



A free breakfast, Gloria Steinem, a magician needed and the ability to save time - wow! Read about these topics and much more in this Board to Board. As you read this edition, think about who would benefit from the information and please take the time to share it.

## AAUW CALIFORNIA CONVENTION 2018

*Jim Doty, California Perspective Editor, [perspective@aauw-ca.org](mailto:perspective@aauw-ca.org)*

### Ten Reasons to Attend the State Convention

AAUW California's biennial convention will be April 27-29, 2018 at the Irvine Marriott. The convention theme is "Educated. Reasoned. Active.". There has never been a time in which we have been more challenged to advance our mission, nor has there ever been a greater opportunity.

Here are 10 plus one reasons to attend Convention:

1. Receive a free tote bag! It's big enough to hold a notebook of great information or 10 pounds of chocolate – you decide!
2. Complete your [branch bingo](#) card!
3. Brag about your branch—we want you to!
4. Meet state and national VIPs. They want to meet you!
5. Participate in revitalizing workshops
6. Discover keys to political power
7. Learn about women peacebuilders
8. Broaden your vision by learning about the "shackles" others have worn
9. Hear how we can stand up to sexism
10. Celebrate the 20th anniversary of Tech Trek--wear your green Be<sub>3</sub>Al<sub>2</sub>(SiO<sub>3</sub>)<sub>6</sub>!

Bonus Reason to attend Convention:

11. Enjoy free breakfasts! There may be no such thing as a free lunch, but there IS free breakfast!

Encourage your members to attend. Include information about AAUW California's biennial convention in your branch newsletter and on your website.

Additional details and registration materials are in the winter issue of the [California Perspective](#) and are on our [state website](#).

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## AAUW FUND

Sharon Westafer, Director, AAUW Fund Committee Chair, [aauwfund@aauw-ca.org](mailto:aauwfund@aauw-ca.org)

### Important deadlines

Please remember that nominations for AAUW CA Named Gift Honoree and Branch Named Gift Honoree/s are due February 15, 2018. Forms are available on the [AAUW California website](#). Thank you to those of you who've turned them in early.

Thank you to all of the branches and individual AAUW members who made donations to the AAUW Fund in 2017. AAUW California continues to be one of the top contributors to the AAUW Fund. Year-end branch contribution reports should be arriving from National at the end of February. We'll distribute the reports as soon as we receive them.

The Victor Valley branch has established an honorarium in Donna Mertens' name (our AAUW California president). The fund number is #4435. Honorariums are a way for branches and individuals to honor someone without having to make the large monetary commitment of an endowment. An honorarium is completed at \$5000 and can be designated toward a certain AAUW project.

While there won't be a Fund workshop at the convention, the committee will be available at the open space session on Saturday afternoon to answer any questions you have about the Fund.

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## COLLEGE/UNIVERSITY (C/U) COMMITTEE

Tina Byrne, C/U Committee Chair, [aauwgina@gmail.com](mailto:aauwgina@gmail.com)

### A Brief View of the College/University Partnership Value

#### Value to Branches

- College faculty and staff are prospective branch members
- Graduates are prospective future members (Give a Grad a Gift)
- Programming opportunities and resources (Title IX speakers, STEM)
- Potential use of campus facilities
- Opportunity to put AAUW's mission into action
- Members experience the impact of branch participation with students (NCCWSL, Start Smart, Scholarships)

#### Value to Colleges

- Access to education funding
  - Faculty and Staff can access scholarship funding for graduate work
  - Scholarships for undergraduate and graduate students
  - Access to Start Smart and Work Smart workshops
  - Leadership development for students (NCCSWL)
  - Access to funding for Campus Actions Projects and Campus Outreach Programs.
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## COMMUNICATIONS

*Sandi Gabe, Director, Communication Committee Chair, [Communications@aauw-ca.org](mailto:Communications@aauw-ca.org)*

### **Mailing List Magician Needed**

Do you have experience with Excel? Do you like to manipulate data? Or, are you willing to learn? The Communications Committee is searching for a new team member to help maintain our mailing lists. In 4 hours a month you can assure that the right people get the right messages by syncing, joining and updating our lists. Training will be provided. For more information, contact [communications@aauw-ca.org](mailto:communications@aauw-ca.org).

### **Is it private? Are you sure?**

We have a responsibility to protect our members' information. If you have posted your branch directory or the AAUW California directory, please confirm that you have it password protected so that it can not be accessed by non-members.

### **Have a technology question? Have a cool tool you want to share?**

You're invited to join the newly formed AAUW California Technology Peer Group on Thursday, February 22nd from 6:30-8 pm. At our initial meeting we'll discuss how the group will work and Facebook best practices.

We'll meet by conference call initially to determine areas of interest and will follow with monthly meetings focused on a particular tool or need identified by the group.

Please complete this form to RSVP and share your background and interests.

Join us to share your wisdom or learn some new techniques!

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## FINANCE

*Pat Ferrer, CFO, [cfo@aauw-ca.org](mailto:cfo@aauw-ca.org)*

## Want to pay your membership dues with a credit card?

The free MPP ([Membership Payment Program](#)) service at National offers branch members the ability to pay their dues (National, State, and Branch) with a credit card. What does it take? Your branch needs to sign up for MPP.

Once your branch is on MPP there are more benefits too. See the Membership Committee article in the [November 2017 Board to Board](#). Why is AAUW California encouraging you to use the MPP? In the last calendar year, we deposited over 700 membership dues checks. If you estimate each check takes 5 minutes to deposit (checking that it is complete, entering in QuickBooks, stamping the back for deposit to..., and mailing to our bank), that is 3,500 hours of our administrative assistant's time. Time that could be spent doing tasks that benefit the membership more.

Save time—and make paying dues easier—encourage your branch to sign up for MPP (if necessary) and then take advantage of the program.

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## LEADERSHIP DEVELOPMENT

*Cathy Foxhoven, Co-President Elect, Leadership Development Chair, [leaderdev@aauw-ca.org](mailto:leaderdev@aauw-ca.org)*

### Befuddled by 21st Century Technology?

Are you frustrated trying to keep up with 21st Century technology? Should you, your board and members do Facebook, Instagram, Twitter, and if so, how do you do it? Well, worry no more. AAUW California Resource Connection can help your branch.

If you are looking for a very informative, helpful program make your request through [AAUW CA Branch Resource Connection](#).

Your branch will be so delighted they took the leap into the 21st Century!

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## MEMBERSHIP

*Deanna Arthur (Secretary) and Kathy Andreini, Membership Committee Co-Chairs, [membership@aauw-ca.org](mailto:membership@aauw-ca.org)*

### What Worked for Your Branch?

The Membership Committee would love to hear from you! What recruitment/retention efforts worked for you? Did you try something that didn't work? If so, do you have a theory about why it didn't work?

Now is the time of year that we are thinking about what's next. Please share with us your wins and misses. We'll let you know next month about the responses we receive.

Sharing wins and losses among branches is one of our best Membership tools. Please send yours to the Membership Co-Chairs.

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## PROGRAM

*Jane Niemeier Co-President Elect), and Stormy Miller, Director, Program Co-Chairs, [program@aauw-ca.org](mailto:program@aauw-ca.org)*

### **Spend Some Time with Gloria Steinem**

Our second book that we will be discussing at the AAUW California Book Club is *My Life on the Road* by Gloria Steinem. Not only will you get to spend time with Gloria, you will also get to know some legends of the Women's Movement like Bella Abzug, Dolores Huerta, and Shirley Chisholm. The discussion will start on February 15.

Join us anytime day or night at GoodReads. And bring along some friends!

### **Countdown to Convention!**

Ready, Set, Go Round 2 of Branch Bingo! We are now two weeks in, and you still have more than enough time to submit your branch bingo cards for entry to win the grand prize at Convention. Remember, the deadline for the second round is March 31, 2018. Even if you entered Round 1, you're still eligible to play both rounds. We hope you find this game thought provoking, mission-based, engaging and, most important, fun! Presenting a program on financial literacy? Promoting the AAUW Book Club among membership? Engaging in activity with your local college or university? You are already on your way to being a winner! We look forward to seeing your [Branch Bingo](#) cards submitted via the website.

A little birdie told me that Convention is filled with workshops and activity emphasizing AAUW's mission to empower women and girls through advocacy, education, philanthropy, and research. Looking to infuse more mission-based programming into your branch? Why not take advantage of the opportunity to hear from members across the state as they educate us on building self-esteem among girls, navigating today's chaotic political landscape, diversity, inclusion, marginalization, women in STEM, financial literacy, and much, much more! We look forward to the opportunity to learn from each other and to leave inspired to carry out the mission of an organization we so proudly promote. We hope to see you there and let the countdown to Convention begin!