



Board to Board

A Communication from the

AAUW California Board to Branch Boards

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October 2020

Happy beautiful fall! Here is this year's third Board to Board (B2B) issue. Click [HERE](#) to find the previous editions on the AAUW California website. As a reminder, the B2B is a monthly communication from the state board to branch boards and leaders. Please click on the various links for more information on that subject. Then share the information, as appropriate, with your members.

FROM DIANNE'S DESK...

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

ONWARD AND UPWARD via ZOOM

Thank you, California AAUW members, for your patience, your creativity, and your flexibility these past six months, as we all have had to adjust to living in this COVID-19 pandemic. As you will see in the latest guidance from AAUW in the September 2020 Membership Matters, we should plan to meet virtually until at least the end of the year.

Your Board of Directors will meet virtually in October and in January and we will decide soon about our April 2021 Lobby Day and Annual Meeting. Our AAUW CEO said today that the AAUW National staff will continue to work from home until at least May or June 2021.

AAUW is mourning the death of Justice Ruth Bader Ginsburg and what her passing means to AAUW. Click [HERE](#) to learn more.

Encourage everyone you know to vote this November. This is an important election for all of us as we continue to work for "Equity for All." Stay safe and stay well.

What I need to know: Both AAUW National and AAUW California are planning to meet virtually until 2021. Branches should follow suit. AAUW National has several articles on its website regarding what the passing of Ruth Bader Ginsburg means to AAUW.

What I need to do: VOTE!

Should I include this in my branch newsletter? Yes, share the AAUW National link regarding Ruth Bader Ginsburg.

AAUW FUND

Judy Cavin Brown, Director, AAUW Fund Committee Chair, aauwfund@aauw-ca.org

ONLY DAYS UNTIL AAUW FUND VIRTUAL LUNCHEONS WITH THE FELLOWS/GRANT RECIPIENTS

This is your last reminder for the 2020-2021 Fund webinars being held in October. There are two events at one convenient location – Zoom. While we will miss the social gathering aspect of the luncheons, the webinars may afford the opportunity for those hampered by distance or other physical constraints to participate.

There will be different women speaking at each event, so please consider registering for and attending both webinars:

Saturday, October 10th, and Saturday, October 24th. Both webinars will begin at 1:00 p.m.

These are free events, open to all. Please invite your friends to join us.

Don't forget to register for the Zoom webinars by clicking [HERE](#).

ESTATE PLANNING AND THE LEGACY CIRCLE

Provided by Charmin Goehring, Northern California Legacy Circle Liaison, charminme@yahoo.com

Established by Congress in 2008, Estate Planning Awareness Week is observed annually during the third week in October to recognize the need, importance, and benefits of estate planning. This is an important reminder not only to make sure your own estate plan is up to date but also to talk to your family members about your wishes.

In a 2019 survey carried out by caring.com, 57% of adults in the United States say that they don't have a will or trust, even though 76% of people surveyed think estate planning is important.

Estate planning is often a difficult subject to broach, as it brings the unpleasant topics of aging and death to the forefront of our minds. Nevertheless, creating an estate plan can provide peace of mind for you and your loved ones by ensuring your life savings are protected, plans are in place in the event of an illness, and property is passed down according to your wishes.

Some members may wish to donate a part of their estate to AAUW to help assure that it can continue its important work. Whether you would like to learn more about estate planning in general or tax-wise ways to include AAUW as a part of your legacy, we are here to help. You may contact Heather Miller, AAUW Advancement Director at millerh@aauw.org.

What I need to know: There are two virtual Fund luncheons this month, each featuring different fellows and grant recipients whose academic endeavors AAUW supports.

What I need to do: [Register](#) for the webinars.

Should I include this in my branch newsletter? Yes! Your members will be inspired by these women and their fascinating work.

What I need to know: Members may include a bequest to AAUW in their estate planning and become members of the Legacy Circle.

What I need to do: Raise awareness of Legacy Circle and enter your branch in the state competition for signups.

Should I include this in my branch newsletter? Yes, give members information on becoming Legacy Circle members.

We would also be delighted to welcome you to the Legacy Circle—AAUW’s recognition society for visionary members who are committed to advancing equity for women and girls long into the future by bequeathing some portion of their estate to AAUW. Heather Miller, Judy Horan (queenjah@pacbell.net), and Charmin Goehring (charminme@yahoo.com) of the AAUW Legacy Circle team are available to assist you. You can also click [HERE](#) to find information on AAUW’s website.

Also, don’t forget our state Legacy Circle contest- only two months left to join the fun! The branch with the most new Legacy Circle members will enjoy special recognition as well as a unique and engaging Zoom call with Heather Miller, Dianne Owens, and more!!

BRANCH ASSISTANCE

Crystal Stebbins and Carol Holtzgrafe, Directors, branch@aauw-ca.org

NEWS YOU CAN USE

We had a query from a branch asking about rules for posting those Zoom meetings (videos) on social media, and if they should get members’ permission. Having checked with our president and webmaster, these are the rules under which we should operate: You may post videos and pictures on a Members’ Only page without asking permission because that page is password protected. However, if you plan to post to Facebook, Instagram, etc., you should ask if anyone wants to opt-out before the meeting begins. Instruct them to turn off the video option on their Zoom page and remove their name (if the host allows that). If it’s after the fact, it is possible for a “techie” to edit the page once it is uploaded to YouTube, blurring a member’s picture.

Five-Star Program: Branches completing the requirements for one or more stars in the Five-Star Program should submit their achievement to AAUW National as soon as possible. Check the bottom of the [Five-Star page](#) on the AAUW National website. Why delay when you can be recognized for each subsequent star? Also, if your branch or Interbranch Council would want either of us (Crystal or Carol) to explain the program to your members – and, possibly, boost enthusiasm – just ask. You can see which California branches have been awarded stars by clicking [HERE](#).

We are at your service to answer questions, solve problems (we hope) and offer assistance and insight.

What I need to know: Members’ privacy must be protected when posting recordings of Zoom sessions. There is a national Five-Star Program where branches can complete the requirements for one or more stars.

What I need to do: Review the privacy rules for social media explained here. Work toward earning stars and report each one when achieved.

Should I include this in my branch newsletter? Include information on the Five-Star program to generate enthusiasm.

COLLEGE/UNIVERSITY (C/U) COMMITTEE

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

BETTER THAN I ANTICIPATED

Free AAUW e-student affiliates (ESAFs) in California now number 395. (Last year there were 709 ESAF e-student affiliates.) This is a pleasant surprise in this COVID time as each of these students joined as an AAUW member through the online process from the college or university campus they attend. These students care about the same values you care about as an AAUW member.

Mentoring the ESAFs virtually is one way to stay in contact with students who value pay equity, gender equality, cultural inclusion, and knowledge from a college education. They also benefit from learning resume writing, job search strategies, and having the opportunity to participate in enlightening webinars.

You can contact the ESAFs by each student's personal email on the campus in your community. Search the AAUW Member Services Database, input your 6-digit AAUW membership number, click on E-Student Affiliates and choose the state of California. Laguna College of Arts & Design has signed up the highest number of ESAFs—58. Sierra College signed up 43. Saddleback College and UC Davis tied by signing up 19. Irvine Valley College recruited 18 ESAFs. Congratulations to the branch college and university chairs who continue to share leadership skills and award scholarships to college and university students.

Now is the time to share your expertise and professional skills with ESAFs who care about and want to learn about the mission of AAUW.

Thanks to the branch presidents for appointing 48 college and university chairs to continue communicating with campus partner representatives and e-student affiliates in this time of virtual learning and social distancing.

What I need to know: Students may join AAUW free as e-student affiliates if your branch has a C/U (College/University) partner.

What I need to do: Locate your branch's e-students in the MSD (Member Services Database) and reach out to them. Appoint a College/University Chair to your leadership team.

Should I include this in my branch newsletter? Yes, members may know students who qualify.

COMMUNICATIONS

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

IT'S TIME TO VOTE AND WE ARE HERE TO HELP!

What I need to know: There is a campaign for members to post GOTV (Get Out The Vote) messages on their own

It's time to encourage not only your members but everyone to VOTE in the November presidential election! The Communications team has been supporting a social media campaign designed and developed by the Public Policy team. Each member has been receiving a weekly email detailing what to post on their own social media to keep voting topmost on everyone's mind. Please encourage your members to participate in this campaign and, of course, to VOTE!

The Communications team has also been supporting other committees. They posted the [Call for Candidates for 2021-2022](#) to announce the open AAUW California board positions for the Nominations and Elections Committee. We need you to consider either running for office or nominating another member for the positions of CFO, Director, or President-Elect. For the Public Policy team they created an electronic survey that will be emailed to all members around October 8th.

In addition, we have four webinars on our schedule this month: Two AAUW Fund "Virtual" Luncheons (each with different speakers), *Increasing Gender Diversity on the Boards of Nonprofit Organizations*, and *Why Public Policy Matters*. All information about past and upcoming webinars can be found on the website [here](#). Remember to register so a personal Zoom link can be emailed to you!

"VOTE!!! Remember what the suffragists said when they finally won their long hard battle to get us the right to vote, knowing that they probably would never get to exercise the right or see the results; they said, 'this is not for ourselves alone.' It was for us and every generation of women to come. If we don't vote, we are ignoring history and giving away the future." – Pat Mitchell

social media. There are four webinars in October. The Call for Candidates for the state election is posted.

What I need to do: Encourage members to sign up for the webinars and consider running for state office.

Should I include this in my branch newsletter? Yes, share the GOTV campaign, list the upcoming webinars, and post the link to nominate candidates for the state board.

DIVERSITY & INCLUSION

Elaine Johnson, Director, diversity@aauw-ca.org

DIVERSITY AND INCLUSION LAUNCHING PAD

Discussion of race, diversity, inclusion, and social justice has just begun. We are now on the launching pad for action. Once the box is opened, there is no going back. The box has been opened. We have had national, state, and branch meetings that address social justice. The need to have conversations and find ways to serve our communities is now on the launching pad. We now have the opportunity to become anti-racist and to collaborate with other groups that have common goals

What I need to know: Issues of diversity and inclusion are top of mind at the state and branch level.

What I need to do: Encourage members to participate in the webinars addressing these topics.

Should I include this in my branch newsletter? Yes, list the webinars that address these social issues located [HERE](#). Remind members that recordings of every webinar are available.

around embracing diversity, inclusion, and addressing social justice.

Moving onward and forward is our focus for increasing diversity and inclusion of talented and committed people who promote the mission and vision of AAUW California.

State committees are all contributing to an understanding of diversity, inclusion, and social justice. This includes recorded webinars and input to the Diversity and Inclusion Tool Kit.

FINANCE

Roli Wendorf, Chief Financial Officer, Finance Committee Chair, cfo@aauw-ca.org

DEADLINES ARE NEAR

If you haven't filed your federal taxes yet, the window for doing it through AAUW National using the Member Services Database (MSD) is closing quickly. The deadline is October 15th.

This is also a good time to do all your other filings – 199N, CT-TR-1, and RRF-1. Examples are available on [our website](#) for the last two. The CT-TR-1 is a new form this year, and more involved than the others. The deadline for all these forms is November 15th.

If you haven't paid AAUW California for insurance and Funds assessment, we would greatly appreciate receiving your payment early this year, preferably before the deadline of November 15th.

A brief branch finance survey was just mailed out to all finance officers to help us understand your branch's financial needs. Please do return those to us by October 15th.

Finally, a wealth of financial information related to fundraising was provided in the recent webinar, *Show Me The Money*. If you were unable to attend, you can find the recording and slides [here](#).

What I need to know: The deadline for filing your branch federal taxes through the MSD is October 15th. Payment for your Fund assessment and insurance is due November 15th.

What I need to do: Look at the examples of the forms on the website if you are unsure of how to complete them. Complete the survey on branch finances by October 15th.

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

MARKETING

Michelle Miller-Galaz and Sharyn Siebert, Directors, Marketing Committee Co-Chairs, marketing@aauw-ca.org

WHAT TO DO TO MARKET YOUR BRANCH DURING THIS PANDEMIC?

If your branch has a website, then that is the one positive thing you are doing to make your branch visible. If not, you are INVISIBLE during a time when reliance on technology has become paramount to all we are doing!

Site resources through AAUW National will migrate your current site and host your website for free using their template if you do the maintenance. For \$120/year they will also do the maintenance for you. Click [HERE](#) to learn more about how to take advantage of this benefit to the AAUW community.

If you do have a website, what does it show? Is it up to date? And do the pictures on it represent the breadth of your community involvement? Is there contact information there? Is there a way for people to join? If not, you are missing the boat!

Given that the average age of AAUW members is 73, if you want this organization to continue striving toward equity for girls and women, we need to engage new members. Use your website to illustrate the important work of the branch in this area.

Maybe updating your branch website to include pictures of your Tech Trekkers, and local scholarship winners will better educate those looking at your website to see your positive “footprint” in your community. Could that help attract new members &/or donations?

These are just a couple of the ways that branches have become noticed. Do you get new members who join because they saw your branch website? Do community members donate because you pointed out the positive impact of your local scholarships?

What I need to know: An updated website is critical for recruitment and marketing.

What I need to do: Review your website to be sure it is up-to-date. Check that the content and photos demonstrate your impact on the community and would appeal to possible members.

Should I include this in my branch newsletter? Share this with your webmaster.

NOMINATIONS & ELECTIONS

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

GET MORE OUT OF YOUR AAUW MEMBERSHIP

We are seeking a few leaders to run for the AAUW California Board in April 2021. Serving on the board is a wonderful way to meet new friends, learn more in-depth information about AAUW and AAUW California, and to provide your skills and ideas to our future planning and assistance to branches. It is also fun! The board meets quarterly (currently on Zoom) and committees meet throughout the months as needed. The major qualification is that you believe in the AAUW mission,

What I need to know: Serving on the state board is rewarding in many ways.

What I need to do: Encourage your board and branch members to consider running for one of three open positions.

want to help us move it forward in California, and have a commitment to the responsibility of the office.

You have served on your branch board, now bring your talents to the AAUW California Board!! Watch for the application and more information to be uploaded to the state website in October.

Should I include this in my branch newsletter? Yes, provide members with the information about candidacy [HERE](#).

PUBLIC POLICY

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

LEGISLATIVE WRAP-UP

This has been one unpredictable legislative season – along with all the other wildness of 2020! We started the season with 34 bills that we selected for support. With COVID-19, racial injustice, and wildfires dominating the political landscape, we lost a lot of them right off the bat, then added several that were introduced in the last month. We ended up with 21, including our signature bill, SB 973, which we have sponsored for two years. With just hours to go before the deadline, it was finally signed into law – YAY! In summary, SB973 requires a private employer that has 100 or more employees, to submit a yearly pay data report to the Department of Fair Employment and Housing (DFEH) that contains wage information on employees by race, ethnicity, and sex. Also, 16 of our supported bills were signed, including all five of our racial justice bills. For more information go to “[Capitol Track](#)” on our website.

What I need to know: Public Policy is drafting priorities for 2021-2023 to guide its advocacy work.

What I need to do: Encourage members to complete the survey gathering input to guide the committee in drafting policies for final approval in April.

Should I include this in my branch newsletter? Yes, emphasize that members will have a voice in public policy advocacy if they complete the survey.

PUBLIC POLICY SURVEY-HELP DEVELOP AAUW CALIFORNIA PUBLIC POLICY PRIORITIES FOR 2021-2023!

AAUW California’s Public Policy Priorities support our mission and guide our advocacy work. This year we will be evaluating current priorities and making changes needed for 2021-2023. Member participation in this process is important, both in reviewing and approving the updated priorities.

All members will receive an electronic survey around October 8th. This survey lists the current priorities and asks members to agree with the current statements or to offer suggestions for changes. California Public Policy Priorities are member-driven; we urge all members to complete the survey and return it by October 22nd.

The Public Policy Committee will review the survey results and discuss suggested changes. Based on the total survey response, the committee will make revisions to the current priorities. Early in 2021, a newly updated draft will be sent out to members. You will have the opportunity to vote to accept the full document in April 2021.

Don't miss out on this opportunity to share your opinion!

TECH TREK

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

A NEW FOCUS FOR 2021

California Pivots After AAUW Cancels All 2021 Tech Trek Residential Camps

With absolute concern being the health and safety of AAUW members, students, camp leaders, staff, teachers, and volunteers, AAUW recently announced that Tech Trek camps in all states must be closed for the 2021 season.

This news was extremely disappointing to all our stakeholders. However, the good news is California Tech Trek will not go dark in 2021!

We are planning now to pivot to a virtual platform.

While a virtual offering will not be the same experience as our prestigious residential camps – for as long as the pandemic creates a major health risk to our members and all participants – AAUW has determined no in-person camps can be held and AAUW California endorses this decision.

What I need to know: Tech Trek will not go dark in 2021. Extensive planning is underway for a virtual camp experience and branch leaders will be kept in the loop.

What I need to do: Alert your schools that Tech Trek will go forward; planning for the selection process is underway.

Should I include this in my branch newsletter? Yes, share the news with your members that Tech Trek will be virtual, but promises to be as educational and stimulating as ever.

Benefits to Students & Families

With the move to a 2021 virtual platform, the residential room constraints go away, campus facilities costs won't be an issue, and due to delivery via the virtual world, the cost-per-student decreases.

This opens the opportunity for schools to nominate more students, and in Southern California, the 2020 restrictions based on the loss of UC Irvine space will not be required. The expectation is this will allow California

Tech Trek to service more selected students across the state.

In addition, no costs will be incurred by families to prepare and transport their selected campers to campus.

Branch Packet Delay

AAUW National is currently adjusting its materials to incorporate the new decision and virtual program requirements. As soon as they are received, California Tech Trek will begin review to determine what modifications are required for our virtual program. Branch Coordinators will be advised of this progress.

Branch Requests for Return of 2020 Tech Trek Funds

Several branches have inquired on the process for returning 2020 funds due to the 2020 camp cancellations and the 2021 announcement. We recently provided the Special Projects Fund's (SPF) comprehensive response on this topic and more to branch leaders and branch coordinators by eBlast. All California Tech Trek 2021 donations are safely managed by SPF. Click [HERE](#) for more information.

Continuity of California Tech Trek in 2021

In all cases, the safety and well-being of our branch members and everyone in the communities we serve is our primary focus. Moving to a virtual program ensures the continuity of the California Tech Trek Program in 2021. The tradition will continue of girls having the honor of being nominated by their science or math teacher and going through the application process – and the thrill of being selected!

Make sure your schools and communities are aware that in 2021 California Tech Trek will not be sitting on the sidelines! We are using this time to prepare an educational, stimulating, and fun five-day STEM experience for our rising middle school girls!

Liability Insurance During COVID

Always plan for safety and wellness first! Please be aware that AAUW California liability insurance will NOT cover the coronavirus. AAUW does not sanction in-person meetings at this time nor for the foreseeable future.

Planning Fundraising Events?

Check out the recent AAUW California webinar “[Show Me the Money](#)” for ideas of how to raise funds during COVID.

Residential Tech Trek – the Goal!

Tech Trek’s campus-based residential program is our goal and the baseline to return to when health mandates allow. The camp design developed by Marie Wolbach in 1998 is the bedrock of the program and is what the camp staffs execute faithfully year over year. When the time is right, we’ll quickly move back to the residential format.

Click [HERE](#) to refer potential donors to learn more about California Tech Trek.

Stay safe – be well!

Branch Tech Trek Teams: Got Questions? Contact both Tech Trek Co- Coordinators at one email address: Alice Hill & Susan Negrete: techtrek@aauw-ca.org