

Message from the President

Dear Branch and State Leaders,

COVID-19 has changed the way people do things. AAUW California is no exception. We view this as an opportunity to experiment with a new approach to our mission.





What is our mission?

AAUW California facilitates California branches in meeting the vision and mission of AAUW by providing programs, education, and resources.

How will we meet this mission differently this year?

We have established four priorities/pillars to drive our activity. These are designed to:

- align better with AAUW National's priorities
- respond to the needs branches have identified
- change the traditional committee silo structure in favor of a more collaborative approach

AAUW National Priorities			
			
			
Governance & Sustainability		Leadership	Economic Security
AAUW California Priorities			
GROWTH & SUSTAINABILITY	VISIBILITY	LEADERSHIP EXPANSION	EMPOWERMENT OF YOUNG WOMEN
Grow AAUW California branch membership by increasing retention efforts and by attracting new members through relevant programming.	Broaden the AAUW brand and visibility through strategic marketing initiatives.	Provide branches with resources to expand leadership on two fronts: <ul style="list-style-type: none"> • Develop new branch leaders • Develop leadership skills in young women 	Provide branches with resources to empower young women in their careers.

2020-2021 Webinars

We have developed a series of online workshops to take advantage of the tremendous opportunity to reach our branches and members through videoconferencing. We are elated that these workshops will be an expansion of the prior in-person Leadership Development Days. They will relate to the four California priorities with a “how to” focus and will be open to members as well as branch leaders. Click [HERE](#) to sign up for future webinars.



2020		November 9	Keeping in Touch with Your Tech Trekkers - and Why You Should
May 19	A Roadmap for Branch Financial Management: All Your Questions Answered	November 18	Work Smarter not Harder
June 24	GovTrek: How to Rock the Next Generation	December 12	How to Manage your Speech Trek Contest on ZOOM
July 10	Zooming into Focus	December 14	Mentoring Women for Career Advancement
July 25	Cultural Diversity, Education and Dignity - Women Globally	2021	
August 10	Speech Trek 101	January 11	Title IX: Breaking Down Barriers 2021
August 26	Racial Injustice: Understanding it, Recognizing it, Talking About it	January 27	Take Me to Your Leader
September 14	Waging a Successful GOTV Campaign in the Time of COVID	February 24	She Who Thrives Survives
September 23	Show Me the Money	March 8	Build Community and Campus Relationships through Work Smart
October 1	How to Manage your Speech Trek Contest on ZOOM	March 24	How to Talk to Legislators
October 14	Virtual Fund Luncheon	April 12	What Do AAUW Members Want?
October 12	Increasing Gender Diversity on the Boards of Nonprofit Organizations	April 28	Congratulations! You've Joined AAUW! Now Get the Most from Your Membership!
October 24	Virtual Fund Luncheon	May 10	Beyond the Newsletter: Innovative Ways to Promote Branch Events
October 28	Why Public Policy Matters	May 26	Don't Hesitate...Communicate! Oral, Written, Non-Verbal Communication Skills: Speaking Across Generational Divides



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If you have a question about AAUW, please ask your California Leadership Team at AskUsFirst@aauw-ca.com. If we don't know the answer, we will find out for you. This will help AAUW National staff who are still working from home due to the COVID-19 pandemic.

THE AAUW 5 STAR PROGRAM

The AAUW 5 Star National Recognition Program has been extended and realigned due to COVID-19 and will now run from June 2019 through July 2021. Many of our California branches will be able to qualify for Stars, maybe all 5 Stars, so check out the requirements and earn that recognition for all your hard work. Check it out [HERE](#).

Best wishes for a successful AAUW year and don't forget to **Be bold, brave and brilliant!**

Dianne Owens
AAUW California State President
Statepresident@aauw-ca.org





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What Does the AAUW California Organization Do for Me?

Do you know what your state dues provide?

AAUW California provides its branches and members with....

- Someone to **listen**. Contact a state board member or state committee chair.
- **Insurance** for your branch activities at a discounted rate.
- A series of online workshops with important and **inspiring information**. See the list of topics on the AAUW California website.
- **Tips** from the trenches.
- Projects and programs that **propel the mission**, such as Tech Trek, Speech Trek, NCCWSL and more.
- Support for innovative branch projects through a **grant program**.
- **Legislative advocacy** to support issues that you care about.
- **Action Alert** emails on pending legislation and actions you can take to make your voice heard.
- A showcase for **branch success stories** that you can try. Check out the Programs, Projects & Education link on the AAUW California website.
- **Ongoing communication** through a website, monthly *Board to Board* e-newsletter to branch leaders, social media and the *California Connection*.
- Peer group **sharing opportunities** for various branch roles.
- **Guidance and** materials from state committees on branch operations.
- **Fund webinars** to raise awareness of the impact of donations to AAUW Fund.
- State-wide biennial convention or **annual meeting** to foster learning and sharing with like-minded people.
- Assistance in developing and maintaining **college/university partnerships**.
- Database of all California branches and their leaders; publication of an **annual directory**.
- Access to a state office manager for **prompt assistance**, including help answering questions before contacting National through the Ask Us First service at AskUsFirst@aauw-ca.org.

Visit aauw-ca.org for details on these benefits and updates on all things AAUW.



AAUW California Committees



The work of AAUW California is accomplished through various standing committees, special committees and task forces overseen by the Board of Directors. Any member of AAUW California in good standing is eligible to serve on a state committee and may submit an application to be considered for appointment. Applications are available on the website. Members are selected and appointed for a two-year term by the Board of Directors.

AAUW Fund Committee - gauwfund@aauw-ca.org (Judy Cavin Brown, Director)

Purpose: Provides guidance and support for branch fundraising activities done on behalf of AAUW Fund. Plans AAUW Fund events and programs to educate members about the Fund. Encourages giving to the AAUW Fund. Schedules fellowship and grant recipients to speak at branch meetings and the Fund events

- **Member Duties:** Work with the chair and team to execute the purposes listed above. Help provide committee updates to the Communication Committee for posting as appropriate.
- **Time commitment:** Varies, but may be 2 hours per week depending on the time of year.

Communications Committee - communications@aauw-ca.org (Tracey Clark, Director)

Purpose: Develops and delivers AAUW California information to branches and members using a variety of media channels and technological tools. Manages the publication of the monthly *Board to Board* e-newsletter and the *California Connection*. Seeks opportunities to market AAUW both internally and externally. Maintains the AAUW California website and social media sites. Assists other committees with communication needs.

- **Member Duties:** Participate in monthly online meetings. Work as a team to review and edit communications before distribution. Serve as a liaison with other state committees to understand their communication needs and help frame their messages. Help write stimulating and useful content for all AAUW publications and social media.
- Possible roles include editors, social media pros, writers, webmasters, mailing list pros, co-chairs.
- **Time Commitment:** 3-5 hours per week.

Finance Committee - fincom@aauw-ca.org (Roli Wendorf, CFO)

Purpose: Administers all critical financial matters essential to the operation of AAUW California. Prepares and monitors budgets. Reviews investment policies and makes appropriate recommendations to the Board of Directors.

- **Member Duties:** Help determine how AAUW California spends members' dues and recommend if member dues should be raised. Understand the insurance program. Receive, understand, and evaluate briefings on the AAUW California investment program. Work on the committee's strategic plan goals, which may require the member to work with branches and outside entities to complete. Help provide committee updates to the Communication Committee for posting as appropriate.
- **Time Commitment:** 8 teleconferences which range from 30 minutes to an hour. Independent work from 1 to 12 hours per year.



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Nominations & Elections Committee - nominating@aauw-ca.org (Janice Lee, Nominations and Elections Chair)

Purpose: Administers all aspects of the election of the members of the Board of Directors in accordance with bylaws and Policies and Procedures.

- **Member Duties:** Help set up nomination procedures. Assist with identification of viable candidates. Communicate with potential candidates via text, email or phone. Help present candidate information and voting procedures in print and electronic communications. Participate in selection of the voting vendor. Assist with management of the election and announcement of the results. Attend the state convention. Help provide committee updates to the Communication Committee for posting as appropriate.
- **Time Commitment:** 10 hours per month.

Project Oversight Committee - oc@aauw-ca.org (James Doty, Director)

Purpose: Conducts annual procedural and financial review of all AAUW state and national projects AAUW projects such as Speech Trek and Tech Trek. Evaluates new state project proposals. Assists in the development and execution of new projects. Reviews and updates policies and procedures relating to each project. Conducts annual Tech Trek site reviews to ensure procedures are followed and legal requirements are met.

- **Member Duties:** Work with the chair and team to execute the purposes listed above. Help provide committee updates to the Communication Committee for posting as appropriate.
- **Time Commitment:** Varies depending on annual goals.

Public Policy Committee - publicpolicy@aauw-ca.org (Kathi Harper, Director)

Purpose: Formulates and administers AAUW California's public policy program under the guidance of the state board and within the scope of the national AAUW public policy program. Assists branches in implementing public policy and voter education programs.

- **Member Duties:** Evaluate, take a position and assign priority status on legislative and ballot measures and participate in lobbying of legislators on selected bills as needed. Help create and implement (or secure other presenters) leadership training workshops at state events, which might include Leadership Days, Convention, and possibly Interbranch Councils and branch programs. Assist with the planning and coordination of public policy informational or training sessions. Help provide committee updates to the Communication Committee for posting as appropriate.
- **Time commitment:** 2-3 hours per month, except in March when the committee is more active doing bill research.



Call for Candidates

Looking for a Few Good Leaders

The Nominations & Elections Committee is charged with finding enthusiastic, committed, and proven leaders to serve AAUW California. Please be our eyes in your branches and Inter-Branch Councils (IBCs) statewide to locate these members and encourage them to become candidates. The strength of our organization depends on their leadership.



We seek candidates for

- (1) President- Elect (one year term 2021-2022)
(1) Chief Financial Officer (2021-2023)
(1) Director (2021-2023)

Job descriptions and duties may be found in our Policy & Procedures in the “AAUW California Business” section of our website www.aauw-ca.org.

Nomination deadline: December 1, 2020

How to nominate a candidate:

Instructions can be found in the Elections & Nominations section of our website. Instructions must be followed carefully and forms must be completed online. A candidate must be a member in good standing of AAUW California.

Candidates' information and photos will be posted on the website and will appear on the ballot in the order they are received. The three-week voting period begins April 16th and ends at 5:00 pm May 7th.

For more information contact Janice Lee, Nominations and Elections Committee Chair, at nominating@aaup-ca.org

There will be a 3-week voting period from April 16 - May 7, 2021.

AAUW Fund Facts

For more than 130 years, AAUW has funded the education of countless women so they could follow their dreams. From astronauts to zoologists, the recipients of AAUW's fellowships, grants and awards represent nearly every imaginable field of endeavor. These awards enable recipients to overcome barriers to education and advancement and to become leaders in business, government, academia, community activism, and the arts and sciences.



This year two California Virtual luncheons will be held to introduce the AAUW Fellows and Grant Recipients to all of our members and guests. We expect 8-10 scholars from our California universities and colleges to join us to tell us about their studies and goals for this academic year. There is no cost for attending the virtual luncheons, so we are suggesting that you consider a donation to AAUW Fund representing the cost of your lunch (\$45) and the cost of driving to the luncheon. These donations will be attributed to your branch donation for the Fund year and will help your branch honor one or more of your outstanding members with an AAUW Named Gift.

- **Saturday, October 10th** from 1-3 pm will be the first virtual luncheon. You must register for the webinar with our panel of Fellows and Grant recipients which will include Heather Miller, AAUW Director of Advancement. Register on the California website [HERE](#).
- **Saturday, October 24th** from 1-3 pm will be the second virtual luncheon. You must register for the webinar with our panel of Fellows and Grant recipients which will include Heather Miller, AAUW Director of Advancement Register on the California website [HERE](#).

Plan to attend one or both of these luncheons to meet these incredible women who are studying because of your donations to AAUW Fund. They will make you so proud to be an AAUW member and supporter. Invite prospective members and guests to join you. Many of the speakers will be available to speak at a branch or Interbranch Council meeting--probably virtually, of course.

Let's have a successful AAUW Fund year.

AAUW California Public Policy Program

The Public Policy program supports AAUW's mission of advancing gender equity for women and girls through research, education, and advocacy and speaks to women's needs, aspirations, and concerns. A significant portion of both national and state dues support researching and developing AAUW's positions on legislation impacting women and girls, as well as lobbying efforts. A paid legislative advocate represents AAUW California in the California Legislature. In Washington, AAUW staff and volunteers communicate with legislators.



Branch Leaders Have a Role in AAUW's Advocacy Work!

Equity for women is threatened in the current partisan political climate! The current political climate threatens progress on a number of women's issues, such as reproductive freedom, equal pay, and other economic issues. AAUW is a respected organization able to influence both state and national public policy! Branch leaders can play an important role by keeping branch members informed and encouraging action.

- Appoint a branch Public Policy Chair to receive information and put articles in branch newsletters. Your Public Policy Chair is the branch cheerleader on public policy issues.
- Include at least one public policy program in your branch programming during the year, especially this fall leading up to the November election.
- Check the AAUW California website for Public Policy updates and resources [HERE](#).
- Meet with your legislators in their district offices to inform them about AAUW's mission and legislative priorities – establishing a relationship can enhance two-way communications. Use the national website's Advocacy Training program to prepare.

Public Policy Activities are Based on Our Priorities

- Public Policy priorities at both national and state levels guide AAUW California's actions related to public policy. These are reviewed and revised every two years and approved by the members.
- AAUW has a long tradition of advocating for positive societal and economic goals, both at the national and state levels. AAUW is positively regarded by legislators for its studied, well-informed positions on proposed legislation, and for its research projects.
- The Public Policy program governs ALL ACTION in the name of AAUW.



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College and University Partner Resources

College and University (C/U) Membership

A **C/U partner member** is an institution that pays \$175 annually for a partner membership that runs from July 1st through June 30th and includes special benefits for students, faculty and staff. A campus can join as a partner member online [HERE](#).

Student affiliates are undergrad or degree-seeking grad students enrolled in full-time or part-time programs in official AAUW partner colleges/universities. These students can join AAUW at no cost with automatic renewal through graduation. Students on an AAUW C/U partner campus can join online [HERE](#).

Member Services Database (MSD) is the online source for AAUW national database records. Presidents, membership vice presidents, and C/U chairs can view a list of current C/U members, C/U reps, and student affiliates in the MSD [HERE](#).

C/U Programs



Start Smart Salary Negotiation Workshops empower students across the country with practical strategies to negotiate for fair and equitable salaries upon graduation. College women entering the job market need the confidence, knowledge and skills required to negotiate their salaries and benefits. More than 400 workshops have been presented on California campuses since 2010. All in-person Start Smart Salary Negotiation Workshops have been cancelled due to the pandemic. Start Smart and Work Smart workshops are available free on the AAUW website. More information can be found [HERE](#).

Campus Action Projects are annual, grant-funded, student-led projects that put AAUW research into action. CAP grants are awarded up to \$5000.

National Conference for College Women Student Leaders (NCCWSL) is a leadership conference held annually at the University of Maryland with workshops, noted speakers and networking opportunities for women college students. In June 2019, 66 students (up from 45 in 2018) from California campuses joined 800 students at NCCWSL. For more information, contact Donna Lilly at cu@aauw-ca.org.

C/U Leadership

The C/U branch chair is responsible for coordinating C/U outreach and programs. There were 45 C/U branch chairs in California last year and they interfaced with 89 AAUW campus partners. Appoint a C/U chair in your branch to promote AAUW issues and programs on your local campus. A one-page explanation of the chair's role, along with a toolkit and video can be found [HERE](#).

The C/U representative is the designated official contact person(s) for AAUW on a member campus serving as a liaison between AAUW and the faculty, students, and staff. Each C/U partner member may appoint two C/U reps; each rep receives a free AAUW national membership valued at \$59. Last year 133 C/U reps served on 89 campus partners in California.



Speech Trek

Please consider this valuable and educational project for your branch this year.

Speech Trek is an annual speech contest for all actively enrolled high school (including home-schooled) students in California. Now in its fifteenth year, Speech Trek is an AAUW California project that begins each year at the branch level with a speech contest for local high school students and culminates with the three top statewide finalists giving their speeches at the AAUW California convention or annual meeting in April.

Please note: Virtual contests may also be held this year.

2020-2021 Topic:

“Has social media helped or hindered the breaking down of barriers for women and girls?”

The topic gives students the opportunity to speak about how individuals and organizations like AAUW can make a difference in community awareness, security, and action.

Deadline to sign up: November 1, 2020.



Not sure how to get started? No problem!

The 2020-2021 **Speech Trek Branch Toolkit** is now available! This toolkit contains more topic information and is a step-by-step guide to running a successful Speech Trek at your branch.

The 2020-2021 **Student Toolkit**, containing mandatory forms and contest information for students, is also posted here.

The toolkits are posted on our website [HERE](#).

Two training sessions will be held on

“How to manage your Speech Trek contest on ZOOM.”

- Thursday, October 1st at 7 pm
- Saturday, December 12th at 11 am



For more information, please contact Marlene Cain, Speech Trek Coordinator, at speechtrek@aauw-ca.org or 909-866-2819. She looks forward to helping your branch find its voice on this important topic!

Tech Trek Committee

It was with regret and disappointment that in alignment with our college/university affiliates the 2020 California Tech Trek camp season was canceled due to the surging coronavirus pandemic.

Since fall 2019, participating branches raised funds to send selected students to Tech Trek camps throughout California:



- UC Davis
- UC San Diego
- UC Santa Barbara
- CSU Fresno
- CSU Sonoma
- Stanford University
- Whittier College

AAUW California remains solidly committed to preparing for the 2021 Tech Trek season – while always ensuring the health and safety of our selected campers, volunteers, and camp staff. If the COVID-19 pandemic mandates a different approach from the traditional one-week residential camp model, the California Tech Trek Program will be ready to provide an enriching alternative camp experience to our selected campers.

If your branch is new to the prestigious Tech Trek Program and not sure how to get started, the California Tech Trek Committee provides LOTS of materials, tools and resources to assist you. In addition, there's a wealth of Tech Trek branch coordinators in every area of the state to provide tips and support!

In advance of every camp season, updated Tech Trek Policies & Procedures are posted online. In addition, branch materials, guidebooks and forms are electronically delivered to branch coordinators by the Tech Trek Co-Coordination.

Our goal is to ensure that every branch has the information and resources necessary to ensure their projects are conducted according to state and national requirements.

Research or refer parents or donors to California's website [HERE](#).

Tech Trek Camps are also featured on AAUW's national's website [HERE](#).

For more detailed information, please contact Susan Negrete, Tech Trek Co-Coordinator for Administration at techtrek@aauw-ca.org, or Alice Hill, Tech Trek Co-Coordinator for Finance at techtrek-finance@aauw-ca.org.

Reference Guide to California and National Communications

AAUW branch leaders are supported by communications on a variety of topics from both the state and national levels. Below are the most common communications, their focus and the key people to whom they are distributed. Assure that communication reaches your inbox (and not your spam folder!) by adding advocacy@aauw.org, advocacy@mail.aauw.org, and siteadmin@aauw-ca.org to your safe senders list.

Title	Source	Content	Sender	Key Recipients	Frequency
<i>Board to Board</i> (B2B)	AAUW California	Information specifically for CA branch leaders from CA state board and committees	webteam@aauw-ca.org	<ul style="list-style-type: none"> Branch leaders CA committee members 	Monthly
<i>California Connection</i>	AAUW California	Short, timely e-newsletter sent to all California members Focused on key “Things to Know” and “Things to Do”	webteam@aauw-ca.org	<ul style="list-style-type: none"> All members 	Monthly
CA State Directory	AAUW California	Directory of CA branches with contact information	webteam@aauw-ca.org	<ul style="list-style-type: none"> Branch presidents CA committee members 	Annually
Washington Update	AAUW National	National update on relevant legislation, public policy initiatives and possible actions	AAUW Washington Update	<ul style="list-style-type: none"> All members 	As needed
Membership Matters	AAUW National	News and resources focused on recruitment and retention of members	Tremayne Parquet, AAUW	<ul style="list-style-type: none"> Branch presidents Membership VPs 	Monthly
Mission and Action	AAUW National	Core communication with general news and updates on all AAUW topics	AAUW Editor	<ul style="list-style-type: none"> All members 	Monthly
Equity Express	AAUW National	eNewsletter that provides career tips, information and inspiration to those interested in workplace gender equity.	AAUW Editor	Sign up HERE	Monthly
AAUW Action Network and CA Action Alert Two-Minute Activist	AAUW National	<ul style="list-style-type: none"> Emailed alerts to status of pending legislation supported or opposed by AAUW EZ tool to send feedback to legislators 	AAUW Action Network	Sign up HERE	As needed