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*Advancing gender equity through research, education, and advocacy is the AAUW mission. Several of this month's articles mention our AAUW mission. It is important to keep it in front of us so we can ensure our programs honor and support it.*

A reminder as we go into the holiday season: both AAUW National and AAUW California are planning to meet virtually until 2021. Branches should follow suit.

## FROM DIANNE'S DESK...

**Dianne Owens**, President, AAUW California, [statepresident@aauw-ca.org](mailto:statepresident@aauw-ca.org)

Halloween is behind us and we are now looking forward to the holidays ahead. The continuing COVID-19 outbreak means that the holidays will be different this year for all of us. As you plan your virtual branch holiday activities, please remember those members who may find it difficult to join your Zoom celebrations! They will appreciate your efforts to include and remember them.

The AAUW California Board of Directors approved the hiring of a new Sacramento-based advocacy firm and a marketing consultant from Santa Barbara at its October 17-18, 2020 meeting. A state-wide virtual summer 2021 Tech Trek experience was approved to replace our residential in-person camps for a second summer. A task force to determine programs/projects of the year led by Sandi Gabe was appointed. Also, a task force led by Charmen Goehring was appointed to assist in the planning of our virtual 2021 Annual Meeting on Saturday, April 17, 2021. Lobby Day may be held virtually at a time determined by the Public Policy Co-Directors, Kathi Harper, and Sue Miller.

Our office for AAUW California will be moving at the end of November. The new address will be:

- AAUW California
- 915 L Street, Suite C, Box #418

**What I need to know:** AAUW has hired an advocacy firm and a marketing consultant. 2021 Tech Trek will be held virtually as will the 2021 Annual Meeting and possibly Lobby Day. Two task forces are being organized. The AAUW California office will move at the end of November.

**What I need to do:** Ensure the appropriate members know of these changes.

**Should I include this in my branch newsletter?** The members need to know about the forming of the two task forces as they may wish to volunteer.

- Sacramento, CA 95814
- The new phone number is: 916-389-0220

Your Board of Directors has been busy this year planning new programs, twice-a-month webinars, and AAUW Fund virtual luncheons. I hope you have been able to join many of them.

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**Happy Thanksgiving!**

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## **AAUW CALIFORNIA TASK FORCE OPPORTUNITY**

**Sandi Gabe**, Assistant to AAUW California President, Dianne Owens, [sandi.gabe@hotmail.com](mailto:sandi.gabe@hotmail.com)

Want to get involved in AAUW California in a limited way? Here's an opportunity to stick your toe into the water and make a difference at the same time!

The AAUW California Board of Directors has sanctioned the creation of a task force to develop a process to recognize outstanding branch contributions to the AAUW mission. Winner(s) will be acknowledged at the April 2021 annual meeting. As part of this task force, you'll help set the groundwork for what type of projects/programs will be considered, how we will find them, and how they will be evaluated and rewarded.

### **Time commitment:**

About 20 hours between November and April. We'll meet initially via Zoom to identify the selection criteria and again in the spring to review and evaluate the submissions. The remaining work will be via email.

### **Ready to sign up?**

Contact me at [sandi.gabe@hotmail.com](mailto:sandi.gabe@hotmail.com) by November 15th. Our first meeting will be on November 23rd at 7 pm.

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**What I need to know:** There is an opportunity for volunteers to join a short-term task force to determine how to recognize outstanding branch projects/programs.

**What I need to do:** Consider volunteering as an introduction to state leadership.

**Should I include this in my branch newsletter?** Yes, branch members may want to volunteer.

## **AAUW FUND**

**Judy Cavin Brown**, Director, AAUW Fund Committee Chair, [aauwfund@aauw-ca.org](mailto:aauwfund@aauw-ca.org)

## HELP US REACH OUR 2020 FUND GOAL!

Our California Fund donation goal for 2020 is \$500,000. We need 100% participation from the California branches to make this happen. Our initial target is for each branch to contribute the equivalent of \$30 per member across branch membership.

If you are looking for a place to direct your donations, the Greatest Need Fund is always a good choice.

There are also several unfinished endowments where your contributions will be put to good use. If you want your donation to go towards an [unfinished endowment](#) you need to complete and submit the form attached to the unfinished endowments list.

As of this time, California branches have donated a total of \$278,240. We are still \$221,760 short of our goal.

This is our final push for the year.

Click [HERE](#) to make a donation to AAUW FUND and then click on Donate Now!

**What I need to know:** AAUW Fund for California is short of its 2020 goal of \$500,000

**What I need to do:** Consider organizing a Fund drive for your branch..

**Should I include this in my branch newsletter?** Yes, and motivate your members to contribute by explaining the impact of the AAUW Fund.

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## COLLEGE/UNIVERSITY (C/U) COMMITTEE

*Donna Lilly, C/U Committee Chair, [cu@aauw-ca.org](mailto:cu@aauw-ca.org)*

### COLLEGE & UNIVERSITY PARTNERSHIP RENEWAL DEADLINE

November 30th is the deadline for a college or university to renew AAUW partner membership. Dues renewal is \$175 and the benefits are great for faculty and students. All students enjoy a free membership as e-student affiliates and two campus representatives receive free AAUW National memberships.

Call your local campus representatives, invite them to the AAUW California twice-monthly [webinars](#), and ask them to join your branch as a member. There is no fee to join AAUW California if your branch applies for an exemption and your branch might also consider giving them a free branch membership. The College/University committee can assist in locating the C/U reps.

**What I need to know:** Colleges and Universities in the C/U program must renew by Nov 30th.

**What I need to do:** Advise your C/U rep. If you don't have one, consider appointing one to forge C/U partnerships.

**Should I include this in my branch newsletter?** Yes, branch members may have connections with potential new C/U partners.

Keep track of your scholarship winners. Some branches provide their winners an AAUW membership, either as student affiliates or as members if they have two-year degrees. This is a way to increase age, gender, sex, and race diversity in branch membership.

Have a discussion with your local campus representatives about the importance of [Work Smart and Start Smart workshops](#) that are available for free on the AAUW website for faculty and students. Remember to participate in either workshop yourself so you can answer the campus reps' questions. Additionally, the following [research and data](#) are available on the AAUW National website: *Deeper in Debt, Women & Student Loans, Limiting Our Livelihoods, The Cumulative Impact of Sexual Harassment on Women's Careers, Barriers & Bias, and The Status of Women in Leadership.*

Another important connection to AAUW is the [Two Minute Activist](#). Faculty and students need an avenue to have a personal voice on political issues such as Title IX, gender equity, and equal pay.

Continue great campus relationships, although virtual. Help the campuses renew their AAUW partnerships prior to November 30th.

Thanks to the C/U branch chairs who helped these campuses renew their partnership as of October 30th. Allan Hancock College, American River College, Brandman University, CSU Fresno, CSU Los Angeles, CSU Northridge, CSU Sacramento, CSU San Bernardino, CSU San Marcos, CSU Stanislaus, Cerritos College, College of Marin, College of the Canyons, College of the Desert, Dominican University of California, Evergreen Valley College, Glendale Community College, Harvey Mudd College, Irvine Valley College, Laguna College of Art and Design, Mount Saint Mary's University, Orange Coast College, Saddleback College, Saint Mary's College, San Jose State University, Santa Clara University, Santa Rosa Junior College, Sonoma State University, UC Davis, UC Irvine, UC Riverside, University of Redlands, University of San Francisco.

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## COMMUNICATIONS

**Tracey Clark**, Director, Communications Committee Chair, [communications@aauw-ca.org](mailto:communications@aauw-ca.org)

*Provided by Sandi Gabe*

## COMMUNICATIONS TEAM SUPPORTS MEMBER ENGAGEMENT!

Using a variety of techniques, the communications team has successfully engaged members while supporting a number of important board initiatives.

- A whopping 83% of branches have attended the twice-monthly webinar series. With topics ranging from fundraising techniques to the importance of public policy and how to hold a virtual speech trek competition, everyone can find a topic of interest. Missed any of the twelve webinars that have been held since the beginning of July? Want to know what is coming next? See our webinar schedule online [HERE](#).
- Engagement in social media climbed as the GOTV (Get Out The Vote) campaign encouraged members to be active on any channel of social media. We saw the engagement on our own Facebook, Instagram, Twitter, and LinkedIn accounts skyrocket as a result.
- Public Policy got a facelift this month so you can find information more easily. Check out the new format [HERE](#).

There are many opportunities to work behind the scenes making AAUW California more visible, by optimizing messages, supporting our website and webinars, and maintaining a variety of information. We expect additional opportunities as we engage with the new marketing initiative. If you have skills you'd like to share, submit an application to join the team. You can use your red pen to edit, embrace your love for spreadsheets to track information, solve the puzzle of how to best share information on our website, and design newsletters. If you want to get involved, apply [HERE](#). We'll work with you to find the perfect spot and even provide training if you have the passion.

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**What I need to know:** The communication team has been busy supporting many board initiatives. 83% of branches have attended the webinars and members can view any they missed or want to view again.

**What I need to do:** Consider getting involved with the communication team and check out the new format of the Public Policy web pages.

**Should I include this in my branch newsletter?** Yes, encourage your members to both register for future webinars and consider getting involved with the communication team. Additionally, share that the Public Policy web pages have been revised making it easier to find information.

## DIVERSITY & INCLUSION

*Elaine Johnson, Director, [diversity@aauw-ca.org](mailto:diversity@aauw-ca.org)*

## ENGAGEMENT IS KEY TO SUCCESS FOR DIVERSITY AND INCLUSION

### As a reminder:

- **Diversity** addresses a range of human differences including race, ethnicity, gender, gender identity, sexual orientation, age, social class, disabilities, religious practices, national origin, political beliefs, and more.
- **Inclusion** provides a welcoming environment that includes involvement and empowerment. Recognizing inherent worth and dignity fosters a sense of belonging and demonstrates value for the variety of talents that individuals have to offer.

An easy activity for your branch to engage meeting participants can be asking each person to write a personal characteristic that adds to diversity. Examples include living in another country, being younger than most of the members, ability to sign, disability, speaking Spanish, and many more. Be creative. Collect the anonymous responses, compile the results, and include them in the branch newsletter.

### Intersectionality

- People have multiple identities. Realizing this helps our branches recognize both diversity and inclusivity.

Your AAUW California Board of Directors continues to weave diversity and inclusion references in webinars and on the website. Soon we will provide a link to the new interactive national diversity and inclusion toolkit.

**What I need to know:** The terms “diversity,” “inclusion,” and “intersectionality” have specific meanings that AAUW is recognizing and incorporating.

**What I need to do:** Try the diversity awareness activity with your branch.

**Should I include this in my branch newsletter?** No, this is for branch leaders’ general knowledge.

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## FINANCE

**Roli Wendorf**, Chief Financial Officer, Finance Committee Chair, [cfo@aauw-ca.org](mailto:cfo@aauw-ca.org)

### TAXES AND MORE

Tax Filings Due November 15th

A final reminder that there are four filings to be done this year, all due by November 15th:

**What I need to know:** Branch insurance and Fund assessments, as multiple tax forms are due Nov. 15th; examples of correct filings are on the website. Payments may now be made through Zelle.

1. Federal 990-N (unless you asked AAUW National to file it for you through the Member Services Database or MSD by October 15th)
2. California State 199-N
3. Attorney General Form RRF-1
4. New Attorney General Form CT-TR-1

**What I need to do:** Refer this information to your Treasurer.

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

You can find links to all forms and electronic filings [here](#).

Examples are available [here](#) for filling the two Attorney General forms.

## **Insurance and Fund Assessment Payment**

If you haven't paid AAUW California for your insurance and Fund assessment, we would greatly appreciate receiving your payment by the deadline of November 15th. Our office is moving, and the current address will not work after Thanksgiving.

## **Electronic Payments with Zelle**

Several branches have asked us about the ability to pay their insurance and Fund assessment electronically. We have enabled payments using Zelle. To use this service, please make your payment to the email address [cfo@aauw-ca.org](mailto:cfo@aauw-ca.org). Be sure to enter your branch name, invoice number, and reason for payment in the memo field. Without this information, we will not know why or from whom we have received funds and will treat them as an anonymous donation.

## **Branch Finance Survey Results**

Thank you so much for responding to our survey. We received 94 responses from 81 branches, i.e. 68% of our branches, which is great! The results were revealing:

- 33% of our branches are incorporated, 67% are not
- 48% of branches are 501(c)(4), another 19% are C4 along with having a C3 entity, and 19% are 501(c)(3)
- 62% of branches use Excel or another spreadsheet for accounting, 19% use Quicken, and another 19% use QuickBooks.

We are still analyzing the textual responses and will share responses to fundraising questions with the AAUW Fund team as well.

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## MARKETING

**Michelle Miller-Galaz and Sharyn Siebert**, Directors, Marketing Committee Co-Chairs, [marketing@aauw-ca.org](mailto:marketing@aauw-ca.org)

### EXCITING NEWS! AAUW CALIFORNIA HAS HIRED A MARKETING CONSULTANT!

Dowitcher DESIGNS, located in Santa Barbara, boasts a past AAUW branch president as one of its owners. That means they can hit the ground running to determine our “needs and wants” in order to help us formulate a marketing strategy. We are particularly enthused by this potential.

In the meantime, we hope that you are paying attention to the suggestions made in the past B2B articles regarding how to best present your branch to the public. For example: make sure your website is current, and have pictures on it to immediately show the beneficiaries of your branch how you serve your community.

If you do not yet have a website, PLEASE consider how this could have a negative effect on your branch’s ability to obtain new members because those who might resonate with our mission have no way to find you online!

We will update you with information from our professional consultants as it becomes available and relevant. Their focus is enlarging awareness of our brand statewide, helping us move toward our goal of becoming California’s premier advocacy organization.

Our committee, made up of multiple generations of AAUW California members, is working toward an exciting rollout for Women’s History Month (March) that will generate interest in all the branches.

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**What I need to know:** The state has hired a marketing firm to consult on strategies to promote AAUW.

**What I need to do:** Watch for marketing ideas for branches. To start, be sure your website is up to date.

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

## NOMINATIONS & ELECTIONS

**Janice Lee**, Nominations & Elections Chair, [nominating@aauw-ca.org](mailto:nominating@aauw-ca.org)



*Provided by Deanna Arthur*

## **THE NATIONAL ELECTION IS OVER – WHAT ARE YOU GOING TO DO WITH ALL YOUR FREE TIME?**

AAUW California is looking for a few good members to run for state office. As 2020 has been a year like no other, what better time is there to step up and run for state office. There are three positions open for this year. President-Elect – a big job. If it is too big, think about Chief Financial Officer. No financial background? There is still an opportunity to run for a director. If you know how AAUW works at the branch level, you have experience to bring, so please think about running.

We need all our members to be involved. Maybe this is the year for you to step up and be part of the team.

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**What I need to know:** It is time to consider running for an AAUW California position.

**What I need to do:** Click [HERE](#) to get details on the state website.

**Should I include this in my branch newsletter?** Yes, your members may be ready to run for one of the open positions on the AAUW Board of Directors.

## **PUBLIC POLICY**

**Kathleen Harper**, Director, and **Sue Miller**, Public Policy Committee Co-Chairs, [publicpolicy@aauw-ca.org](mailto:publicpolicy@aauw-ca.org)

### **AAUW CALIFORNIA PUBLIC POLICY GETS A NEW ADVOCATE AND OUR WEB PAGE GETS A NEW LOOK**

The AAUW California Public Policy Committee, with the approval of the board, has decided to hire a new advocacy firm and will no longer be represented by Shannon Smith-Crowley. Our contract with MVM Strategy Group took effect on November 1st, and we are excited to begin strategizing with this powerhouse trio of advocates to increase our visibility and clout in Sacramento.

We are also excited to launch our new web page. You will find us now under “[Public Policy](#)” in place of the prior tab marked “Advocacy.” One-click on this tab will take you to our Home page, which will present you with links to anything and everything you need to know about AAUW California public policy. The new page has a fresh look and is exceptionally user-friendly. In addition to information on our issues and legislative efforts, you’ll find more details about our new advocacy firm, as well as a link to find your Public Policy Committee liaison.

**What I need to know:** AAUW California has hired an advocacy firm. The AAUW California Public Policy Committee has updated the Public Policy web pages.

**What I need to do:** Check out the new Public Policy web pages.

**Should I include this in my branch newsletter?** Yes, branch members should visit the website to see the refreshed public policy information.

We hope you'll visit our new page soon, and let us know what you think!

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## SPEECH TREK

**Marlene Cain**, Speech Trek, [spechtrek@aauw-ca.org](mailto:spechtrek@aauw-ca.org)

### **SPEECH TREK 2021 HELPS THE NEXT GENERATION SHINE IN A DIFFICULT TIME**

We are in the final quarter of 2020, and few would deny it has been a challenging year for everyone, including students and teachers. That is why we want to remind you that Speech Trek 2021 is going virtual this season and can be a positive learning experience for students in this unprecedented time.

Branches throughout the state are gearing up for the topic: "Has social media helped or hindered the breaking down of barriers for women and girls?"

#### **Important dates:**

**Nov. 1, 2020:** Was the deadline to submit the Memo of Understanding (MOU) to let us know of your branch's intent to participate in Speech Trek. PLEASE NOTE: if you are in the process of mailing or emailing your branch's MOU, please do so asap and alert us that it's on its way (see email address below).

**Dec. 12, 2020 (Saturday), 11:00 a.m. :** Webinar: "How to manage your Speech Trek contest on ZOOM. Registration is required. Click [HERE](#) to register.

**March 1, 2021:** Deadline for submission of branch 1st place winner's video.

**Coming soon:** A new logo for 2021. Watch this space for the announcement.

**Questions?** Email Marlene Cain, AAUW California Speech Trek Coordinator, at [spechtrek@aauw-ca.org](mailto:spechtrek@aauw-ca.org) or call her directly at 909.866.2819.

In the meantime, we are thankful for you, branch leaders, and Speech Trekkers, who continue to empower others through better communication!

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**What I need to know:** The Speech Trek is being held virtually this year. There are important dates for this competition.

**What I need to do:** Register for the webinar, hold the virtual contest, and submit the 1st place winner's video.

**Should I include this in my branch newsletter?** Yes, if your branch is participating.

## TECH TREK

*Susan Negrete, and Alice Hill, Tech Trek State Co-Coordinator, [techtrek@aauw-ca.org](mailto:techtrek@aauw-ca.org)*

### **CALIFORNIA 2021 VIRTUAL TECH TREK: PROGRAM PLANNING BEGINS**

#### **California Board of Directors Vote for 2021 Virtual Tech Trek Season**

Acknowledging the concern for the absolute health and safety of AAUW members, students, camp leaders, staff, teachers, and volunteers, the California Board of Directors voted during its October session that the 2021 Tech Trek season will be virtual.

The board's vote aligned with AAUW's October message from CEO Kim Churches that 2021 residential camps cannot be held in any state. In addition to maintaining the safety and well-being of all participants, moving to a virtual program also ensures the continuity of the California Tech Trek Program in 2021. **We won't be dark for 2 seasons.**

#### **California's Goal: Return to the residential camp model when the time is right.**

While this pandemic continues to indicate major health risks throughout our country and state – the California residential model is on hiatus until 2022. Future pandemic status and local area health mandates will drive 2022 camp decisions.

#### **Coming Soon! Branch Coordinators (BC) Survey**

Starting this month, BCs and their teams can support a successful 2021 season by assisting with virtual program preparations.

A survey to gather branch feedback on your schedules and other information from your school districts is critical information to help plan for ways to interview students and understand how schools can assist with technology for selected students to attend the virtual camp, etc.

The California Virtual Tech Trek team thanks branch coordinators in advance for prompt participation and feedback in the survey. Your info counts!

#### **Opportunities to Join Virtual Tech Trek**

Watch for our upcoming communications on the design and delivery of the virtual platform. As we complete the infrastructure, we'll share the camp delivery process, estimated timetables, and a variety of

**What I need to know:** In order to protect the health of all involved, the state has officially approved a virtual 2021 Tech Trek with all camps using the UCSD platform.

**What I need to do:** Share this information with your Tech Trek coordinators. Urge them to return the upcoming survey to assist with planning. . Observe all the other deadlines and requirements listed above.

**Should I include this in my branch newsletter?** Yes, share the information that Tech Trek will be virtual and all camps will use a proven, fun, interactive platform from UCSD.

roles that branch members, former dorm moms, counselors and others can fill to participate in and support a successful 2021 virtual camp season.

## **Stay Tuned for Branch Packets**

Given this pandemic has raised issues never considered before in our residential model, the tasks for developing the oversight, guidelines, forms, and training materials for a Virtual Tech Trek Program are time and resource-intensive.

While waiting for National's governance material, California's Virtual Tech Trek team is engaged with developing a 2021 Virtual Project Implementation Plan, preliminary budget, and participation forecasts. We will be prepared to adjust National's documentation for our branch packets as soon as they are received.

## **2021 Virtual Memo of Understanding (MOU) and Code of Conduct**

These key branch leadership documents for Tech Trek participation will be required for the virtual camp in 2021.

A branch-signed Virtual MOU will remain the primary indicator for planning how many branches will interact with the program and how many campers will be selected to attend in 2021. Watch for our B2B updates and e-blasts on these important forms and materials!

## **Branch Fundraising for 2021**

Branches are encouraged to continue fundraising for the 2021 camp season. We will have a vibrant, fun, hands-on virtual STEM-oriented camp to offer your selected students.

Most importantly, a virtual camp will provide a safe environment for all participants and ensures California Tech Trek does not go dark for two years.

All California Tech Trek 2021 donations will be safely managed by the Special Projects Fund (SPF). For more information, click [here](#) to refer to their website.

## **Liability Insurance During COVID**

Due to this pandemic's high risk, 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.

Incident Reports are required if your branch meets in person with students. Please contact California Tech Trek Co-Coordinators to discuss the required information: [techtrek@aauw-ca.org](mailto:techtrek@aauw-ca.org)

## **What's Next?**

Watch for upcoming information and links from the UCSD pilot that is the core of the 2021 virtual platform. You'll see more information about what a virtual Tech Trek experience will feel like for your 2021 selected students!

## **Need Help Planning Fundraising Events?**

Click [HERE](#) to view the recent webinar: “Show Me the Money”

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

Branch Tech Trek Teams: Got Questions? Contact both Tech Trek Co-Coordinator at one email address: Alice Hill & Susan Negrete: [techtrek@aauw-ca.org](mailto:techtrek@aauw-ca.org)

### **Residential Tech Trek – 2022’s Goal!**

**Stay tuned – stay safe – be well!**

**Thank you to the California Tech Trek Executive Council and Strategic Planning Committee Members – we appreciate your time and support**

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### **A NEW STEM PROJECT: A SERIES OF WEBINARS FOR HIGH SCHOOL GIRLS**

The Orinda-Moraga-Lafayette Branch (AAUW-OML) is excited to present an entirely new STEM project, Girls4STEM Webinars, a series of webinars for high school girls featuring young professional women in STEM fields.

The Girls4STEM webinar series is launching on Sunday, November 22, 2020. This webinar series introduces women working in STEM fields to high school girls who at this stage of their lives are making choices about high school coursework, in preparation for potential college majors and STEM careers. The presenters share their education and career paths, discuss their actual job activities, and provide tips for getting college internships and jobs after college.

Girls4STEM is free and open to all high school girls. Webinars will be offered 1-2 times per month on Sunday afternoons for up to 500 attendees. AAUW-OML is presenting this series as part of our community outreach, designed to advance equity for women and girls. A report published by USA Facts on 10/16/2020 says that while more women are earning STEM degrees than 10 years ago, women still earn only 32.4% of STEM degrees awarded. Our goal is to encourage high school girls to take STEM classes and major in a STEM field in college. This webinar series is made possible by a generous grant from the Bettelheim Family Foundation.

We are asking for your help to recruit high school girls (especially Tech Trek alumni!) to register for the webinars. Click [HERE](#) for the flyer and [HERE](#) for the Girls4STEM website. Both sites list the dates, times, and presenters for the first set of webinars which features a different field within STEM. After registering, you will receive a confirmation email containing information about joining the webinar.

*Distribution: This email was sent to the following distribution lists: All distribution lists.*