



Board to Board

A Communication from the

AAUW California Board to Branch Boards

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June 2021

Thank you for the work you have done for your branch this year. This is the final Board to Board for 2020-2021. Please remember to share the information in this edition with those who are assuming new responsibilities as we are in a transition between the current and new officers. Also, let the incoming board/leadership team members know that the Board to Board is a monthly publication containing helpful and necessary information that will enhance their AAUW efforts. Consider including the AAUW California website address (<http://www.aauw-ca.org/>) and the password (aauwca) in your branch directory. This will encourage members to make better use of the website.

FROM DIANNE'S DESK

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

Good PLANNING = Good PERFORMANCE

Our AAUW year ends June 30th, and a new year begins July 1st! It is time to plan for our new year. I am calling this our “hybrid year,” as we are coming out of COVID restrictions and into a “Brave New World.” Your California Board of Directors is meeting for two and a half days of planning for the new year at our annual retreat via Zoom June 18th-20th.

We will set our goals for our Success Plan and decide what core committees, task forces, and workgroups we need to meet those goals. In July, we will ask for your help to meet those goals by applying to join a workgroup or core committee. On Saturday, August 28th all these groups will meet to KICK OFF our year of M&Ms (Marketing and Membership) via Zoom! How sweet it is!

We are going to UNMASK AAUW in our communities and our state with your help! We will show everyone our smiles and our enthusiasm, as we work together to make this a better world for women, girls, and families. AAUW is committed to “Equity for All.”

I hope you and your branch have fun planning your new AAUW year! The more the merrier is my motto for planning—new members, new ideas, new programs, and new energy that inspires everyone! Stay tuned!

Be bold, brave, and brilliant,

BRANCH ASSISTANCE

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

This month's quote from "Legacies and Equality, AAUW and the Challenge of 20th Century Feminism" by Susan Levine:

"With its commitment for equity in education, equality for women, and internationalism, AAUW became a major women's organization during the 1920s." By the way, "The San Francisco Branch . . . was instrumental in creating a dean of women position at the University of California at Berkeley and supported the election of Phoebe A. Herbst as the first woman on the university's board of regents."

- Click [HERE](#) to check out the member discounts and perks page. It will save you money. In particular, be sure you are aware of the excellent discount given to AAUW branches for printing, copying, and other products from Office Depot/Office Max. While most branches no longer copy newsletters for all members, the costs of what you do copy can add up.
- [Shape the Future](#): This is an opportunity for people to join your branch while attending an in-person meeting (remember those?), once we have them again. The national dues will be reduced by 50% IF they join at the meeting. That would be \$31 for 2021-22.
- [Five-Star Program](#): Deadline June 30th

For those of you working toward a star for your program entry, any joint mission-based program you have had with other branches counts for each of you.

Welcome, San Francisco Branch, to the 5-Star Club! They join Marin, Orinda-Moraga-Lafayette, and

What I need to know: National dues will be increasing July 1st. The deadline to apply for 5-star status is June 30th. National only requires two elected officers: a president/ facilitator/administrator and a treasurer.

What I need to do: Encourage your members to renew now before the increase. Review your branch activities to see if you qualify for 5-star recognition.

Should I include this in my branch newsletter? Yes, share the details about member discounts and the small increase in dues.

Citrus Heights-American River. While this program ends June 30th, National plans a somewhat similar program for next year so the rest of us will have a chance to shine.

Want to know about the new program? National's recent webinar on this new program can be seen by clicking [here](#) after June 3rd or so.

Just so you know: These are the current AAUW dues, as of July 1, 2021.

- **National:** \$62*, raised from \$59 (less than a latte) Official Life Members and 50-year life members - \$0
- **State** \$20 (remains the same) 50-year life members and past state presidents: \$0
- **Branch** ??? (each branch sets its own amount) Branch may exempt 50-year life members
- **C/U Membership:** National \$175, State \$0, Branch N/A
- **Students of Non-AAUW C/U members:** National \$18.81, State \$10, Branch – varies
- **Memberships for students of AAUW C/U Members:** National \$0, State \$0, Branch – varies
- **Shape the Future:** for new members who join at a public event: National \$31, State \$20, Branch – varies

Tax Deductibility:

- *\$59 of the \$62 National fee is tax-deductible as a charitable contribution.
- Corrected Information regarding branch governance from Carol Holzgrafe:

It turns out that National has decreed that only TWO official officers - a president/facilitator/administrator and a treasurer - are required to maintain formal branch status and must be elected by branch members. In the recent webinar, "The Care and Feeding of Volunteers" (available [here](#), and which I highly recommend viewing) we stated that a secretary was also required. This is outdated. Many apologies. Of course, you do also need a secretary and people to handle membership but that can be a less formal engagement. NOTE: Incorporated

branches may still be required to elect a Secretary under California Corporate Law. Branches are advised to check their Articles of Incorporation. And thanks to Dawn Johnson whose webinar presentation deserves a Tony award.

COLLEGE/UNIVERSITY (C/U) COMMITTEE

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

SET YOUR GPS: GOALS, PERSISTENCE, SUPPORT

The National Conference for College Women Student Leaders (NCCWSL) was held virtually for two days in late May where I joined more than 400 college students and AAUW members from across the U.S. online to learn how to advance our leadership skills from professionals in their field.

Invite NCCWSL students sponsored by your branch, IBC, or campuses in your community who attended the two-day NCCWSL conference to speak at your branch scholarship celebration this month. Honor these same students with AAUW membership in your branch and ask these students to serve on your scholarship committee.

Promote the mission of AAUW and mentor future AAUW voting members now. Prepare to be inspired.

Many NCCWSL students from California college and university campuses participated in the two-day conference. The exact numbers will be released later this month.

What I need to know: This year's NCCWSL conference was held virtually in May.

What I need to do: Invite one of the attendees to share her experience with your branch.

Should I include this in my branch newsletter? Yes, when you arrange for an attendee to speak tell your members about the annual NCCWSL conference.

DIVERSITY, EQUITY & INCLUSION

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

MOVING FORWARD

Your branch is encouraged to identify new materials and connections with other organizations that support increasing Diversity, Equity, and Inclusion (DEI). The [Key Terms and Concepts](#) (glossary of

What I need to know: National has launched a five-part Social Change Ambassador Certificate course for early to mid-career professionals.

terms) is a good resource to share with all branch members and collaborators. Please share your experiences with us at diversity@aauw-ca.org.

AAUW National is excited to announce a new professional development opportunity for early- to mid-career professionals: The Equity Network's [Social Change Ambassadors Certificate program](#) (\$25 fee).

Beginning June 22nd, the curriculum covers:

- Intersectionality 101
- Communicating for Inclusion
- Unconscious Bias and Dominant Culture
- Advocacy & Action
- Leading the New Normal.

Is there a Social Change Ambassador in your branch or your life? Do you know a recent college graduate or a young person early in their career, perhaps aged 21 to 30?

Space is limited. [Register your Social Change Ambassador](#) by June 21, 2021, to secure your/their spot! If you have any questions, [email equity@aauw.org](mailto:equity@aauw.org).

Now is the time to plan for the next steps to promote Diversity, Equity, and Inclusion (DEI) in your branch.

Major progress has occurred this past year as branches across the state address DEI in their programs, newsletters, websites, and partnerships.

What I need to do: Consider sponsoring a course attendee for \$25.

Should I include this in my branch newsletter? Yes, members should be aware of and share this unique opportunity.

FINANCE

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

STILL TIME TO REGISTER

The webinar *How to be a Branch Treasurer* is just a couple of days away. It will be held Monday, June 7th, from 7 pm to 8:30 pm, and you can still register for it [here](#). Our talented AAUW California Finance Committee members will present the webinar, most of whom have been branch treasurers. They know how it feels to be a new branch treasurer and will

What I need to know: The informative webinar *How to be a Branch Treasurer* will be held June 7th and is appropriate for all who need to understand branch finances.

share how to do the job from their wealth of personal experience.

It is aimed especially at incoming branch treasurers/finance officers. Seasoned treasurers and finance officers, presidents, membership chairs, Fund chairs, project leaders, and other board members will also benefit from the discussion. Finance touches all activities, and the entire board shares responsibility for branch finances. Understanding the basics will be helpful to all.

The webinar will cover the most common tasks encountered in a branch – processing membership dues, accounting for events and fundraisers, budgets, reports, and filing taxes.

Don't miss this opportunity to take many best practice examples back to your branch, and a practical guide for how to be a branch treasurer.

What I need to do: Encourage your branch treasurer and other key leaders to register.

Should I include this in my branch newsletter? Yes, some members may be interested in how branch finances are managed.

MARKETING

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

STAY TUNED!!!

The Marketing Committee of AAUW California has been meeting almost monthly. Dowitcher Design, our marketing consultants firm, has given us a road map, which we are working through with our Marketing Committee and the Marketing Design Task Force. This committee is multi-generational and very engaged on how to best market our organization. We have been tossing around many ideas, and in the upcoming fiscal year will be acting on a number of these outreach ideas. More information will be forthcoming.

But we will not be able to do all we have planned without branch support. We need engaged members to join our upcoming work groups in order to implement those various efforts. No previous experience is required—only a desire to help.

When the applications for the workgroups are posted to the AAUW California website in late June, please

What I need to know: The state has new ideas for marketing AAUW which will be shared soon.

What I need to do: Watch for ideas on how to promote your own branch and for applications to join the Marketing Work Groups on the website.

Should I include this in my branch newsletter? Yes, members with an interest and/or background in marketing may wish to join the state's effort to expand AAUW's reach.

consider joining one. Our board cannot do this alone!

NOMINATIONS & ELECTIONS

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

ANNUAL STATE ELECTION RESULTS

Congratulations to the elected board members:

- President-Elect - Sandi Gabe
- CFO - Roli Wendorf
- Director - Carol Holzgrafe

Moving forward...

- Bylaws changes - Passed
- Public Policy Priorities - Passed

Please click [here](#) for details on elected candidates, public policy priorities, and changes to the bylaws.

Thanks for your help in getting members engaged and involved; 24% of our members voted in this election which is a significant increase from the 15% who voted in the previous election.

What I need to know: The state election results are final.

What I need to do: Thank your members for voting; participation was much higher than previously.

Should I include this in my branch newsletter? Yes, members should know the election results.

PUBLIC POLICY

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

PUBLIC POLICY RECOGNIZES MEMBERS' PARTICIPATION

As we look back on our many successes this past year, your Public Policy co-chairs want to acknowledge the contributions of our branch leaders and their members in advancing the public policy priorities of AAUW California.

First, thank you to our great team, who come from 10 different branches: Ginny Hatfield, Kit Hein, Alicia Hetman, Amy Hom, Arnedra Jordan, Melissa Maceyko, Nancy Mahr, Archana Maniar, Shelley Mitchell, and Claire Noonan. These ten fabulous

What I need to know: The Public Policy Committee is grateful to its team members as well as branch leaders and members who collectively helped with last year's significant achievements.

What I need to do: Acknowledge your members who participated in the various Public Policy activities.

Should I include this in my branch newsletter? Yes, members will be inspired by

women worked so hard this year. Please send them kind thoughts of gratitude.

Next, we recognize the 111 members from 65 branches who participated in Lobby Day, and the 640 members who responded to the Public Policy Priorities (PPPs) survey. Thanks to you, 59 legislators now know all about AAUW and our signature bills, and our PPPs now reflect members' evolving concerns.

Finally, we are grateful to the 66 branches who published a public policy article in their newsletter, presented a mission-related program, or held a mission-related community event. Thank you one and all for helping us advance our mission by educating your members and your communities about the important work we do.

Member participation in mission-related work is the backbone of our organization. Get involved and stay involved, and please urge your members to consider applying for the Public Policy Committee next year. Applications will be posted on the AAUW California website in late June.

AAUW California's accomplishments in the Public Policy arena.

SPEECH TREK

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



GETTING READY FOR YOU...SPEECH TREK 2022!

"I love the Speech Trek 2022 topic!" – Sharon Parry, Del Mar-Leucadia Branch

Thank you, Sharon! Other branches have expressed similar reactions to the 2022 topic, which underscores one of AAUW California's key public policy priorities for the coming year in the area of social and racial justice for all.

What I need to know: The 2022 Speech Trek topic is available and the materials will soon be available on the AAUW California website.

What I need to do: Determine if your branch will hold a 2022 Speech Trek competition.

Should I include this in my branch newsletter? Yes, members may decide to be involved in next year's competition.

The impetus for the 2022 topic came from the Pledge of Allegiance, which school children have been reciting for nearly a century. This year the 2022 topic is a two-part question:

Has the U.S. lived up to its pledge of liberty and justice for all?

Would requiring the study of diversity, equity, and inclusion in a high school setting help ensure liberty and justice for all?

The 2021-2022 materials are being readied and will be uploaded to the AAUW California website [here](#). Questions In the meantime? Please feel free to email Speech Trek at spechtrek@aauw-ca.org or contact Marlene Cain at 909.866.2819. AAUW California Speech Trek is looking forward to seeing YOU in 2022!

TECH TREK

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

TECH TREK VIRTUAL SEASON: CAMP #1 LAUNCHES JUNE 21ST

Final Camps' Schedule Posted

View the camps' Schedule-at-a-Glance [here](#).

Camp #1 Orientation: Friday, June 18th

Campers and coaching participants will receive detailed invitations from Dr. Mimi.

Volunteer Training Schedules - Coming Soon!

As we get closer to mid-June, coaches and volunteers will receive training instructions directly from Dr. Mimi.

Logistics Coordinators- Unsung Heroes!

We are grateful to the eight branch members who volunteered to act as logistics coordinators in key areas throughout the state! They are receiving lots of material to organize for branch distribution to the

What I need to know: The first Tech Trek virtual camp kicks off June 21st. Volunteers are needed for the July camps.

What I need to do: Assure that your branch Tech Trek Coordinator is up to date on all the resources for orientation, training, etc.

Should I include this in my branch newsletter? Two issues should be shared with branch members, volunteers are still needed for the July camp and there are 640 girls selected for the three camps.

virtual campers in their areas. This is a great service to the 640 selected Tech Trek campers and is necessary for the successful implementation of this season's three 2021 Virtual Camps.

Yes – July Camps Adult Volunteers are Still Needed!

Additional adult workshop volunteers are needed to support the July 12th and July 26th camps. Apply now! Training will be provided! Click [here](#) for applications.

Virtual Camp Website: [Volunteer Training Resource](#)

Scroll down to “Training” for pre-training videos!
Password: aauwca

VP Kamala Harris – Gets Invited to Speak at Virtual Camp!

The Virtual Camp leaders crafted an invitation request to VP Harris to provide a welcome video to our campers. It was an exciting task and we thank team member Marsha Swails for initiating the concept and managing the communications. As of this writing – no reply from the busy White House!

Marketing STEM – California's Tech Trek Virtual Camp Program!

The Virtual Camp marketing flyer link can be shared with members, schools, and parents by clicking [here](#).

STEM: A 2021 Virtual Camp Season & 640 Eager Campers

Refer potential donors [here](#). California's STEM Tech Trek season offers three virtual camps to 640 selected 2020 and 2021 middle school girls: June 21-25, July 12-16, and July 26-30.

Stay engaged – remain safe – stay well!

Questions from Branch Coordinators, STEM & Tech Trek Teams?

For Tech Trek program or finance questions:

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

For 2021 Virtual Camp questions:

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

The Virtual Camp Leadership Team

Sends thanks to the many branch members who
stepped up to ensure California's Tech Trek
Program did NOT go dark in 2021!

**** Here's to a successful virtual camp launch on
June 21, 2021 ****

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