



REFLECTIONS FROM DONNA...

Donna Mertens, President, AAUW CA, statepresident@aauw-ca.org

Convention and More.....

Everywhere you look you read about the AAUW California Convention. I guess it is because it is going to be so great. There is the Leadership Brunch on Friday to share and prepare new branch leaders. We have Kim Churches, AAUW's new CEO, kicking off the weekend on Friday evening. She is a great speaker and will tell us about all the changes going on at National.

Saturday brings the Speech Trek Finals as well as all the exciting workshops. Bring your questions and issues to the Open Space session on Saturday afternoon. The gala on Saturday evening will be headlined by Lisa Maatz, former AAUW Vice President of Government Relations and Advocacy. The evening will also include recognition of branches identified through the [2017-2018 Program of the Quarter](#).

On Sunday, we will be celebrating the 20th anniversary of our own Tech Trek program with a luncheon and a reunion for our campers and staff.

Join us the last weekend in April and prepare to be inspired and energized.

March 8th is the deadline to receive the early bird registration rate. Be a part of the Educated, Reasoned, Active Group! Click [HERE](#) to register.

A MESSAGE FROM YOUR CO-PRESIDENT ELECTS

Jane Niemeier, jniemeie@hotmail.com and Cathy Foxhoven, aauwfox@gmail.com

Get to Know Your State Board Members by Helping!

After three years of service, our AAUW California Meetings Planner, Janice Lee, is stepping down. We need someone with an events planning background willing to identify best value meeting spaces for our quarterly board meetings and negotiate the rate for sleeping rooms, meeting rooms, and meals. The Meetings Planner also attends our quarterly board meetings as

a non-voting member. Although this is not a paid position, the Meetings Planner will receive reimbursement for travel and meals at the same rate as other board members. The meetings rotate between Northern California and Southern California. The 2018-2019 Board's first meeting is in June 9-10, 2018 in a Northern California location. There are four other meetings, and Janice will help the new person get started.

Please contact Jane or Cathy if you are interested in serving in this great opportunity to watch and learn what the AAUW California organization does and how it does it. Be a part of the dedicated team that helps branches meet their missions.

AAUW FUND

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

All branch AAUW Fund V.P.s, Presidents and Financial officers received their year-end contribution report in February. Be sure to compare the report with your records and let Sharon Westafer know if you have questions.

If you would like to create certificates to honor your donors, the templates are available on the AAUW California website in the AAUW Fund area. Click [HERE](#) for a direct link. The certificates look nice if you use 32# certificate paper.

The Fund committee invites you to the Fund gala at the State convention on Saturday, April 28th. Join us as we celebrate you, our wonderful Fund donors. We'll also hear Lisa Maatz, former AAUW legislative advocate, announce the State Named Gift award recipient and honor the branches with the 2017 top giving records. The Tech Trek 20th anniversary celebration on Sunday will also be an event you won't want to miss! We hope to see you at the convention.

COLLEGE/UNIVERSITY (C/U) and PUBLIC POLICY COMMITTEES

Tina Byrne, C/U Committee Chair, aauwgina@gmail.com, **Charmen Goehring**, and **Nancy Mahr**, Directors, Public Policy Co-Chair, publicpolicy@aauw-ca.org

Make Equal Pay Day a Day of Action in Your Community and Spread the word about the Gender Pay Gap on Campus

Equal Pay Day is Tuesday, April 10 and symbolizes how far into 2018 women must work to earn what men earned in 2017.

The gender pay gap starts just one year after college graduation, so your local campus is a perfect place to take your Equal Pay Day activities and creatively engage students. Action on Equal Pay Day has the objective of raising the awareness of the issue in our communities, with our members, and especially with young women who are under the false impression that pay inequity has been "taken care of."

Now is the time to be planning an activity for Equal Pay Day - April 10, 2018.

Here are some ideas to draw attention to Equal Pay Day:

- Collaborate with other like-minded organizations and organize a program open to the public. Invite local community leaders, such as local politicians; issue a press release; use AAUW research, e.g. *Behind the Pay Gap*; and *The Simple Truth about the Gender Pay Gap*. The research allows us to say: “There is a wage gap and here are the numbers to prove it.” For more resources click [HERE](#).
- Resolution for County or City to declare – “Equal Pay Day.”
Contact local jurisdictions and prepare resolution (sample at aauw.org) declaring April 10, 2018, “Equal Pay Day”; issue press release at same time. Encourage branch members to attend meetings where the resolution is read into the record. For more resources click [HERE](#).
- Op Ed, Letter to the Editor and Social Media
Using traditional media to deliver the message on a specific issue is an effective vehicle for AAUW members, e.g. op-eds, letters to the editor and blogs. Contact local newspapers stating facts from AAUW research about pay equity. Offer to prepare an article (op-ed) and/or a letter to the editor. Along with traditional media, ask members who are using social media to create the same message about the wage gap as a blog. Use a Facebook and/or Twitter messages to alert people about Equal Pay Day. For more resources click [HERE](#).
- Offer some clever giveaways. Distribute $\frac{3}{4}$ cookies in a bag with information about Equal Pay Day. Another “giveaway” can be a Pay Day candy bar with information about Equal Pay Day.
- C/U Partnerships:
 - Contact women’s studies, sociology, and political science departments and ask for opportunities to speak to a class about Pay Equity or ask for permission to conduct voter registration on campus on Equal Pay Day. Be aware of the rules and regulations concerning registering anyone to vote (online).
 - Set up a table with information and sign-up forms and then engage with passersby to recruit them as members, inform them about AAUW policy issues, and ask them to take action. Remember that e-affiliate students on partner campuses join for free.
 - Offer to help student groups on campus participating in Equal Pay Day events.
 - Hold a Start Smart Salary Negotiation Workshop
- Branch Newsletters: Use your newsletter to alert and inform your members.
- Legislative Advocacy: Conduct an Action Alert Campaign urging members to subscribe to the online two-minute activist so they can raise their voices for women’s issues.

AAUW is committed to supporting fairness in compensation. Every Branch can find one action that it can do to promote Equal Pay Day in April. Don’t forget that it will count on your [Branch Bingo](#) card!

More resources are available on the AAUW National website. Click [HERE](#) for more details.

CONVENTION

Jim Doty, California Perspective Editor, Perspective@aauw-ca.org

Marketplace at State Convention Can Bring Money to Your Branch!

Does your branch have a fundraiser you would like to bring to the marketplace at Convention? Pins? Cookbooks? Raffle Tickets? Members from 40 branches have already registered, guaranteeing interested customers.

The marketplace will be open during the height of the Convention: Saturday, April 28, from 8:00 a.m. to 5:00 p.m. Apply for a table now! Click [HERE](#) to complete an online application.

The convention marketplace provides an excellent opportunity to expand your branch fundraiser.

Details and registration materials are in the winter issue of the California Perspective and are on our AAUW California website. Click [HERE](#) for a direct link.

FINANCE

Pat Ferrer, CFO, cfo@aauw-ca.org

Are AAUW California Dues Going Up Next Year?

In short, NO. AAUW California requires a vote by the membership to raise its dues. It is not on the ballot this April. No dues increase for AAUW California—but AAUW National is raising its dues \$10 (from \$49.00 to \$59.00) for the 2018/2019 year!

LEADERSHIP DEVELOPMENT

Cathy Foxhoven, Co-President Elect, Leadership Development Chair, leaderdev@aauw-ca.org

It's Never Too Late!

It is not too late to join the Leadership Development Peer Group. We had our first conversation on Feb. 28th via a conference call and determined the direction we wanted to take in discussing leadership solutions and problems. If you would like to join, please contact leaderdev@aauw-ca.org to add your name to the group.

Don't be like the "White Rabbit" complaining, "I'm late, I'm late for a very important date"!

MEMBERSHIP

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

Important Information!

- Effective March 16, 2018 - Changes to AAUW National dues:
 1. National dues are now \$59.
 2. Student dues (undergraduate and graduate student actively seeking an advanced degree) are \$18.81 for full or part time students enrolled in colleges that are not C/U members.
 3. National Paid Life Member - one time \$1180.
 4. Half-year dues have been discontinued.
- The State and National Dues chart has been updated on the AAUW California website. Click [HERE](#) to access the chart. A handy downloadable chart is also available.

Please check the National February 1 Count which is sent the first week in March. If your branch count is different please contact membership@aauw-ca.org
Questions, problems, just want to chat about Membership? Please contact Deanna deannaauw@gmail.com if you're a Southern California branch or Kathy kathyaauw@gmail.com if you're a Northern California branch.

How diverse is your branch?

Mitra Baghdadi, Membership-Diversity Chair, mitrabaghdadi@gmail.com
Hello from the Membership Diversity team!

This is to inform you of an upcoming survey that will be distributed to all members via email and hard copy as needed. The intent of the survey is to measure the level of diversity in California AAUW branches in the hope that we may actively improve the diversity of our membership. We will have the survey ready to launch by mid-March and will report on the preliminary findings at the AAUW California Convention in April. By the end of June, we will have a full report of the survey results.

We will need your help ensuring members complete the survey. It will also be helpful if you can assist members without access to a computer or internet in completing the survey. Please feel free to contact me, Mitra Baghdadi, if you have any comments or questions. Thank you!

NOMINATIONS & ELECTIONS

Donna Lilly, Nominations & Elections Chair, nominating@aauw-ca.org

Talented Women Candidates

Our bylaws limit the AAUW California Board of Directors to twelve members, including President, President-Elect, Secretary, Chief Financial Officer (CFO) and Directors (at large). In 2018 we are voting to elect six positions:

- Secretary (two-year term 2018-2020)
- 5 Directors (two-year term 2018-2020)

There will be a 3 week voting period from April 22nd – May 12th, 2018. Members who have an email address with AAUW National will receive an email invitation to vote during this period of time. Members without an email address on file will receive a postcard with voting instructions. Candidate statements, photos and videos for Secretary and Directors are available on the state website. Click [HERE](#) to access them.

Be prepared to meet the candidates at the AAUW California State convention in Irvine and vote!

PROGRAM

Jane Niemeier Co-President Elect, and **Stormy Miller**, Director, Program Co-Chairs, program@aauw-ca.org

Advocacy, Peace and Diversity

The AAUW California Convention is fast approaching, and we have scheduled three wonderful plenaries that you won't want to miss. The first one, on Friday, April 27, will update you on the state legislation that we are supporting as well as instruct you on how to advocate for our causes.

On Saturday, April 28, we will learn how women around the world are making a difference in bringing peace and security to their countries. We will also see what these women can teach us about our own country.

On Sunday, April 29, a diverse group of women and a transgender man will help us understand their issues.

We will also learn from them how to attract a more diverse group to AAUW.

Last Chance to Say Bingo!

This is just a friendly reminder that we are in the final stages of Branch Bingo! The deadline to submit for Round 2 is March 31st. Here are just a few of the activities listed on the cards that could lead to bingo:

1. Get out the vote (GOTV) event,
2. Include B2B communication in your branch newsletter,
3. Introduce AAUW to a local legislator,
4. Distribute Title IX information to a local school.

Curious to know what else may be listed on the bingo cards??? Find the bingo card on the AAUW California website by clicking [HERE](#).

You may be surprised to see that your branch is just one step away from being a winner!

SPEECH TREK

Marlene Cain, AAUW California Speech Trek Coordinator, spechtrek@aauw-ca.org

How can we stand up to sexism?

The answer is in Irvine on Saturday, April 28th at the AAUW California Convention!

The State's top three Finalists will deliver their speeches and compete for the top awards at the luncheon on Saturday, April 28th.

All are welcome to attend - invite your Speech Trek Committee, friends, parents, colleagues, speech coaches, or anyone with interest in this timely topic!

Whether you choose to attend the entire Convention, or just enjoy the Luncheon and Speech Trek program, come prepared to be inspired by our next generation--and perhaps by a surprise guest as well!