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The holidays are behind us and 2020 promises to be exciting with the upcoming AAUW California State Convention and the AAUW California Board of Directors election. We will vote to fill eight positions; seven directors and one secretary. This is a good time to add the [AAUW California website](#) to your favorites/bookmarks. You will find convention information, voting instructions, and candidate statements as they become available.

AAUW CA Convention

April 17-19, 2020

Remembering the Past, Rockin' the Future.



Yeah!! Specific Convention program and registration information to be available in mid-January on the AAUW CA website and in the winter Perspective – watch for an email with details.

Westin San Francisco Airport, 1 Old Bayshore Highway, Millbrae

See you there!!

What Does The Fox Say?...

Cathy Foxhoven and Jane Niemeier, Co-Presidents, AAUW California, statepresident@aauw-ca.org

NEW YEAR'S RESOLUTION!

I resolve to attend the convention April 17th - 19th!

My New Year's resolution is to attend the convention. I promise to attend the convention.

My #1 resolution is to attend the convention.

My AAUW leadership will be enhanced by attending the convention. I will be further educated by attending the convention. I will be inspired by attending the convention. I will share the AAUW mission with like-minded women by attending the convention. I will further my resolve to continue my AAUW membership by attending the convention. I will be able to do a hands-on project and help the women and girls in Rwanda by attending the convention. I will be taking 1000 steps to bring

What I need to know: The AAUW California convention will be held April 17-19, 2020.

What I need to do: Plan on attending the convention.

Should I include this in my branch newsletter? Yes

equality to women and girls by attending the convention. I will CELEBRATE the 100th anniversary of women getting the right to vote when I come to the convention!

I'm sure you get the picture – plan on attending the convention!

AAUW FUND

Dianne Owens, Director, AAUW Fund Committee Chair, aauwfund@aauw-ca.org

HAPPY NEW YEAR!

And now it is time to...

It is January 2020 and time to think about your branch Named Gifts Honoree and the State Named Gift Honoree! Your successful fundraisers are history and your donation to AAUW Fund has been sent to AAUW National by the end of 2019.

For branches, a Named Gift is a special way to pay tribute to an individual, a group, or an organization giving extraordinary service to AAUW. Branches may select one Named Gift Honoree for each \$750 contributed by the branch or branch members on or before December 31st, but limiting the number of honorees adds to the prestige of the award. The deadline to submit a request for a certificate for the Branch Named Gift Honoree is February 15th. Click [HERE](#) to complete the form. The certificate(s) will be mailed to you to present.

Each year, the AAUW California Fund Committee selects the State Named Gift honoree, an AAUW member who has done outstanding work to promote the programs and goals of AAUW Fund and/or AAUW California. An individual or a branch can submit a nomination by the deadline of February 15th. Click [HERE](#) for the State Named Gift form. The honoree will be announced at the AAUW California convention gala on Saturday, April 18, 2020.

Please plan to join us at the convention and the gala to celebrate AAUW Fund and the 100th Anniversary of Women's Right to Vote. The dates are April 17-19, 2020 at the Westin San Francisco Airport!

What I need to know: The deadline to request a certificate for a Branch Named Gift Honoree(s) and/or nominate someone as the State Named Gift Honoree is February 15th.

What I need to do: Complete and submit the forms [HERE](#).

Should I include this in my branch newsletter? No, this information is for branch leaders only.

COLLEGE/UNIVERSITY (C/U) COMMITTEE

Donna Lilly, C/U Committee Chair, cu@aauw-ca.org

SHARE YOUR SUCCESS STORIES

The California College and University Committee members want to hear stories of your successful campus events and projects in 2019. We want you to share with other branch C/U chairs how you planned your event, who was included and why the event was a great success. Join the initial C/U conference call of 2020 on Monday, January 20th at 6 pm.

The conference call is limited to 20 attendees. Be sure you can participate by emailing cu@aauw-ca.org. We will email you the phone number and password on January 17th to enter the conference call on January 20th.

California branch presidents appointed 83 branch C/U chairs this year and the state C/U committee compiled the [College and University Partners Data Sheet](#).

What I need to know: There will be a C/U conference call on Monday, January 20th for the C/U branch chairs.

What I need to do: Ensure the C/U branch chair knows about this conference call and submit a request to join it.

Should I include this in my branch newsletter? No, this information is for branch leaders only.

COMMUNICATIONS

Sandi Gabe, Director, Communications Committee Chair, communications@aauw-ca.org

IT'S HERE! AN EASY WAY TO MEASURE HOW ACTIVE YOUR MEMBERS ARE

Do you ever complain that your members just don't participate?

How do you know for sure?

Too often, we just guess. Now, the AAUW California Communications Committee has answered the Membership Committee's call to develop an easy-to-use tool that will track how active your members are in your branch activities. It's a simple spreadsheet that you can customize and use to count attendance at all your branch meetings, interest groups, fundraisers, etc. which will give you a true measure of your members' overall engagement.

Why would this be helpful?

You can:

- Understand not just how MANY members you have, but how ACTIVE they are. Active members are what you need. They are loyal, contribute time and money, are more likely to renew, and will recommend AAUW to others.
- See which individual members are most and least active and reach out accordingly.
- Help your Nominating Committee identify active members who might make good leaders.

What I need to know: There is a new easy-to-use tool that will track how active your members are in your branch activities.

What I need to do: Ensure that appropriate members know about this tool and about the January 22nd conference call that will demonstrate how it works.

Should I include this in my branch newsletter? No, this information is for branch leaders only.

- Use the tracking sheet to set measurable goals for next year. "We want to improve participation by X%!"
- See which branch activities are most valued by your members to help with planning for next year.

It will be easy to get started with the Participation Tracking Form and easy to maintain. Click [HERE](#) to download the instructions and tracking tool.

To be sure you understand how it works, an online discussion and demonstration will be held Wednesday, January 22nd at 5:30 pm. Click [HERE](#) to join the Google Hangout online meeting.

Be sure to attend, along with anyone else you might ask to help maintain this participation report. You'll be amazed at what it can tell you!

Branch Support

Sharyn Siebert, Director, Branch Support Committee Chair, branch@aauw-ca.org

IT'S OK TO BRAG!

As we enter the year 2020 and a new decade (YIKES--I can hardly believe I am writing these numbers), we are looking forward to a busy time for AAUW California. The April convention is shaping up to be an exciting event, and we hope you all plan to attend.

Our 120+ branches & Interbranch Councils (IBCs or districts) all do remarkable things and have wonderful ideas. As our AAUW California board makes our quarterly phone calls, we are enlightened as to how clever and remarkable you all are. I encourage you to share via Branch Brag displays at the convention. The parameters for these will be in the winter issue of the *California Perspective*.

The convention is a huge undertaking, and we need volunteers to help out in various capacities. What a great way to meet fellow members and network! Please consider how you might be of assistance. Further details will be forthcoming on how to volunteer.

See you in April, when I look forward to sharing the experience of another excellent AAUW California convention.

What I need to know: There will be a Branch Brag area at the convention and the convention will need many volunteers.

What I need to do: Consider if your branch wants to provide a display in the Branch Brag area and encourage branch members to volunteer.

Should I include this in my branch newsletter? Yes

PROJECT OVERSIGHT

Carol Holzgrafe, Project Oversight Committee Chair, oc@aauw-ca.org

NEED FINANCIAL ASSISTANCE FOR A NEW PROJECT?

Is your branch planning a new project that could use some funding? If so, consider applying for an AAUW California State Project Grant. Click [HERE](#) to find more details and the updated application form. March 1, 2020, is the deadline to apply for a grant up to \$500. Mission-based projects will have an edge.

What I need to know: AAUW California will provide financial assistance to branches, other affiliated entities or individual members that propose a potential new state project. March 1st is the deadline to apply.

What I need to do: Check out the website for more details.

Should I include this in my branch newsletter? No, this information is for branch leaders only.

LEADERSHIP DEVELOPMENT

Elaine Johnson, Director, Leadership Development Committee Chair, leaderdev@aauw-ca.org

OPPORTUNITY KNOCKS: PROVIDING FOR GROWTH

As AAUW members, we have the chance to respond to opportunity when it knocks. By taking on leadership roles at the branch or state level, we are afforded an opportunity to contribute as well as to benefit. The good news is that support is available for anyone who is willing to become a leader. AAUW California has one-day leadership training events (Leadership Days), regional workshops, and webinars to help build your skills. There are also some wonderful tools available on the national website AAUW.org, including the "[Leader Essential](#)" training materials.

What I need to know: Support is available to help develop leadership skills that will benefit both yourself and AAUW.

If you need some inspiration to become a leader a great resource is the November 2019 Issue of National Geographic that focuses on Women: A Century of Change.

What I need to do: Consult the AAUW California and AAUW National websites for leadership development events and materials.

As we move into the year 2020, we can celebrate the passage of the 19th Amendment granting women the right to vote. We can also celebrate the talents that each of us brings to our organization.

Should I include this in my branch newsletter? Yes, members interested in leading your branch could learn about the support that is available.

Action is in progress:

TBD: Leadership Development Workshop in Marin

April 17-19: Leadership Development Workshop at the convention

TBD: Leadership Development Workshop in Southern California.

Alignment of this committee with the strategic plan of AAUW California.

Please contact the Leadership Development Committee chair to add your requests and ideas for your branch.

Members of the Leadership Committee are happy that they each said yes to a leadership role and hope you will do so as well.

NOMINATIONS & ELECTIONS

Janice Lee, Nominations & Elections Chair, nominating@aauw-ca.org

IT'S NOT TOO LATE

YOU can still nominate a candidate

or **YOU** can still run for a director or secretary position on AAUW California's Board of Directors.

YOU can still make an impact and use your skills and talents and commitment to moving AAUW California forward.

All applications must be in by April 4, 2020.

Eight candidates have already sent in their applications. Click [HERE](#) to see who they are and read their statements.

Have questions or need clarification on board responsibilities? Give me a call: 323-687-3269 or email us: nominating@aauw-ca.org

Click [HERE](#) to check out details on our website.

PROGRAMS

Lynne Batchelor, Secretary, and Judy Cavin Brown, Program Co-Chairs, Program@aauw-ca.org

QUESTION: HOW CAN YOUR BRANCH SUPPORT OUR MISSION AND MAKE AN IMPACT IN A WAY THAT DOESN'T REQUIRE FUNDRAISING?

Answer: Through mission-based programs that educate our members and the public about AAUW. Your branch programs, projects, and events demonstrate our commitment to the AAUW mission both to our members and to the community while also serving as a vehicle to attract and retain members. A major goal of the Program Committee is to have every branch provide a

What I need to know: April 4th is the deadline for nominating a candidate or applying for a position on the AAUW California's Board of Directors.

What I need to do: Consider being a candidate for the AAUW California's Board of Directors.

Should I include this in my branch newsletter? Yes

What I need to know: The Program Committee selects exemplary mission-based programs to recognize at the Convention by reading branch newsletters or through an application process.

What I need to do: Ensure that your branch newsletters are being submitted to the state so your programs will be noted. Alternately, you can complete the Program Recognition Application available [HERE](#).

minimum of two mission-based general meetings, projects or events every year.

Should I include this in my branch newsletter? No, this information is for branch leaders only.

Please ensure that your newsletters are being sent to the State. If your branch does not send its newsletter to the state, please send it to branchnewsletters@aauw-ca.org so that we can learn about your program activities. By reading these newsletters, the state board finds wonderful program ideas to share with other branches. At the convention, we will recognize exemplary programs so that other branches may replicate/modify them.

If you have not been sending your newsletters and you have a program, project or event which you would like to share, please click [HERE](#) to complete an online application. The criteria are that it is mission-based and can be replicated by other branches. The application deadline is April 1st.

PUBLIC POLICY

Kathleen Harper, Director, and Sue Miller, Public Policy Committee Co-Chairs, publicpolicy@aauw-ca.org

2020 OFF TO A BUSY START FOR PUBLIC POLICY

Three important public policy events are coming up in the first three months of 2020. It's time to start planning:

- The 4th Annual Women's March will be held on Saturday, January 18th. The AAUW California Board will meet in San Diego that day and will join San Diego branches in a show of support for AAUW public policy priorities. Click [HERE](#) find a location and time near you.
- Don't forget, the California primary has moved from June to March 3rd. Public Policy co-chair Sue Miller has written an excellent article for branch newsletters on how to GOTV (Get Out the Vote). Be sure to check it out [HERE](#).
- Finally, a bit of good news on the Gender Gap: Equal Pay Day will be recognized on March 31st this year, a whole week earlier than the past three years. But the bad news is, the gap still exists. Consider tabling on a local campus to raise awareness among college students, or host a Cocktails & Convos evening at a local wine bar to get a dialogue going in your community. Click [HERE](#) for all the information you need on the Gender Pay Gap.

What I need to know: 2020 is starting off with several public policy updates and events which would interest branches.

What I need to do: Add the appropriate events to your branch calendar and consider organizing activities around them.

Should I include this in my branch newsletter? Yes

These events offer a variety of opportunities for engaging your members in public policy work. Get three or four different members to work each event, and voilà, you'll find yourself with a public policy committee!

TECH TREK

Susan Negrete, and Alice Hill, Tech Trek State Co-Coordinators, techtrek@aauw-ca.org

2020 TECH TREK SEASON'S BYWORDS: COMPLIANCE AND RISK MANAGEMENT!

Time to Focus on Branch Packets & Team Member Training!

- **New Branch Coordinator or BCs with New Email Info?** Contact Co-Coordinators ASAP to be updated on California's Tech Trek email distribution: techtrek@aauw-ca.org
- **Branch Forms & Materials:** The most current California branch packet forms and materials are [HERE](#). Don't forget the packet contains three files to download and unzip. The password to access the information is: **aauwca**
- **Branch Packet Forms & Compliance:** Branch and camp leaders are not allowed to change or modify the 2020 materials without California Co-Coordinators' review and change authorization. Please contact the California Co-Coordinators for support if there are concerns or questions about a form or how to use it.
- **The signed 2020 Code of Conduct Form is due by January 31, 2020.** Branches unable to meet the deadline must contact the Co-Coordinators at techtrek@aauw-ca.org
- **SPF (Special Projects Fund) New Email Address:** spf-ca.finance@aauw.net
- **Still have 2020 Training or Materials Questions?** The California Co-Coordinators are here to help – don't make assumptions - contact us to ensure clarity and compliance!

What I need to know: 2020 Tech Trek Branch Packets can be downloaded from the AAUW California website. The signed 2020 Code of Conduct Form is due by January 31.

What I need to do: Share this information with your branch Tech Trek coordinator and assure that all key people have read the packet thoroughly.

Should I include this in my branch newsletter? No, this information is for the Tech Trek committee only.

Branch Tech Trek Teams: Got Questions? Both Tech Trek Co-Coordinators can be contacted via one email address: **Alice Hill & Susan Negrete:** techtrek@aauw-ca.org

Thanks to the participating Tech Trek branches for submitting the Memorandum of Understanding (MOU) to participate in the 2020 camp season.

We're looking forward to another great year of STEM and campus experiences for our campers!

WEBSITE/SOCIAL MEDIA

Sandi Gabe, Director, Webmaster, webteam@aauw-ca.org

FORMS, FORMS, WHEREFORE ART THOU, FORMS?

Are you tired of looking for the right form on the AAUW California website and not finding it? We heard you and created a solution!

What I need to know: Many of the most commonly used forms, applications, etc. are now listed in one easy-to-use place.

What I need to do: Review the list to see what is included.

Many of the most common forms, applications, and supporting documents needed by state and branch leaders and members are available on the AAUW California website, under Branch Support/Forms and Documents. Click [HERE](#) to find what you're looking for. This list is in progress and more documents will be added when appropriate.

Should I include this in my branch newsletter? Yes, your members and key branch leaders may also need to find forms quickly.