



## Chapter 6 (update b)

What happened on  
Sunday, April 29

## Breakfast

AAUW – Advancing  
Equity for All  
Workshops Session B  
Diversity, Inclusion, and  
Marginalization  
Honoring your Branch  
Legacy  
Building Self-Esteem in  
Girls  
Alternative Board Design  
Leveraging Social Media  
Overcoming Political  
Overwhelm  
Welcome to SPF



## Convention Bags for Sale!

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In the “Advancing Equity for All” plenary a diverse panel broadened our vision by revealing the "shackles" they have worn.



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We learned about AAUW's continuing effort to increase diversity.

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### **Honoring your Branch Legacy**

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## HONOR YOUR BRANCH LEGACY

### ▶ Recap:

#### *Past & Present*

- Cover past with (Bio)graphy book narratives
- Follow AAUW's Oral History Project
- Expand to include film/video
- Engage all members!

### ▶ Recap:

#### *Future*

- Market YWTF to young women!
- Share AAUW website
- Target young women who are leaders & self starters for CA YWTF chapters
- Not the competition; they are our future!

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We learned how to engage/retain new and current members in creative ways by researching and presenting AAUW branch and individual history.

**Send your notes, quotes and your best captioned photos to [snapshots@aauw-ca.org](mailto:snapshots@aauw-ca.org)**

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**Building Self-**

**Esteem in Girls**

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We learned about a program to build self-esteem in girls through mentoring girls who then become mentors themselves.



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We explored alternative board structures that also meet  
AAUW's requirements.

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## Explore New Ways to Lead

### Discuss Pros and Cons of:

- Co-Officers
- Rotating Officers
- Leadership Committees or Councils
- Task-focused Teams
- Term Limits
- Ideas from Audience



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We learned how to spread the mission of AAUW and increase recruitment of working professionals by leveraging social media platforms like Facebook, Instagram, and LinkedIn.

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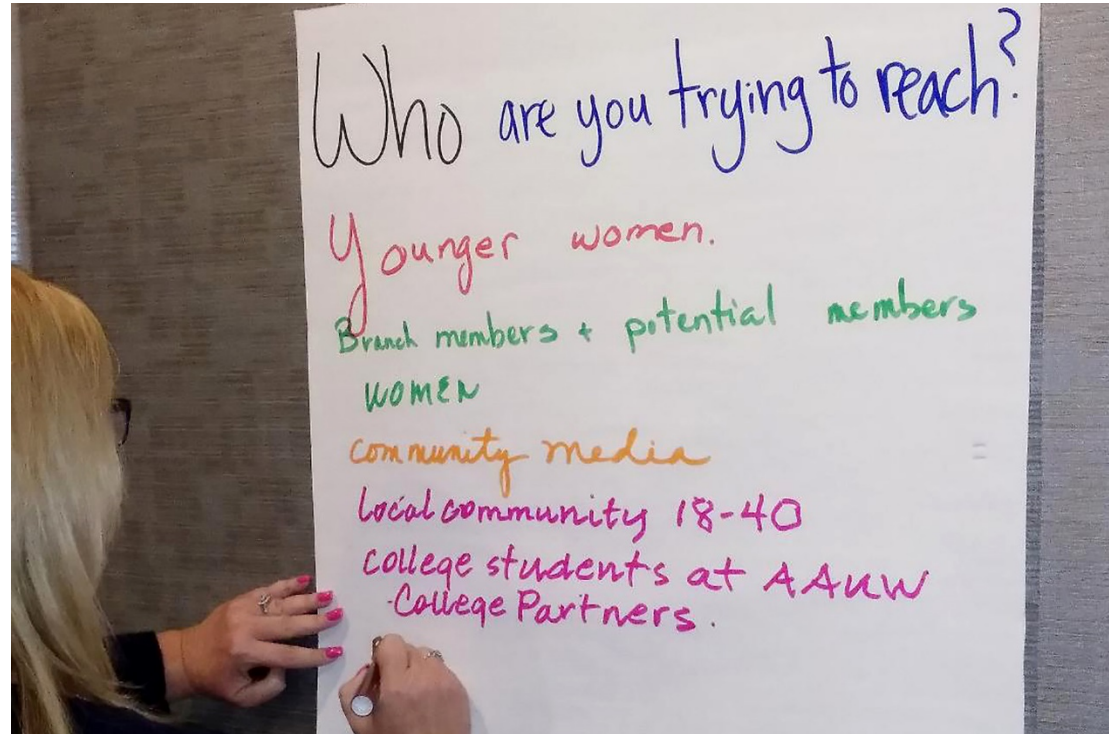
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### **Leveraging Social Media**

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Who are you trying to reach? What do you wish you knew?  
What do you hope to accomplish?

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### **Overcoming Political Overwhelm**

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## What's Important



We learned how to cope with the avalanche of political news and issues while still remaining an effective and engaged advocate.



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We learned about the AAUW CA Special Projects Fund, which enables projects to collect tax-deductible donations.

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**Tech Trek 20<sup>th</sup>**

**Anniversary**



About 250 people packed the room for the luncheon celebrating the 20<sup>th</sup> anniversary of Tech Trek!

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**Tech Trek 20<sup>th</sup>  
Anniversary**



AAUW California President Donna Mertens remarked that it was Tech Trek that made her become active in AAUW. National VP Abigail Lewis said, “Some might call it a revolution.”



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**Tech Trek 20<sup>th</sup>**

**Anniversary**



Linda Stinebaugh introduced a panel of distinguished Tech Trek alumni.

**Share your convention experience!  
Bring your notes, quotes and 1 or 2 of your best photos  
(captions please) to**

**Snapshots in the registration area  
or send them to**

**[Snapshots@aauw-ca.org](mailto:Snapshots@aauw-ca.org)**

**Share on your social media with #AAUW-CA**