"

We eagerly anticipate hearing the thoughts of the three statewide finalists, who will deliver their five-minute speeches at the AAUW California annual meeting on April 18 at the Manhattan Beach Marriott Hotel.

GEENA DAVIS INSTITUTE ON GENDER IN MEDIA

AAUW California is a member of the Geena Davis Institute on Gender in Media. The Institute highlights gender inequalities through cutting edge research, education, training, strategic guidance and advocacy programs. Institute-backed research has revealed the following facts:

Males outnumber females 3 to 1 in family films. In contrast, females comprise just over 50% of the population in the United States. Even more staggering is the fact that this ratio, as seen in family films, is the same as it was in 1946.

Females are also underrepresent-



AAUW CA President Kathleen Doty and Geena Davis, Founder and Chair of the Geena Davis Institute on Gender in Media

ed behind the camera. Across 1,565 content creators, only 7% of directors, 13% of writers, and 20% of producers are female. This translates to 4.8 males working behind-the-scenes to every one female.

From 2006 to 2009, not one female character was depicted in G-rated family films in the field of medical science, as a business leader, in law, or politics. In these films, 80.5% of all working characters are male and 19.5% are female, which is a contrast to real world statistics, where women comprise 50% of the workforce.

These facts are supported by research conducted by Stacy Smith, Ph.D. at the USC Annenberg School for Communication & Journalism.

<http://seejane.org/>

AAUW CALIFORNIA

ANNUAL MEETING & SPEECH TREK FINAL REGISTRATION FORM

April 18, 2015

Note: Each person attending must complete a separate registration form and attach payment for the total amount due.

PRINT ALL INFORMATION ON THIS FORM

Name Tag Information

Name: _____

Branch: _____

Leadership Position: _____

for the (check one): Branch State Association

First Time Attendee? Yes No

Contact Information

Mailing Address: _____

: _____

: _____

City: _____

State _____ ZIP _____ - _____

Phone (days): (____) ____ - ____ ext ____

(evenings): (____) ____ - ____ ext ____

E-mail Address: _____@_____

Emergency Contact:

Name: _____

Phone (days): (____) ____ - ____ ext ____

Do you intend to register to stay at the Marriott Hotel during the annual meeting? Yes No

For information about accessibility issues or any other special requirements, contact the AAUW CA office.

Do not wait until the last minute to register. Seating may be limited due to room size.

All refund requests must be in writing, postmarked by April 12, 2015.

All cancellations will be subject to a \$25 processing fee.

	Number	Cost	Subtotal
Early Registration* (Postmark on or before March 20, 2015)	_____	x \$75 =	_____
Regular Registration* (Postmark March 21–April 10, 2015)	_____	x \$90 =	_____
Onsite Registration* (Register onsite by 10 a.m., April 18 to receive Lunch)	_____	x \$100 =	_____
Student* (Register onsite by 10 a.m., April 18, 2015)	_____	x \$30 =	_____

*includes lunch

VEGETARIAN MEAL PREFERRED? Yes No

SPEECH TREK FINALS ONLY

Registrations must be postmarked by April 10 or made onsite by 2:15 p.m., April 18, 2015

Adult _____ x \$15 = _____

Student _____ x \$10 = _____

TOTAL AMOUNT ENCLOSED TOTAL \$ _____

Check – Make check payable to:

AAUW California/CC Fund

Credit Card: MasterCard Visa

Cardholder (PRINT)

Name: _____

Billing Address: _____

City: _____

State _____ ZIP _____ - _____

Card# _____ Exp. _____
Date _____

Signature _____

Mail this form and your payment to:

AAUW California
1331 Garden Highway, Suite 100
Sacramento, CA 95833

or fax to: (916) 448-1729

or register online:

<http://aauwcameeting2015.eventbrite.com>

Leadership
Development Committee
Presents

DEVELOPING THE LEADER IN YOU

2 Dates to choose from
\$60.00 per person

Agenda

- 9:30 Check-in**
- 10:00 Welcome**
Kathleen Doty, President, AAUW CA
- 10:15 AAUW Leadership Programs**
*Deepti Gudipati and Erica Stout
AAUW National Office*
- 11:10 Workshops**
- 12:15 Luncheon and Plenary:**
Four Steps to Inspire Leadership
Panel
- 1:40 Workshops**
- 2:40 Workshops**
- 3:30 Day Ends**

Saturday
March 21, 2015
Northern California

City of Hayward
City Hall
777 B Street, Hayward 94541

Sunday
(Follows AAUW CA Annual Meeting)
April 19, 2015
Southern California

Manhattan Beach Marriott Hotel
1400 Parkview Avenue
Manhattan Beach 90266

Choose from 7 topics

- Alternate Governance/ Leadership Models
- Facilitating Effective Meetings
- Strategic Planning & Goal Setting
- Building a Team, Delegating
- Conflict Resolution, Giving Feedback & Proactive Listening
- Mentoring & Supporting Leaders
- Managing Change, Being a Change Leader

Registration

(Use one form per person)

Please check the Leadership Day you wish to attend

- | | |
|---|--|
| <input type="checkbox"/> Hayward
RSVP by March 12 | <input type="checkbox"/> Manhattan Beach
RSVP by April 5 |
|---|--|

Special Instructions (check box):

- Request a vegetarian lunch**
- Food Allergy (list)** _____

PRINT ALL INFORMATION

Name Tag Information

Name: _____

Branch: _____

Leadership Position: _____

Mail completed form with check (\$60.00) payable to AAUW CA to:

AAUW CA
1331 Garden Highway, #100
Sacramento, CA 95833

or Register online on eventbrite.com



Tech Trek State Coordinator Linda Stinebaugh, AAUW National Chief Strategy Officer Mark Hopkins, Special Projects Fund President Elva Volbrecht, and AAUW CA President Kathleen Doty

HISTORIC VOTE BY AAUW CALIFORNIA TO TRANSITION TECH TREK TO NATIONAL

Linda Stinebaugh, Tech Trek State Coordinator

At the January 2015 quarterly meeting of the AAUW California Board of Directors, held in San Diego, the Board voted to blend our highly successful Tech Trek program with the National program. The Board's historic decision is the first step in the process of melding the two programs and followed a three-hour long discussion among board members and other stakeholders including AAUW National Chief Strategy Officer Mark Hopkins, Tech Trek State Coordinator Linda Stinebaugh, Special Projects Fund (SPF) President Elva Volbrecht, and SPF Treasurer Jane Stanley.

The National program is based on the California model, so much of what we do will remain the same and the transition is expected to be transparent to the branches. It is possible that some modification of individual camps may be required to insure consistency with the program as a whole and, thus, fit into the national evaluation program (needed to attract and retain major funding). However, we will retain our current structure, and AAUW California will retain oversight of the California camps.

"My hat's off to Kathleen Doty and her great AAUW CA Board of Directors. Watching them work this weekend, I saw a fully engaged, intelligent and thoughtful team making progress for the organization. It was wonderful to witness!"

--Harriet Tower

TECH TREK UPDATE

Linda Stinebaugh, Tech Trek State Coordinator

Congratulations go to Pat Ivester, who has stepped up to be the new Director at Tech Trek Stanford Curie. Kea Joliecoeur will be her assistant. Also, newly approved by the AAUW California Board, Harriet Tower will be shadowing Pat Ferrer so she will be ready to take over the Tech Trek Financial Liaison position at the end of Pat's term.

This year the two Stanford camps will be benefitting from a Lockheed Martin grant totaling \$25,000 to be split between the two camps. Verizon will be awarding each camp in California \$5,000 to hold the App Coding core class during this year's camps. Each camp will select two people to undergo online training to teach the class.

Pam Kenoyer has again worked her magic and secured a \$5,000 Time Warner Cable grant for this year.

We would also like to thank the Morgan Hill, Healdsburg, and Carlsbad-Oceanside-Vista branches, who have gone out of their way to donate funds directly to the camps in addition to any scholarships they have provided. For those of you who have additional funds, we really need to update our computers!

California camp directors and other volunteers will be included in National's comprehensive training and development process. Adding California will be mutually beneficial -- bringing valuable experienced perspective to the newer directors in other states and alerting the more seasoned directors to innovations developing elsewhere.

The move will enable us to take full advantage of National's branding and marketing, and will allow us to benefit from their ability to successfully acquire grants from large corporations.

Fiduciary services will be transferred from Special Projects Fund (SPF) to the national office. SPF charges Tech Trek a 5% administrative fee. National will not charge any fee for managing the finances of any of the Tech Trek programs. More of our funds will be available for scholarships.

Supporters will continue to be able to donate to specific camps. In addition, donors will be able to make online contributions directly to a specific camp.

The transition is expected to take effect for the 2016 camps.

TECH TREK FOUNDER WINS SILVER MEDAL FROM JEFFERSON AWARDS FOUNDATION

Harriet Tower, Chair
Nominations and Elections Committee, and
Co-Financial Liaison for AAUW CA Tech Trek

Marie Wolbach, originator of AAUW California's Tech Trek program, received a Silver Medallion from the Jefferson Awards Foundation for her work with Tech Trek.

The mission of the Jefferson Awards, founded in 1972 by Jackie Onassis and US Senator Robert Taft, is to encourage and honor individuals for their achievements and contributions through public and community service. Criteria for winning a silver medal include the project's sustainability, impact, and number of people reached.

In her thank-you speech, Marie said, "This award is a tribute to the work of many women who shared a common purpose, not just to one person. All those supportive AAUW members



are honored with this silver medal."

Marie is one of five silver winners, all of whom have been entered in the national Jefferson Awards for consideration for the Jacqueline Kennedy Onassis Award for Outstanding Public Service Benefitting the Local Community. The award is presented each year during a ceremony in Washington, D.C., during the third week in June.

In 1996 Marie, a member of the Palo Alto branch and AAUW California Program Director, applied for an AAUW Community Action grant of \$5,000 for seed money to establish the Tech Trek camp. The grant was awarded in April 1997 and planning for the camp began immediately.

The goals set for Tech Trek Science Camp for Girls were to:

1. Encourage a diverse group of young women entering eighth grade to take math and science courses each year throughout high school.
2. Motivate students to attend college.
3. Inspire young women to consider careers in science, technology, engineering or math (STEM).

Two additional camps (Fresno and San Diego) were established in 1999 and the number has now grown to ten camps throughout California. The success of the program has inspired AAUW, using our model, to establish eleven camps in other states.

SAVE THE DATE!

AAUW CA PARTNERS WITH THE LA SPARKS

JOIN US ON SEPTEMBER 6, 2015 AS WE
STAND UP FOR TITLE IX!

Game time is 2 pm. A pre-game reception is planned with LA Sparks' President Christine Simmons in the LA Staples Center Lexus Room. The proceeds from ticket sales will be used to send a student to AAUW's National Conference for College Women Student Leaders (NCCWSL) 2015.

More information is coming soon. Now is the time to start thinking of family members and friends to invite. Also, reach out to the coaches of high school and college athletic teams in your community; encourage them to bring their female athletes to participate with AAUW California at the reception and game.

Ticket order forms are being created by LA Sparks staff and will be shared soon. Contact Alicia Hetman at ahetman@aauw-ca.org with any questions or suggestions you may have. For the love of Title IX --- we stand together!



California PERSPECTIVE
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 Sacramento, CA 95833

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AAUW'S VALUE PROMISE:

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

AAUW CALIFORNIA'S ELECTED AND APPOINTED LEADERS ARE WORKING TOGETHER TO DELIVER ON THE AAUW VALUE PROMISE.

PLEASE JOIN WITH US -- THE PREMIER ORGANIZATION IN CALIFORNIA FOR WOMEN.

AAUW CA GOES GREEN!

Let's help save the planet -- or at least a few trees.

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



Note: We use the email addresses listed in the national AAUW membership record to send California Perspective electronically to every California member.

If you are not receiving the electronic copy, your email address might be incorrect or missing from the record. Please use the Membership Services Database (MSD) or ask your branch treasurer to check it.