

Message from the President

September 2021

Dear Branch and State Leaders,

AAUW California was undeniably changed by COVID-19 in 2020-21. We became experts at Zoom because we couldn't meet in person. We designed and delivered webinars that were informative and engaging. We hired a marketing consultant to help us design strategies to raise the visibility of AAUW in California and to increase our membership. We added new committees and said good-bye to old ones. We established the "Tech Trek of the Future Task Force" that involved the entire Tech Trek community. We pivoted to three successful virtual Tech Trek camps with over 600 girls joining us to learn and have fun doing STEM "hands-on" activities.

What are our plans for 2021-2022?

M&M's-Marketing & Membership

Our M&M's goal for AAUW California is "big and audacious"--MARKETING & MEMBERSHIP. All of the state committees are working toward the goal of raising the visibility of AAUW California and increasing our membership. We have established four workgroups within the Marketing committee.

Working Age Recruitment

- Evaluate interest with 2-3 initial programs.
- Develop online branch infrastructure to manage members.
- Develop networking opportunities such as:
 - speed networking
 - mentoring program
 - mastermind groups
- Develop strategy to share and educate branches.

Retirement Age Recruitment

- Create a toolkit for branches with tips for sourcing and recruiting newly retired employees from large employers and universities.
- Update California brochure.
- Create content to answer newly retired members.
- Develop strategy to share and educate branches.

University and Organization Collaboration

- Identify organizations.
- Identify connection points.
- Determine how to leverage the relationship.
- Connect with C/U to engage undergrad, grad, faculty and staff.
- Develop strategy to share and educate branches.

Social Media Content

- Develop a brand voice.
- Identify process to source social media campaign content from branches.
- Develop strategy to share and educate branches.

This is an exciting project and you will be hearing more each month in [Board to Board](#).

THE AAUW 5 STAR PROGRAM

A new Five-Star Program has begun! Last year AAUW California and eight branches attained 5 Stars: *Citrus Heights-American River, Danville-Alamo-Walnut Creek, Long Beach, Marin, Mid-Peninsula, Orinda-Moraga-Lafayette, Palos Verdes Peninsula and San Clemente-Capistrano Bay.*

To learn more about the criteria and how this program can energize your branch click [HERE](#). Keep track of your activities by downloading a tracking document [HERE](#).

AAUW California will be working to earn five stars this year and I encourage your branch to do the same. Have questions and need help? Let us know. We are here to help you!

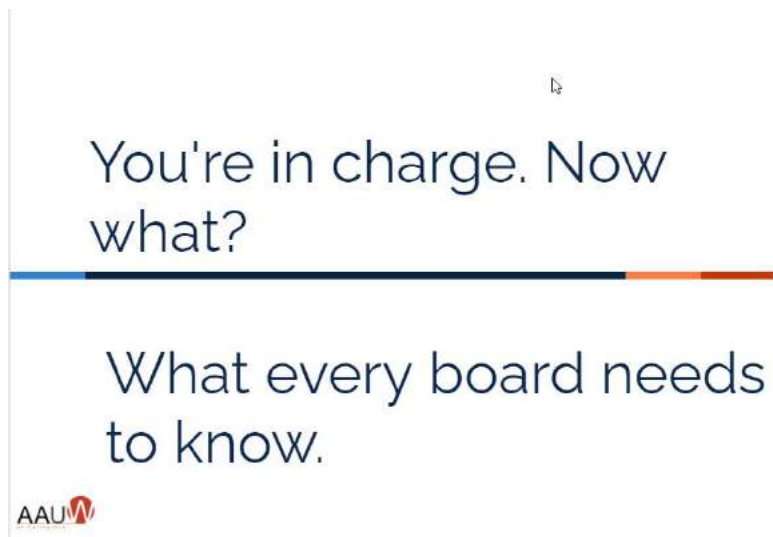
DIVERSITY, EQUITY AND INCLUSION (DEI)



Have you named a DEI Chair to your board? AAUW California has a new DEI Committee hard at work on their plans to help branches with enlightening and educational programs. To view the AAUW toolkit and to learn about this new program click [HERE](#).

Helping our members understand all facets of DEI will build membership in AAUW and better understand our diverse world. It will also help you earn one of those Stars!





A WEBINAR YOU NEED TO WATCH! “You’re In Charge. Now what?”



This is a webinar that you and your board need to see if you missed it on September 9! Whether you are new to the branch board or have been around for a while, you will learn some new tips to make 2021-22 a great AAUW year. You might want to watch it twice. Click [HERE](#) to begin.

Here is how we will meet our mission this year.

We will follow AAUW's Strategic Plan.2 <https://www.aauw.org/?s=strategic+plan+2.0> and our California Priorities

AAUW National Priorities			
 Education & Training		 Economic Security	 Leadership
 Governance & Sustainability			
Governance & Sustainability		Leadership	
AAUW California Priorities			
GROWTH & SUSTAINABILITY Grow AAUW California branch membership by increasing retention efforts and by attracting new members through relevant programming.	VISIBILITY Broaden the AAUW brand and visibility through strategic marketing initiatives.	LEADERSHIP EXPANSION 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	EMPOWERMENT OF YOUNG WOMEN Provide branches with resources to empower young women in their careers.

AskUsFirst@aauw-ca.com has been very successful this past year and we are continuing it. If you have a question about AAUW, Ask Us First. If we don't know the answer, we will find out for you. This will help AAUW National staff who are working hard with fewer people these days.

Best wishes for a successful AAUW year!

Be bold, brave and brilliant!

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



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.
- **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 events** to raise awareness of the impact of donations to AAUW Fund.
- State-wide **annual events** 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



Check out the committees on the aauw-ca.org website.

Click [HERE](#).

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 - aauwfund@aauw-ca.org (Lynne Batchelor, 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.

Branch Activity of the Year Committee - bay@aauw-ca.org (Sandi Gabe, President-Elect)

Purpose: Serves to recognize and award stellar branch projects and programs.

- **Member Duties:** Work with a small group to update selection criteria, review applications and determine top choices for this award.
- **Time Commitment:** Approximately 10 hours in the fall and 10 hours in the spring.

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.

Diversity, Equity and Inclusion (DEI) - diversity@aauw-ca.org (Elaine Johnson, Director and Janice Lee, Co-Chairs)

Purpose: Responsible for promoting the National DEI program by increasing awareness of the program, providing references to DEI resources and assisting branches in actively incorporating DEI activities.

- **Member Duties:** Expand DEI programs through communication and awareness building programs. Identify CA centric DEI issues/concerns and develop action plan. Takes part in brainstorming and creating customized DEI activities for California. Develop collaboration strategies/tactics with other organizations
- **Time Commitment:** 6-10 hours per month

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 zoom meetings of roughly an hour. Independent work from 1 to 12 hours per year.

Investment Committee - invest@aauw-ca.org (Kathy Ford, Investment Subcommittee)

Purpose: AAUW California's long-term funds are in the custody of a qualified custodian and managed by a qualified third-party investment manager. The purpose of the investment subcommittee is to evaluate the performance of investments and make recommendations for changes as necessary. The subcommittee also advises the board on the status of investments in accordance with AAUW California investment policies.

- **Member Duties:** Understand AAUW California investment policies. Define reporting requirements to the investment manager for reporting to the board every quarter. Understand, evaluate, and receive briefings from the investment manager on the AAUW California investment program. Evaluate performance of investment manager and investment policies, and recommend changes as needed.
- **Time Commitment:** 2-4 hours every quarter to go over reports. All meetings by Zoom.

Nominations & Elections Committee - nominating@aauw-ca.org (Charmen Goehring, 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. Help provide committee updates to the Communication Committee for posting as appropriate.
- **Time Commitment:** 10 hours per month.

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. Evaluates, takes positions and assigns priority status on legislative and ballot measures. Assists branches in implementing public policy and voter education programs.

- **Member Duties:** 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.

Marketing Groups:

Retirement Age Recruitment (RAR) - mktg-rar@aauw-ca.org (Sharyn Siebert, Director)

Purpose: focus on the close to retirement & newly retired, for recruitment

- **Member Duties:** We will be putting together a toolkit for branches to help in the recruitment and retention of members in this category. In addition, we will be updating recruiting materials for AAUW CA, usable throughout the state, to disseminate to branches.
- **Time Commitment:** 2-3 hours per month, one for a monthly virtual meeting, and then the rest in collating and sharing materials to be discussed, then formulated to be used in our materials for branches. Additional time will be spent creating and putting on a webinar on this topic, as a one-time event.

Working Age Recruitment (WAR) - mktg-war@aauw-ca.org (Crystal Stebbins, Director)

Purpose: Develop programs to engage the working age population.

- **Member Duties:** Develop 2-3 initial programs. Evaluate effectiveness to engage the target population and present to the board of directors for approval to move forward with this population. If approved, develop programming to engage the population. Develop online branch infrastructure to manage members. Develop networking opportunities such as: speed networking, mentoring program, mastermind groups. Develop strategy to share and educate branches.
- **Time Commitment:** 5-10 hours per month

University and Organization Collaboration (UOC) - mktg-uoc@aauw-ca.org (Michelle Miller-Galaz, Director; Donna Lilly, Co-Chair)

Purpose: Supports AAUW California's marketing initiatives by expanding and leveraging the College/University program to expose 4.43 million graduating college students to AAUW and its mission. Create authentic and consistent messaging that highlights the alignment of AAUW California values with what college students and faculty care about. Investigate other non-university organizations for collaboration on similar mission-based work.

- **Member Duties:** Coordinate with other marketing workgroups to share ideas and resources for

overlapping activities.

- Work with the College/University Relations Committee and branches to identify marketing channels and create high-impact marketing campaign messaging that specifically targets college students, aged between 18-24. Provide ideas to the College/University Relations Committee and branches on messaging with alumni.
- Create connections with College/University statewide organizations (faculty, student, and administration).
- Review possibility of creating a mentorship program. Consider ideas that arise after consultation with the College/University Relations Committee, Communications Committee, other workgroups, and branches
- Identify strategies to work with similar-minded non-university organizations for mutually beneficial collaborations.
- **Time Commitment:** 10 hours per month

Social Media Campaign (SM) - mktg-sm@aauw-ca.org (Sandi Gabe, President-Elect)

Purpose: Supports AAUW California's marketing initiatives by expanding the strategic use of social media platforms to engage different populations with relevant messaging .

- **Member Duties:** Coordinate with other marketing and tech trek workgroups to share ideas and resources for overlapping activities. Develop and curate engaging content for one social media platform using the marketing recommendations established by Dowitcher Designs. Assist in the creation and editing of written, video, and photo content. Collaborate with the marketing workgroups and leadership team to create a social media calendar. Monitor social media channels and respond to feedback to assure positive collaboration with members and potential members. Experience with Facebook, Instagram, Twitter or LinkedIn required.
- **Time Commitment:** 2 hours per week

Tech Trek Committee - techtrek@aauw-ca.org (Karen Manelis, Tech Trek Program Director)

Purpose: The duties of the Tech Trek Committee are to provide guidance and support through research, assessment and the gathering of resources for the Tech Trek program. Areas of activity include: camp administration coordination, training, staff recruitment and development, funding, tracking and evaluation, technology management, and Tech Trek communications to branches, members and external audiences.

- **Member Duties:** Participate in monthly online meetings and take on specific organizing roles. Possible roles include: Grants Clearinghouse Coordinator, Data and Evaluation Coordinator, Social Media Coordinator, Alumnae Coordinator, Technology Coordinator, and Department of Justice/Live Scan Coordinator.
- **Time Commitment:** Varies by position and is estimated considering these are all new positions.

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

- Secretary (two-year term 2022-2024)
- Three Directors (one-year term 2022-2023)
- Four Directors (two-year term 2022-2024)

Nomination deadline:

March 1, 2022

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 23th and ends at 5:00 pm May 14th.

For more information contact Charmen Goehring, Nominations and Elections Committee Chair, at nominating@aauw-ca.org

There will be a 3-week voting period from April 23-May 14, 2022.

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 three California Virtual events 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 each event to tell us about their studies and goals for this academic year. There is no cost for attending, 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. You must register for the webinar with our panel of Fellows and Grant recipients. Also, an AAUW National representative will be in attendance. Click [HERE](#) to register.

- Saturday, October 23 from 10:00 AM - Noon
- Saturday, October 30 from 10:00 AM - Noon
- Sunday, November 7 from 1:00 – 3:00 PM

Plan to attend one or all three 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 by clicking [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.

College and University Partner Resources

CU Membership

A **college/university 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.

CU 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 AAUW website. More information click [HERE](#).

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.

CU Leadership

The **college/university branch chair** is responsible for coordinating C/U outreach and programs. There are 53 C/U branch chairs in California and they are interfacing with 25 active and 35 lapsed AAUW campus partners. Appoint a C/U chair in your branch to promote AAUW issues and programs on your local campus.

The **college/university 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. Currently 62 C/U reps serve on 25 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.

2021-2022 Topic: Has the US lived up to its pledge of liberty and justice for all? Would requiring the study of diversity, equity and inclusion in a high school setting help ensure liberty and justice for all?

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, 2021.

Not sure how to get started? No problem! The 2021-2022 Speech Trek Branch Tool Kit is now available! This tool kit contains more topic information and is a step-by-step guide to running a successful Speech Trek at your branch. Click [HERE](#) to download the toolkit from our website.

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

For more information, please contact Marlene Cain, Speech Trek Program Director, 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



Tech Trek is a STEM (Science, Technology, Engineering, Math) camp designed to develop interest, excitement, and self-confidence in young women who will enter eighth grade in the fall. It features hands-on activities in STEM-related fields. In the residential camps, all sleeping, eating, instructional and recreational facilities are located on a university campus where camps are held. In 2021 all camps will be virtual. Learn more [HERE](#).

The very successful California Tech Trek camp, created and implemented by Marie Wolbach at Stanford in 1998 (and grew throughout California), was the model AAUW National used to initiate the 2013 National Tech Trek Program. By 2020, a total of nine states held camps sponsored by AAUW branches. This includes California's Tech Trek program, held at six college/university campuses, and is part of the National program.

The California Tech Trek camps are still run by dedicated California AAUW volunteers and held on the same university campuses; little has changed in the way our camps are managed and deployed. Incorporated into a National program with California as its role model - future Trekkers will continue to have amazing experiences.

Is your branch new to Tech Trek and not sure how to get the project started? The California Tech Trek Committee has LOTS of information and materials to guide you – plus many experienced Tech Trek project coordinators in your area 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.

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 by clicking [HERE](#).

For more detailed information, please contact

- Karen Manelis, Tech Trek Program Director at techtrek@aauw-ca.org
- Susan Steckclair, Tech Trek Financial Liaison at techtrek-finance@aauw-ca.org

AAUW California 2021-2022 Webinars

For the most current schedule: <https://www.aauw-ca.org/2021-2022-webinars/>

2021

September 8	You're in Charge. Now What? What every board needs to know.
September 30	Speech Trek
October 12	Beyond the Newsletter!
October 23	AAUW Fund Event
October 30	AAUW Fund Event
November 7	AAUW Fund Event
November 16	Finders/Keepers- Recruiting and Retaining Members

2022

January 19	Marketing - From Gen Z to Boomers!
February 8	Diversity, Equity and Inclusion
March 21	Get Ready to Rumble - Everything You Need to Know to Prepare for Lobby Day!
May 24	Let's Talk Taxes