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January 2021

AAUW California wishes you a happy and healthy new year. To get you started, here is a tour of one portion of the AAUW California website. There are two areas at the top of its pages; the topmost area has a smaller font and nine menus, three of which have drop-down menus. This information is for internal use by members. Below that are nine categories in a larger font. This information is mainly for external use, although, of course, members will find the information useful as well. The information describes who we are, what we do, and how to become involved. Additionally using the search bar (magnifying glass) is a helpful tool. Please click <u>HERE</u> to discover how easy it is to find the information you are seeking.

FROM DIANNE'S DESK...

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

"A LETTER OF THANKS AND HOPE FOR 2021"

January 1, 2021

Dear Branch Leaders,

I love New Year's Day! It is a new beginning with a thoughtful look back at the old year and a promise of new and exciting things to come. I always make New Year's resolutions and am in the process of writing my "21 things to accomplish in 2021!"

There is a lot to be thankful for in 2020. #1 - We made it through the year. #2 - I am proud of the creativity and resilience all of you had as you planned your branch programs and activities on Zoom, a new platform for many. #3 - You developed new fundraisers or tweaked tried and true ones to fit the reality. #4 - You kept in touch with your members to encourage them to learn new technologies, so they could participate.

With a big **GOODBYE** to 2020, we can look forward with hope for a better 2021! We must remain patient and meet virtually for several more months, but there is "a light at the end of the tunnel." Won't it be fun to give our family and friends a big hug in late summer/early fall?

We have new opportunities and renewed hope in 2021 to support our work for women and girls. And we have the first woman to be elected as U.S. Vice President for starters!

As you embark on 2021, remember these words from Ruth Bader Ginsberg, "Fight for the things that you care about, but do it in a way that will lead others to join you."

SAVE the DATE for the Annual Meeting, April 17, 2021.

Dianne

BRANCH ACTIVITY OF THE YEAR

Sandi Gabe, AAUW California Webmaster, Assistant to AAUW California President, Dianne Owens, 2021 AAUW California President-Elect Candidate, <u>sandi.qabe@hotmail.com</u>

WANT TO BRAG ABOUT A TERRIFIC BRANCH ACTIVITY?

Now's your chance to apply for the Branch Activity of the Year Award and put forward a signature activity that your branch presented between February 28, 2020, and March 1, 2021. This is your branch's chance to showcase and share an activity that is novel, inspirational, reproducible, and promotes AAUW's mission and image. The activity may be a one-off program or event or a sustained recurring project for which your branch is known.

What are the awards?

There will be two awards. Winning branches will be honored with a small prize and recognition at the 2021 AAUW California Annual Meeting, on the state website, in social media, the California Connection, and other AAUW communications.

Winners will be contacted by March 31st.

Note: winners will be expected to provide a 5-10 minute presentation at the Annual Meeting on April 17th. Assistance with your presentation will be available.

Click HERE to apply. Deadline: March 20, 2021

What I need to know: AAUW California wants to recognize stellar branch activities with a Branch Activity of the Year award.

What I need to do: Submit your branch project, program, or event using the link by March 20, 2021.

Should I include this in my branch newsletter? Yes, members may have ideas for possible submissions.

AAUW FUND

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

AND THIS YEAR THE HONORS GO TO

Named Gift Honorees

Every year the AAUW California Fund Committee honors members who have done outstanding work in supporting our programs and goals. A Named Gift is a special way to honor an individual, a group, or an organization giving extraordinary service to AAUW.

Branch Named Gift Honoree

What I need to know: Named Gift honorees can be nominated by branches to honor outstanding work at both the branch and state level.

What I need to do: Review the submission requirements and forms in the link above. Submission deadline: February 15th..

Should I include this in my branch newsletter? Yes, members should be engaged in selecting outstanding candidates.

Branches can make a nomination for each \$750 contributed by the branch or branch members on or before December 31st.

State Named Gift Honoree

This award is given to an AAUW member who has done outstanding work to promote the programs and goals of the AAUW Fund and/or AAUW California. Please submit only one nomination per branch.

Click <u>HERE</u> for the forms and submission instructions. All nominations must be submitted by the deadline of February 15th.

LEGACY CIRCLE

Charmen Goehring and **Judy Horan**, Legacy Circle Liaisons, <u>legacy@aauw-ca.org</u>

CALIFORNIA IS IN IT TO WIN IT!- EXTENDED!

We are pleased to announce that our statewide branch competition, which started July 1st, has been extended to June 30th in hopes that it will help branches work towards 5-Star status. We are encouraging members to become Legacy Circle members and the branch with the highest number of new members during the contest period will be deemed the winner. In addition to announcements across social media and on the state AND National websites, the winning branch will have a special Zoom video strategic update with AAUW California President Dianne Owen, AAUW Director of Development Heather Miller, and other special guests.

Becoming a Legacy Circle member is quick and easy and comes with perks, the most important of which is knowing AAUW will be here in the future. We look forward to welcoming you to our Circle! What I need to know: The contest for branches with the most new Legacy Circle members has been extended to June 30th. Legacy Circle membership is one criterion for national recognition as a 5-Star branch.

What I need to do: Educate members on Legacy Circle (see <u>National AAUW website</u>) and encourage signups.

Should I include this in my branch newsletter? Yes, and provide a link to the information and forms.

BRANCH ASSISTANCE

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

BRANCH ASSISTANCE AT YOUR SERVICE

So, 2021 is here at last, with the possibility of actually meeting in person on the (distant) horizon. The creativity of our California branches about how to keep in touch, help each other, and continue (some) community outreach has been just What I need to know: Many branches are doing things which would earn them stars in National's 5-Star award program.

What I need to do: Review the criteria for earning stars and use the handy spreadsheet to track your branch's splendid. Congratulations! (We, like Santa, know what you are doing - because we read your newsletters.)

Many branches produce programs and activities that would earn them a star in National's 5-Star Program. This, in turn, helps AAUW California earn its own stars - which we want to do. Each branch, no matter how small, can recognize activity in at least one of these focus areas: programs, advancement, communications, public policy, or governance.

Click <u>HERE</u> to find helpful descriptions of each of these areas and how other branches have achieved a star_OR go to Branch Tools on the top menu bar of the AAUW California website or click <u>HERE</u> for more information. You can also ask either of us for clarification. And, if you download the AAUW Branch 5-Star spreadsheet found on the same page, you can keep track of everything your branch does that will help you earn that star. Or ask us to send it to you. Many choices. But do involve your board in reviewing activities that may qualify.

A few branches are finding it difficult to continue. If yours is one, please do contact us. There are alternatives to disbanding. We can help!

MENTORING WOMEN FOR CAREER ADVANCEMENT

This career advancement webinar helps bring together training and community to help further your career. In individual careers, 85% of opportunities come from within your network. Learn how to take steps to advance your career through mentorship, building your personal brand, self-advocacy, and networking. This webinar will be presented Wednesday, January 27th at 7 pm. Registration is required. Click <u>HERE</u> to register.

In this webinar you will learn:

- How to raise the visibility of your personal brand.
- How to communicate your goals and passions effectively.
- How to do work you love.

progress.

Should I include this in my branch newsletter? Yes,

members should know about the 5-Star Program and ways their branch could qualify.

What I need to know: This webinar is open to members and the public.

What I need to do: Register for this informative webinar. Invite members of your family and community who are in the workforce.

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

COMMUNICATIONS

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

LOOKING FOR BRANCH NEWSLETTER CONTENT?

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

Find it here...in your monthly B2B!

Just a reminder that this and every Board to Board newsletter has content you can use in your branch newsletter. Just look for the tag 'Should I include this in my branch newsletter' in each section. Easy peasy!

The monthly B2B arrives in most branch board member's email inbox on or around the 5th of the month.

Title IX Webinar

AAUW California will be hosting a webinar this month on Title IX you will not want to miss! This is an 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. Register <u>HERE</u> for Title IX: Breaking Down Barriers 2020 on January 11th at 7 pm!

As always, if you have any issues finding information on the website or how to register for a webinar, please contact the Webteam at webteam@aauw-ca.org.

What I need to do: Why reinvent the wheel? Scan your monthly B2B for branch newsletter content and make your life a little easier!

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

DIVERSITY & INCLUSION

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

TAKE A BITE AND CHEW

The entire area of diversity, equity, inclusion, and social justice is overwhelming. Many branches do not know where to start discussing these issues. The good news is that some branches are beginning. One has chosen to discuss the book Rage by taking only one or two chapters a month for discussion. This small bite allows members to chew on the information and deal with ongoing new social justice issues that occur daily. This is very exciting. Also exciting is the new AAUW National <u>Diversity</u> and Inclusion Toolkit that is interactive and has many concrete presentations for branches to use. To introduce the new toolkit, AAUW National presented a webinar on December 10th. Click **HERE** to watch it.

We can't get to the finish line unless we start. By making small steps in our branches around discussion and action about diversity, equity, inclusion, and social justice we can make a big impact.

What I need to know: Some branches are approaching the overwhelming topic of diversity and inclusion by breaking it down into smaller activities.

What I need to do: Consult AAUW National's new Diversity and Inclusion Toolkit for usable ideas.

Should I include this in my branch newsletter? No, but share the new toolkit and recorded webinar with appropriate branch leaders.

FINANCE

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

LOOKING AHEAD

Happy New Year! Prior to the holidays, the AAUW Finance Committee was busy formulating goals for the coming spring based on the results of the branch and IBC surveys we conducted in the fall.

From the survey, we learned that roughly one-third of our branches are 501(c)(3) or charities. We find this a high percentage and wonder what drives our branches to choose this status. We plan to provide information about the pros and cons of becoming 501(c)(3) on the website to help branches with their decision-making. We also noticed that a dozen or so branches are 501(c)(3) but are not incorporated. Committee member Roberta Schmalz is contacting these branches to understand why this is so because incorporation is usually the first step toward becoming 501(c)(3).

Many finance officers requested support for common functions such as budgets and monthly reports. Click <u>HERE</u> to find several examples available on the AAUW California website, and additional guidance is planned, especially for monthly reporting.

We also plan to provide greater guidance for IBC finance. Our survey shows that most IBCs have their own bank accounts. However, IBCs are not recognized as AAUW tax-exempt entities, unlike branches. We plan to work with IBCs to see if it is feasible to associate each IBC with one of its branches for tax filing purposes.

What I need to know: The Finance Committee will be providing information and consulting with some branches regarding tax filing and incorporation status.

What I need to do: Review the samples of finance forms on the website and watch for more to help with monthly reporting.

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

MARKETING

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

TELLING OUR FABULOUS STORY!

With the beginning of the new year, it is time to set our sights on ensuring our message is reaching the public. One way the Marketing Committee has focused on is reaching out to your What I need to know: Promote AAUW and your branch by supporting an official proclamation that March 31st be recognized as Equal Pay Day in your community.

local government and asking for a proclamation marking March What I need to do: Request the proclamation 45-60 days 31st as Equal Pay Day

What is a proclamation?

A proclamation is a document that goes before the governing body that recognizes the great work that AAUW has accomplished in the lives of its citizens. (A proclamation is also known as a ceremonial document request).

What should be included in the request?

- Provide a contact person's first and last name, phone number, home address, and email address.
- Provide a brief summary of AAUW (nationally and in vour city).
- Provide a specific name and date for the day, week, or month or event to be proclaimed.
- Provide the exact date the proclamation is needed.
- Each request must include a draft text of the proclamation, including four to five "whereas" clauses.
- Provide a mailing address to send the final proclamation or indication of whether it will be picked up.
- Proclamations must fit on a single page and be in 12 point font, with room remaining for the Mayor's signature.

Listed below are the steps generally followed to request a proclamation from your local government, but it will differ according to the area.

- 1. Go to your city and/or county proclamation website (usually found on Mayor/City Council or County Board of Supervisors page) 45-60 days ahead of March. If your city/county does not offer instructions, contact the Mayor's office and ask for assistance.
- 2. Follow the instructions. Often there is already a proclamation template that allows you to add desired wording.
- 3. Follow the instructions for emailing.
- 4. Wait at least two weeks. Follow up if you have not heard.
- 5. If possible attend the meeting (even if it is by Zoom) and make sure and thank the members for the honor.

Still need more information?

Contact the Marketing Committee for assistance and go to Ask Your Elected Officials to Proclaim Equal Pay Day with this Proclamation Template.

ahead. Use the instructions and templates referenced above.

Should I include this in my branch newsletter? Yes. Look for members who are interested in this opportunity.

NOMINATIONS & ELECTIONS

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

Provided by Charmen Goehring-Fox

HELP GUIDE AAUW CALIFORNIA INTO THE NEXT DECADE

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. All members are welcome to apply - you could be a second-year member or a 30-year member, over the age of 70 or under 35, or anywhere in between. We just ask that you believe in the AAUW mission and want to help us move it forward in California.

You have been a part of your branch, now consider being a part of the AAUW California board!! Click <u>HERE</u> for more information and the application form. Applicants will be featured on the AAUW California website in the order they are received- get yours in today!

What I need to know: AAUW California has openings on the board of directors; serving has many benefits for both you and the organization.

What I need to do: Click the link above for information and application forms.

Should I include this in my branch newsletter? Yes! Members may be interested in serving at the state level.

PROJECT OVERSIGHT

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

LOOKING FOR THE NEXT GREAT PROJECT

With the winter solstice behind us, we can look ahead to the brighter days to come. Do you have an idea for a new or enhanced project for the 2021-22 program year? 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 <u>HERE</u> for directions and application forms.

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

What I need to know: AAUW California grants are available to help fund innovative ideas for branch projects.

What I need to do: Click the link above for instructions and the application form. Deadline: March 1st.

Should I include this in my branch newsletter? Yes. Members may want to develop a new branch project.

PUBLIC POLICY

IMPORTANT AAUW CALIFORNIA PUBLIC POLICY DATES FOR YOUR CALENDAR!

The new California legislative session begins on January 11th. The AAUW California Public Policy team is already at work with MVM Strategies, our new legislative advocate. We are planning a "virtual" Lobby Day on March 24th to assure that our voice will be heard by legislative leaders before bills we support come up in committee hearings. We're planning a webinar for March 22nd, to prep for the Lobby Day. You are welcome to sign up and participate!

Thanks to all of you who submitted comments on updating our Public Policy Priorities. Your Public Policy Committee has been hard at work finalizing our 2021-2023 Priorities, which will support our mission and guide our advocacy work. These will be posted on the AAUW California website later this month for your review so that you'll be prepared to vote on them when you receive your ballot in April.

Put these dates on your calendar NOW!

- March 22nd Lobby Day Webinar Click <u>HERE</u> to register.
- March 24th Lobby Day registration deadline is January 8th - Click <u>HERE</u> to register.
- Vote on Public Policy Priorities on the April ballot

What I need to know: Lobby Day will be virtual and there will be a webinar to prepare and train for it. Member input guided the Public Policy Priorities which will be voted on in April.

What I need to do: Urge your members to register for the key events described above.

Should I include this in my branch newsletter? Yes. Include the important dates and links.

SPEECH TREK

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

THE NEW YEAR OPENS WITH THREE EXCITING DEVELOPMENTS

1. NEW LOGO! Speech Trek is proud to announce its new logo.



Click **<u>HERE</u>** to download the new logo.

2. NEW WEBINAR! February 8th: click <u>HERE</u> to register and learn more about recording and uploading your first place Speech Trek video.

3. NEW CURRICULUM! Camarillo Branch reported that its local high school assigned this year's Speech Trek topic to their AP

What I need to know: Speech Trek has a new logo available for your use in branch materials.

What I need to do: Submit your 1st place video by March 1st. Attend the February 8th webinar to learn how to upload it to YouTube.

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

English & Comp classes. "It's a thought-provoking topic* with many ways to explore," said Mary Goldberg, Camarillo Branch Speech Trek Chair.

Remember this date: March 1, 2021: deadline for submission of branch 1st place winner's video.

Questions? Email Marlene Cain, Speech Trek Coordinator, at <u>speechtrek@aauw-ca.org</u> or call her directly at 909.866.2819.

Congratulations to all the participating branches who have resolved to empower others through better communication in 2021!

*2021 topic: Has social media helped or hindered the breaking down of barriers for women and girls?

TECH TREK

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

PREPARING FOR A SUCCESSFUL VIRTUAL CAMP

• 2021 Virtual Camp Website is Launched!

AAUW California and AAUW National websites are updated with access to our new 2021 Virtual Camp website. For AAUW (internal) branch members, it's easy to find new camp volunteer information, testimonials, FAQs, a button to contact Camp Director Mary Isaac, and more! Visit soon by clicking <u>HERE</u>. Click <u>HERE</u> for the link for external users (parents, schools, donors & public users, etc.)

• How Can Branches Help the Virtual Camp NOW?

Propose a workshop for the virtual camps! Click <u>HERE</u> to propose a topic or nominate a workshop presenter.

• Virtual Camp Memo of Understanding (MOUs)

Just as we do in the residential camp season, a 2021 MOU will be sent to all branches for either a participation confirmation or Opt-Out for this season's virtual camp. What's new? We're testing an online MOU to capture electronic signatures! Stay tuned for updates.

Branch Packets in a Virtual World – Coming Soon!

What I need to know: Tech Trek Virtual Camp is charging ahead with many features including new websites, branch packets, and video resources.

What I need to do: Review the material in the links provided. Watch for branch packets and the MOU to be available.

Should I include this in my branch newsletter? Yes, members may want to access the new websites or submit an idea or resource for a virtual camp workshop. AAUW National branch packets for all states are currently under legal review. California's Virtual Camp Leadership Team will review and distribute packets with instructions to participating branches just as soon as they are received.

Branch Coordinator & School Survey Updates

Branch and school surveys provided critical information for planning the estimated number of virtual campers to serve in 2021. An overview of the data received by the 12/15 deadline follow:

- 70% of 120 branches responded with their 2021 intentions;
- 60% were positive about participating in 2021;
- 20% were uncertain or not participating in 2021

- Approximately 20 uncertain branches indicated their final virtual camp decision would be based on whether 2020 selected students can participate in 2021 virtual camps;

- Other branches indicated due to the pandemic they didn't complete their 2020 camper selection process and didn't plan to engage with a virtual program or until residential camps are allowed;

- Over 100 schools shared their data and plans;

The survey feedback provided enough branch/school participation to continue planning three proposed 2021 Tech Trek Virtual Camps (final MOUs from branches will drive the number of actual 2021 virtual camp offerings). Schools' closing/opening data also confirmed that proposed virtual camp schedules of June 21-25, July 12-16, and July 26-30 are on target.

For all details, have your team review this informative eBlast from Virtual Camp Director Mary Isaac, which was distributed on December 29th to branch presidents, branch coordinators, and camp directors/treasurers.

• SPF Supports Virtual Camp Deposits & Funds

Thanks to everyone using the new process and updated forms to support using 2020 funds for the virtual camp and/or submitting donations to the virtual camp. All transactions and funds are safely managed by SPF. For more information click <u>HERE</u> for their website.

• YouTube – A New Tech Trek Virtual Resource!

We'll be utilizing this popular video site to provide a wide array of information on the 2021 Virtual Camps. Stay tuned for the rollout of many videos.

• AAUW Florida, New Mexico & Washington Tech Trek Camps Consider California's Qualcomm Robotics Core Class

After attending Camp Director Mary Isaac's Branch Coordinators' December Zoom meetings, these states are planning to use the Qualcomm course for their 2021 camps.

• California's 2022 Tech Trek Goal

A return to the residential camp model when the time is right has always been our goal. AAUW's 2022 camp decisions will be based on national, state, and local health and safety requirements.

New Donors Link

Click <u>HERE</u> to refer potential donors to learn more about California Tech Trek.

Branch Coordinators, STEM & Tech Trek Teams:

For a Tech Trek Program or Finance Questions

Contact Alice Hill & Susan Negrete Tech Trek Co-Coordinators at techtrek@aauw-ca.org

Or for 2021 Virtual Camp Questions

Contact Mary Isaac/2021 Virtual Camp Director at 2021ttvirtualcamp@aauw-ca.org

TITLE IX

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

Provided by Linda Slater

BREAKING DOWN BARRIERS 2020

On Monday, January 11th, 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 **<u>HERE</u>** to register for the webinar.

The speakers include:

- Kiki Williams, Executive Director of Student Experience and Equity Compliance at San Francisco Unified School District. She will discuss Title IX Compliance in K-12 schools.
- Kim Turner, Senior Staff Attorney for Legal Aid at Work. She will discuss their organization's Fair Play for Girls in Sports Project.
- Jean Reed, Co-President of Petaluma AAUW Branch. She will discuss the actions taken by AAUW San Jose Branch to support Title IX.
- Linda Slater, President of Hayward-Castro Valley Branch. She will discuss the 2020 Rule Changes to Title

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.

IX Sexual Harassment Policies opposed by AAUW and other stakeholders.

• Alicia Hetman, Public Policy Consultant for AAUW California. She will discuss the history of Title IX and the impacts of non-compliance on fair access to educational activities.

You will gain a deeper understanding of what you, as an individual and/or an AAUW branch, can do to inform your community, learn how to speak up on the issues of gender discrimination, and encourage your community schools to comply fully with all gender equity laws. We look forward to seeing you there.