



Board to Board

A Communication from the

AAUW California Board to Branch Boards

December 2020

Happy Holidays from your AAUW California Board of Directors! This can be such a busy and fun time of the year and probably this year you will find unique ways to celebrate. We hope you will be holding a virtual branch holiday event, and it will be enjoyed by many. Share any part of this newsletter with your branch leaders and your members. Enjoy the season, be safe and healthy!

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FROM DIANNE'S DESK...

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

This is the time of year when I start looking forward to the possibilities of a NEW YEAR. I am shopping, baking, and preparing for the holidays and, also, looking forward to a new beginning.

I am looking forward to working with our new marketing consultant, Dowitcher DESIGNS, and learning how all of us can make AAUW California more visible in our golden state.

I am looking forward to working with our new advocacy firm, MVM Strategies, and preparing for our virtual Lobby Day in late March. I hope you will all join us that day.

I am looking forward to our April 17, 2021 virtual Annual Meeting with exciting speakers, new awards, and our Speech Trek contest. Be sure to join us to see some new twists.

I am looking forward to seeing everyone in person again in the summer or fall of 2021. The timing is still unknown, but we will all look forward to that.

I am looking forward to saying "Goodbye 2020." It was not the greatest year, but we learned a lot about Zoom, webinars, and more techie stuff than we thought we needed to know.

Have a wonderful and safe holiday everyone! Be kind to yourself and others!

What I need to know: AAUW California now has a marketing consultant and an advocacy firm. We will hold a virtual Annual Meeting on April 17th.

What I need to do: Enjoy the holiday season!

Should I include this in my branch newsletter? Yes, your members might enjoy this positive message from the president.



DIVERSITY & INCLUSION

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

DIVERSITY AND INCLUSION: COLLABORATION IS KEY

As AAUW National rolls out its new [diversity and inclusion toolkit](#), we look forward to using the new tools and to sharing this up-to-date resource with other groups that have common goals of diversity and inclusion. Attend an AAUW National webinar to learn more about these resources on Thursday, December 10, 2020, at 4 p.m. ET. Click [HERE](#) to register.

By sharing, we can leverage one another's strengths. For example, the American Association of Community Colleges (AACC) has a clear framework for action for diversity, equity, and inclusion. "Define, Assess, and Communicate" are essential parts of that framework. We might review areas where our new toolkit aligns with theirs.

It is exciting to be part of a current effort with committed people who promote the mission and vision of AAUW California.

What I need to know: AAUW National has created a diversity and inclusion toolkit.

What I need to do: Consider what other organizations we might collaborate with in regards to supporting diversity and inclusion.

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

FINANCE

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

HOW ARE YOUR BRANCH FINANCES?

As we approach the holidays, this is a great time for mid-year course correction. Take stock of your finances, and make adjustments as needed. All your membership renewals should have come in by now, so you know your dues income for the year. Do your projected expenses for the rest of the year need to be adjusted?

For any state membership dues payments, please remember that our office address has changed to AAUW California, 915 L St Ste C Box 418, Sacramento, CA 95814.

The State Finance Committee is busy analyzing the results of the branch and IBC finance surveys we ran this fall. We will create additional website materials and plan future webinars based on those results. Thanks for participating and helping us help you!

Wishing you a happy, healthy holiday season in this unusual time.

What I need to know: Our office address has changed.

What I need to do: Review your branch budget to determine if it needs to be adjusted.

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

MARKETING

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

EXCITING NEWS!

The Marketing Design Team has completed our first meeting with Dowitcher Designs, our chosen marketing consulting firm. We had a far-ranging discussion of our concerns and hopes for this collaboration.

Now Dowitcher plans to hold focus groups with members and non-members to determine how best to proceed. Some of you may have already volunteered to be part of these groups, and for that—we thank you and appreciate your dedication to improving the awareness statewide of AAUW California.

In the new year, the Marketing Committee will be providing you with links for each of your branches to follow for our March statewide PR rollout. These will include templates for the news release, as well as ways to reach your respective government entities to request a proclamation in support of your AAUW local branch.

For now, we wish you all a healthy and happy holiday season.

What I need to know: Our new marketing consultant will be holding focus groups. There will be a statewide PR rollout in March.

What I need to do: There will be templates provided for branches to do news releases and requests for proclamations from government entities.

Should I include this in my branch newsletter? Not until these procedures are released.

NOMINATIONS & ELECTIONS

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

BET YOU KNOW SOMEONE WHO IS...

Bold, Brave, & Brilliant!

These are the leadership traits we are looking for in candidates to fill three open positions on the 2021 AAUW California Board of Directors.

- President-Elect (one-year term 2021-2022) during the second year of the president's term, followed by a two-year term (2022-2024) as president
- Chief Financial Officer (two-year term 2021-2023)
- Director (two-year term 2021-2023)

We bet that You have these leadership qualities. If you have been thinking about getting more involved at the state level with AAUW and have been enjoying and learning from all the webinars this year and appreciate all the programs planned to

What I need to know: There are three open positions on the 2021 California Board of Directors.

What I need to do: Think about filing to become a candidate and/or encourage others to consider it.

Should I include this in my branch newsletter? Yes, all members are eligible to consider becoming a candidate.

meet AAUW's mission, then contact the Nominations & Elections Committee.

Deanna Arthur, Charlene Goehring, and Janice Lee are here to cheer you on and to answer your questions at nominating@aauw-ca.org.

It's a collaborative, fun, action-oriented time to be part of AAUW California's leadership team.

Click [HERE](#) for details on "How to Proceed," but we are also happy to guide you through the process personally and to give you the inside scoop!

PROJECT OVERSIGHT

Jim Doty, Director, Project Oversight Committee Chair, oc@aauw-ca.org

LOOKING FOR THE NEXT GREAT PROJECT

We have had word of several project ideas under development and eagerly anticipate further word. Do you have an idea for a project that could enhance the mission of AAUW in 2021-22? Perhaps you are already developing one. Could you use a little financial help? Applications for state funding, up to \$500, are due on March 1, 2021. Any member, branch, or AAUW affiliate may apply. Click [HERE](#) for directions and application forms.

Did your branch receive a state grant funding prior to 2015? The POC (Project Oversight Committee) would like to hear from you. What was the project? Is the project still ongoing? If not, why not?

Write to me at oc@aauw-ca.org.

There has never been a time when adaptation and innovation have been needed more. Start now.

PUBLIC POLICY

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

AAUW CALIFORNIA PUBLIC POLICY TEAM ANNOUNCES FIRST VIRTUAL LOBBY DAY!

On March 24, 2021, AAUW California in conjunction with our new advocacy firm, MVM Strategy Group, will be conducting a

What I need to know: March 1st is the deadline to apply for a State Project Grant for a project that could enhance the mission of AAUW.

What I need to do: Review the guidelines and application form [HERE](#).

Should I include this in my branch newsletter? Yes, any member, branch, or AAUW affiliate may apply.

What I need to know: AAUW members may connect with their legislators during the virtual Lobby Day event on March 24, 2021.

virtual Lobby Day with our legislators in Sacramento. This is a terrific opportunity for branch members to get involved in the public policy process by helping the state Public Policy (PP) Committee advance our legislative goals for 2021-22. It's also a great way to meet your local legislators and let them know how you, through AAUW, are helping their constituents in your communities.

We are asking branch PP chairs (or presidents, if your branch doesn't have a PP chair) to help us recruit participants. Please have interested branch members register [HERE](#) by January 8, 2021.

Finally, all participants will be given full training in a Zoom webinar on March 22, 2021, at 7:00 p.m. Click [HERE](#) to register for "How to Talk to Your Legislators."

Important Dates:

- January 8, 2021 – Last day to register to participate in Lobby Day
- March 22, 2021 – Lobby Day training webinar
- March 24, 2021 – Lobby Day

What I need to do: Register to participate by January 8, 2021 and attend the virtual training webinar on March 22, 2021.

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

SPEECH TREK

Marlene Cain, Speech Trek, spechtrek@aauw-ca.org

HOLIDAY SPECIAL: SPEECH TREK MOU DEADLINE EXTENDED TO DECEMBER 18th!

Looking for a virtual project? Here's the bargain of the season...and it's not too late! Send your signed Memo of Understanding (MOU), located in the [Branch Toolkit](#), to spechtrek@aauw-ca.org by Friday, December 18, 2020, and join the growing list of participating branches who are empowering the next generation by hosting Speech Trek 2021:

- Alhambra-San Gabriel
- Big Bear Valley
- California Online
- Camarillo
- Del Mar-Leucadia
- Foothills of EDC
- Fremont
- Half Moon Bay
- La Mesa-El Cajon
- Morgan Hill
- Poway-Penasquitos

What I need to know: The Speech Trek MOU deadline has been extended to December 18th.

What I need to do: For help running your contest virtually, register for the December 12th webinar "How to manage your Speech Trek contest on ZOOM."

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

- Redlands
- Sacramento
- Stockton

These branches and prospective contestants are buzzing on the topic: “Has social media helped or hindered the breaking down of barriers for women and girls?”

Important dates:

- **December 12, 2020**, 11:00 a.m. (Saturday): “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 or call her directly at 909.866.2819.

In the meantime, AAUW California Speech Trek wishes you a happy and safe holiday season. Let’s welcome 2021 with a commitment to empowering others through better communication!

TECH TREK

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

YEAR-END UPDATES: TECH TREK 2021 Virtual Camp

- **What’s Next?: Branch Coordinator Meetings!** Join us to receive information and updates on the 2021 Virtual Camp. Ask questions and learn how the camp will be designed and staffed – and how you and your branch members can participate! Register now for the December 7th session or view the recording after the session: December 7th: 7:00 – 8:30 pm session Click [HERE](#) to register.
- **Use 2020 Funds for the 2021 Virtual Camps? YES YOU CAN!** We have finalized a process with our SPF (Special Projects Fund) partners for participating branches to move funds raised in 2020 camps to the 2021 Virtual Camp! Watch for our eBlast next week for details on how funds transfers will work.
- **Make Deposits to the 2021 Virtual Camp? YES YOU CAN!** Our eBlast next week will provide step-by-step

What I need to know: Tech Trek branch coordinators’ meetings to explain the details of the Virtual Camp are underway. Register for the December 7th session.

What I need to do: Branches and school districts should complete the preliminary survey to help with planning by December 15th. Watch carefully for upcoming instructions and materials regarding the MOU, Code of Conduct, transferring funds from 2020, etc.

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

instructions for branches to easily submit deposits directly to the 2021 Virtual Camp.

- **Branch Coordinators & School Surveys – Deadline is December 15th** The branch and school surveys are important information for planning a successful 2021 virtual camp. Information from branches and your school districts is critical information! We can assist with important issues like technology for selected students to attend the virtual camp. If your branch or school district is engaged with the survey and running late, just let us know at 2021ttvirtualcamp@aauw-ca.org.
- **Coming Soon: 2021 Virtual Memo of Understanding (MOU) and Code of Conduct** A branch Virtual MOU will remain the primary indicator for camp planning. Knowing how many branches will interact with the program and how many campers will be selected to attend in 2021 are critical to the program. Watch future B2B updates and eBlasts on all required virtual camp forms and materials.
- **Should Branches Fundraise for 2021?** YES – don't lose your contacts and the opportunity to let them know that Tech Trek won't be dark two years in a row! Market AAUW California's ability to pivot during this difficult time - let them know that motivated STEM students will enjoy a vibrant, hands-on virtual camp – and parents will appreciate the safe environment. All California Tech Trek funds are safely managed by SPF. For more information refer to their [website](#).
- **California's 2022 Tech Trek Goal:** It's a fact – safety and health will always be our main concern and the status of the pandemic will drive 2022's final answer. The plan is always to return to the residential camp model when it is safe for everyone involved with our camp program. AAUW will make 2022 camp decisions based on the status of the pandemic in California.
- **Recruiting New Donors?** Click [HERE](#) to refer potential donors to learn more about California Tech Trek.
- **Got Tech Trek Program or Finance Questions?** Contact both Tech Trek Co-Coordinator (Alice Hill & Susan Negrete) at one email address: techtrek@aauw-ca.org
- **Got Specific 2021 Virtual Camp Questions?** Check out the [FAQ](#) document or contact the 2021 Virtual Leadership Team (Mary Isaac/Camp Director, Alice Hill, Kathy Ford & Susan Negrete) at one email address: 2021ttvirtualcamp@aauw-ca.org.

Thanks to our branches for your questions and feedback - we appreciate the branch's enthusiasm and support for the 2021 Virtual Camp experience.

TITLE IX

Alicia Hetman, Title IX Consultant, titleix@aauw-ca.org

Provided by Linda Slater

TITLE IX - BREAKING DOWN BARRIERS 2020

On Monday, January 11, 2021, at 7 pm AAUW California will present this important educational webinar for our members to bring Title IX/Gender Equity back to a level where our members are "keeping their eyes on equity." Members will learn all about Title IX and how to exercise their voices to "see something and say something" so that they will become more effective as advocates for protecting our students. Click [HERE](#) to register for the webinar.

The speakers include:

- Kiki Williams, Executive Director of Student Experience and Equity Compliance at San Francisco Unified School District.
- Kim Turner, Senior Staff Attorney for Legal Aid at Work. She works with the gender equity and LGBT rights program.
- Jean Reed, Co-President of Petaluma AAUW Branch. She will discuss the AAUW San Jose Sports Equity Community Project.

What I need to know: AAUW California is providing a webinar on Title IX/Gender Equity.

What I need to do: Consider registering for this webinar.

Should I include this in my branch newsletter? Yes, members should be informed of all upcoming webinars.