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February 2022



**Movie Night**  
Friday, February 25, 2022  
7:00 PM PST

Virtual Event hosted by AAUW San Francisco Branch  
For your free ticket click [HERE](#) to register

LFG is a no-holds-barred, inside account of the U.S. Women's National Soccer Team's ongoing fight for equal pay as told by Megan Rapinoe and her teammates. The documentary grants viewers unprecedented access to these game-changers as they meet the physical demands and pressures of being some of the world's top athletes while showcasing their courage, unflinching spirit, and resiliency in an effort to create long-lasting social change.

## FROM DIANNE'S DESK...

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

### CELEBRATING AAUW's RESILIENCE

At the January 15-16 Leadership Team meeting, we celebrated the resilience our team has shown for the past two years. We have established new programs and moved ahead just as your branches have. To celebrate, we watched a few videos during the meeting. We invite you to share one or more of these with your members at your next board or general meeting to celebrate the resilience of your branch members. You can find many more resilience videos on YouTube.

- *A Lesson On Resilience*: Click [HERE](#).
- *Resilience: Anticipate, organise, adapt* Click [HERE](#).
- *8 Things Resilient People Do*: Click [HERE](#).

AAUW California has an exciting spring planned with our Speech Trek contest, our Public Policy Lobby Week, and our *Adventures in AAUWland* event on April 30th, just to name a few. Most of our Tech Trek camps will be residential this summer along with a permanent virtual camp that will be offered twice, as determined by the Board of Directors in January.

Check this Board-to-Board issue for the latest from each of our committees.

### What's Happening in Washington?

The AAUW Board of Directors and staff want you to know:

- The "End of Year Matching Campaign" for AAUW Fund was very successful. Thank you!

- A new database system to replace the Membership Services Database will be installed February 4th through February 15th. You will need to wait to enter any data until after February 15th.
- NCCWSL (National Conference for College Women Student Leaders) will be held virtually May 24-26, 2022. Click [HERE](#) for the registration information. How about sponsoring a college woman or two to attend? The price is right!
- There will be a national election this year to elect candidates for AAUW National's Board of Directors and to vote on bylaw changes. The open membership question will not be on the ballot.
- Don't worry about changing your branch's AAUW green/blue logo to the new red/blue one you see on the AAUW website. The new logos will be rolled out to the branches in the future.

**FUN FACT:** Celebrate TWOSday on 2/22/22! Invite a friend or your significant other to lunch/dinner on this special day!

Have a great month!

Be bold, brave and brilliant,

Dianne

## AAUW FUND

*Lynne Batchelor, Secretary, AAUW Fund Committee Chair, [aauwfund@aauw-ca.org](mailto:aauwfund@aauw-ca.org)*

### HONORING OUR FUND HEROES

Thank you so much for being a part of California's significant contribution to the national AAUW Fund. Although we fell short of our lofty goal, we did raise \$494,020. Every branch is invited to nominate a person for the State Named Gift Honoree award who has supported the Fund and/or the mission of AAUW. Click [HERE](#) for the application form. The deadline is February 15th. In addition, for every \$750 your branch has contributed, you may designate a Branch Named Gift Honoree. The deadline for these applications is March 1st. Click [HERE](#) for the application form. You have the opportunity to recognize all branch members who donated \$100 or more by clicking [HERE](#) to download a certificate. Thank you for all you do to support our fellows and grant recipients.

**What I need to know:** AAUW California members made a significant contribution to support AAUW Fund.

**What I need to do:** There are several ways to honor Fund donors: nominate someone for the State Named Gift Honoree, name a Branch Named Gift Honoree, or provide certificates to donors. See the article for requirements.

**Should I include this in my branch newsletter?** Yes, include that California members contributed much support towards AAUW Fund.

## BRANCH ACTIVITY OF THE YEAR AWARD

*Sandi Gabe, President-Elect, [bay@aauw-ca.org](mailto:bay@aauw-ca.org)*

### ARE YOU READY TO BE RECOGNIZED?

Has your branch *created a unique and inspiring* mission-based activity in the last year? Did it dazzle your members and your community? If so, we want to hear from you by March 20th, 2022.

Three to five awards will be presented at the 2022 AAUW California Annual Event. You'll be recognized on the state website, on social media, in the *California Connection*, and other AAUW communications.

**What I need to know:** Branches may submit a successful mission-based activity for a state award.

**What I need to do:** Submit an application by March 20th.

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

Submit an individual application for each program you would like considered. You can submit them as soon as the program has concluded.

Click [HERE](#) for more information and to access the application form.

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## BRANCH AND MEMBERSHIP ASSISTANCE

*Carol Holzgrafe, Director, [branch@aauw-ca.org](mailto:branch@aauw-ca.org)*

### THE WAY FORWARD: THE VERY LATEST ON BRANCH NEWS AND SOME “HELPFUL HINTS”

#### Helpful Hints

- Need ideas for programs or ways to freshen up your branch life? Check out newsletters from other branches! Just reading them can be fun, and sometimes, quite enlightening. Most home pages on branch websites offer links to their newsletters.
- Don't forget those excellent webinars, brought to you by your talented leadership team. Find the list under “Webinars” at the top of the AAUW California home page.
- Interested in finding a branch? Enter “find a branch” in the AAUW-CA.org search box or click [HERE](#) and follow the prompts.
- Need information about creating a branch website? Click [HERE](#); your website will thank you.
- Do you want to understand how active your members are? Click [HERE](#) to check out the Participation Tracking Form, a handy tracking tool.
- The Give a Grad a Gift program has ended but you can still do that within your branch.
- Looking for forms and documents? Click [HERE](#) to find templates for anything from AAUW Fund certificates to Strategic Plan formats (and lots in-between.)

You will find all of the above information, and much more, at the top of the AAUW California Home page under “Branch Tools.”

Our AAUW California website can be enormously helpful for most of your issues. Take some time and poke around. You'll be glad you did.

#### Other News

National is replacing its Member Services Database (MSD) with new software called “Nimble™.” It should be up and running by February 17th. We are promised easier use.

Click [HERE](#) to see the full COVID-19 meeting policy reminder. You can also find it by clicking on “COVID REMINDER” at the top of the home page of the AAUW California website. Reminders:

**What I need to know:** The state has many resources that may help you and your branch, including tips for participating in the Five-Star Program.

**What I need to do:** Explore the resources listed above. If your branch is pursuing stars, note the deadline of June 30th to submit an application.

**Should I include this in my branch newsletter?** If your branch is working toward its five stars, share your progress with your members.

1. Observe all local and state guidelines. Require (and enforce!) masking even if your state/locality doesn't require it, and observe social distancing.
2. Require vaccination/booster for in-person attendance unless prohibited from enforcing the requirement by local law.
3. Communicate clearly in event invitations if vaccinations are required and try to provide a virtual option for those not comfortable attending or are unvaccinated (including those who are unvaccinated because of a disability or their religious beliefs).
4. Understand meeting venue cancellation charges.

## **Our Stars are Looking Bright!**

How is your Five-Star progress? We would love to hear from you.

We are encouraged to learn that quite a few branches are working on their Five-Star Program requirements. Many are things they do normally; it's just a matter of checking the boxes. Click [HERE](#) for more resources.

Click [HERE](#) to download AAUW California's tracking document—a first-rate organizing tool.

Aligning your branch's plan with National's strategic plan can be difficult if you don't have one—and if you don't, you are not alone. However . . .

If you still have trouble, let us know; we can help. Making a plan can be a fine team-building exercise. Click [HERE](#) and [HERE](#) for resources that can help.

Regarding the Legacy Circle requirement: most branches need only add one (1) person. And, since there is no minimum amount to pledge and it is for a VERY good cause, that should be easy. Click [HERE](#) for more Legacy Circle details.

If you can't make all five stars, do submit whichever sections you have completed. Two to four stars are awfully good too.

The deadline to submit your branch's application is June 30, 2022.

Questions about the Five-Star Program? Ask [branch@aauw-ca.org](mailto:branch@aauw-ca.org) for information about the program for your specific branch or send an email to [fivestar@aauw.org](mailto:fivestar@aauw.org) for general information on the Five-Star Program.

You can do this!! Every star you achieve helps AAUW California make its own five stars for the second year—and will boost your members' pride in their branch.

If you have general AAUW questions or those about membership, contact us at [branch@aauw-ca.org](mailto:branch@aauw-ca.org) AND, if you need tech advice, your friendly go-to people can be found at: [webteam@aauw-ca.org](mailto:webteam@aauw-ca.org).

## DIVERSITY, EQUITY & INCLUSION

*Elaine Johnson, Director and Janice Lee, DEI Committee Co-Chairs* [diversity@aauw-ca.org](mailto:diversity@aauw-ca.org)

### Submitted by Lenore Gallin, DEI committee member DO UNCONSCIOUS BIASES AFFECT YOUR LIFE?

While it is well known that people do not always speak their minds, exploring implicit or unconscious bias helps us realize that people do not always know their own minds. Implicit bias refers to the attribution of certain qualities to members of a particular group. Because these biases operate almost entirely on an [unconscious level](#), they are different from prejudices that are intentional and controllable. It is not uncommon for someone to express support for a certain group, behavior, or belief while maintaining the opposite biases on a more unconscious level. Furthermore, implicit biases may not align with the personal identity an individual presents to the public. People can hold positive or negative associations toward their own group and oppose or align themselves with their oppressors or the oppressors of other groups.

The phenomenon of *colorism* or *skin tone bias* helps us understand how an implicit/unconscious bias for lighter skin affects equity and inclusion in a racially and culturally diverse society. In the aftermath of Black Lives Matter protests, for example, we continue to face the widespread phenomenon of *colorism*. Unlike racial bias, where individuals of one race oppose members of another race, *colorism* can be observed among members of the same ethnic or racial group.

CNN has weighed in on this issue with a new series called "White Lies," which investigates skin whitening practices and the industry that profits from *colorism*. As often happens with *implicit/unconscious bias*, people fail to recognize the contradictory messages that occur when companies virtue-signaling their commitment to Black and Brown lives are manufacturing and marketing products associating lighter skin with privilege, prosperity, and desirability.

Understanding the nature of implicit bias and self-realization promotes meaningful interactions with people of diverse backgrounds and physical characteristics. Opportunities to see others as individuals, not stereotypes, helps to reveal affinities in the differences between people and to build tolerance and understanding through familiarity. The rewards come in new acquaintances, fresh ideas, more successful problem solving, and the prospect of a more inclusive and equitable world view.

We urge everyone to take the Harvard Implicit Association Test by clicking [HERE](#). It is a great first step in recognizing we all have implicit biases.

The State DEI Committee means what it says about the importance of "inclusion!" The appointment of a Diversity point person in each branch ensures that we hear your voices and enlists your support in AAUW's bold move to build a more diverse, inclusive, and equitable organization in California.

**What I need to know:** The state DEI Committee articles offer branches education on complex topics related to diversity, equity, and inclusion.

**What I need to do:** Be sure your branch has appointed a DEI coordinator and advised the state with an email to [webteam@aauw-ca.org](mailto:webteam@aauw-ca.org).

**Should I include this in my branch newsletter?** Yes, members may find this educational information helpful.



## FINANCE

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

### CHANGES AFOOT

This month there are several changes coming your way.

#### Finance Website Reorganization

The Finance Committee, along with Sandi Gabe, has been working hard on reorganizing the “Branch and IBC Finance” section of the state website. We hope the changes will improve your experience in finding the various resources located there more easily. Sandi and the website team will start putting the changes in later this month. We ask for your patience during the transition.

#### New Member Database from National

You’re probably already aware that National’s Member Services Database (MSD) is being upgraded this month to a new system (“Nimble™”). As a necessary step in the implementation, there will be a blackout period from February 4th through February 15th, during which neither you nor AAUW staff will have access to online applications for renewing memberships, making donations, or logging in to the Member Services Database (MSD).

By the time membership renewals begin on March 16th, we can expect a new experience.

#### National Membership Dues Increase

National’s membership dues will increase \$5 to \$67 for 2022-2023, out of which \$64 will be tax-deductible. California state dues will remain the same at \$20, but state dues are not tax-deductible.

**What I need to know:** AAUW National is converting to new membership management software and national dues will be increasing for 2022-2023.

**What I need to do:** Be sure your membership chair and treasurer are aware of the blackout period during the transition to the new software. Review your AAUW materials to be sure the new dues amount is reflected.

**Should I include this in my branch newsletter?** You may want to notify branch members of the \$5 increase in national dues.

## MARKETING

**Sandi Gabe**, *President-Elect, Marketing Project manager*, [marketing@aauw-ca.org](mailto:marketing@aauw-ca.org)

### FROM CORPORATE AMERICA TO ENTREPRENEURSHIP—HOW DO WE TRANSITION?

Our next *Lunch and Learn* continues our exploration of Entrepreneurship. Laura Hall, consultant for WHYZ Partners and former president of Polo Ralph Lauren Accessories, will discuss how to transition from your comfort zone to your own zone when starting your own business.

This session is part of expanding our outreach to potential members who fall into the working-age group. Please share this message with family, friends, and community members.

Date: February 22nd noon - 12:30 pm.

Registration is required. Click [HERE](#) to register.

**What I need to know:** The next *Lunch and Learn* webinar, aimed at working-age women, will feature a speaker discussing how to transition out of the corporate world to start your own business.

**What I need to do:** Use your publicity channels to offer this webinar to the community beyond your own branch.

**Should I include this in my branch newsletter?** Yes, and especially encourage your members to share this with nonmembers who might benefit.

## MARKETING - RETIREMENT AGE RECRUITMENT

*Sharyn Siebert, Director. [mktg-rar@aauw-ca.org](mailto:mktg-rar@aauw-ca.org)*

### THE TOOLKITS ARE COMING, THE TOOLKITS ARE COMING

As you have all been apprised, the Marketing Committee has been working diligently to put together toolkits for branches to help in recruiting and retaining members.

We will soon be forwarding the first installment of this helpful toolkit to all local branches. However, much of the information has already been disseminated through webinars over the past two years that our AAUW California board has made Membership & Marketing (M&Ms) our priority.

Some ideas will be new, and some are tried and true based on past experience.

Here are two examples to encourage you: younger women surveyed by our marketing consultants mentioned that they would join an organization such as ours if it would help them in developing leadership skills. Well, what about them co-leading your branch's Speech Trek contest? Might that develop such skills? The skills don't have to be developed by way of paid work! Newly retired women may be looking for new endeavors that might benefit their community, with their newly found free time. How can a local branch fulfill their desire for meaningful work? – Volunteering with a woman's shelter, for example, as a branch activity.

Stay tuned for receipt of this valuable information.

**What I need to know:** The state Marketing Committee will soon release a toolkit for recruiting and retaining members.

**What I need to do:** Don't forget that many useful ideas for growing membership have been presented in 2020 webinars [HERE](#) and 2021 webinars [HERE](#).

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

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## MARKETING - UNIVERSITY AND ORGANIZATION COLLABORATION

*Michelle Miller-Galaz, Director, and Donna Lilly, University and Organization Collaboration Co-Chairs [mktg-uoc@aauw-ca.org](mailto:mktg-uoc@aauw-ca.org)*

Did you know? The Society of Women Engineers (SWE) is the world's largest advocate and catalyst for change for women in engineering and technology.

- SWE has college and university affinity groups and they seek to build membership and community and showcase the importance and impact of community colleges and universities in the STEM landscape.
- The SWE Early Career Professionals Affinity Group (ECP AG) was formed to address the gap from collegiate to professional SWE and equip individuals with the support, resources, and inclusive community to excel in the first ten years of their career.

How to reach SWE? Just Google SWE and your local university/college.

**What I need to know:** The Society of Women Engineers (SWE) can be a useful resource for your branch.

**What I need to do:** Research the organization in your area and reach out to form a beneficial connection.

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

Here are some contact examples:

- UCLA- <http://www.swe.ucla.edu/contact/> email: [swe@seas.ucla.edu](mailto:swe@seas.ucla.edu)
- Cal State Univ, LA <https://calstatela.swe.org/> email [swe@csula@gmail.com](mailto:swe@csula@gmail.com)
- UC San Diego <https://sweucsd.org/> email [swe@eng.ucsd.edu](mailto:swe@eng.ucsd.edu)
- CSU Northridge (CSUN SWE) [csunswe.org](https://csunswe.org) email [swe@my.csun.edu](mailto:swe@my.csun.edu)
- The Golden Gate Section <http://ggs.swe.org/about-swe.html> email: [Katelyn.lichte@gmail.com](mailto:Katelyn.lichte@gmail.com)

Why reach out to SWE?

- Reach out to SWE members to help with Tech Trek student interview selection panels.
- Ask SWE members to help choose scholarships recipients.
- Contact SWE members to provide interesting programming on engineering.
- Grow your branch membership with the new connections you built.

This is a wonderful connection to support your branch's programming and membership.

## PUBLIC POLICY

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

### LOBBY “DAY” IS NOW LOBBY “WEEK!” MARK YOUR CALENDARS FOR APRIL 11th THRU APRIL 15th

The time is fast approaching to spread the word about our priority bills to our state representatives, and once again we are enlisting the help of our branch members. This year we are introducing “Lobby Week” in place of Lobby Day. We will be arranging meetings for members with their state representatives in their district offices the week of April 11-15, while they are home on spring break. The idea is to get the impact of in-person meetings (where possible) without the cost of travel to Sacramento.

We sent an email to all members fully explaining the process, but we are calling on branch leaders to encourage their members to participate and to lead by example by being the first to register.

If you are interested in participating in Lobby Week 2022, please complete a short survey [HERE](#). Please note: you MUST complete the survey by February 28th in order to participate. In addition, there will once again be a mandatory training webinar; it will be on April 7th and you MUST attend the webinar in order to participate. Please register for the webinar [HERE](#).

On a different note: Giving a head's up to save the date of March 19th for a Title IX 50th Anniversary virtual event presented by the Santa Clara County IBC. Please contact Marian Sacco at [Marian.sacco@gmail.com](mailto:Marian.sacco@gmail.com).

**What I need to know:** Members have the opportunity to participate in Lobby Week and talk with their state representatives about priority bills supported by AAUW California. Training will be provided.

**What I need to do:** Be the first in your branch to sign up to participate!

**Should I include this in my branch newsletter?** Yes, this is an important opportunity for your members.



## MARK YOUR CALENDARS:

February 28th – Last day to register for Lobby Week

April 7th – Mandatory webinar for Lobby Week

April 11-15 – Lobby Week

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## SPEECH TREK

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



### SPEECH TREK UPDATE: SUBMISSION DEADLINE EXTENDED!

Speech Trek Chairs, please note the following:

- The deadline to submit your branch's first-place videos has been extended from March 1st to March 31st. (You may submit your first-place video anytime up to March 31st.)
- If you have technical questions, please contact [webteam@aauw-ca.org](mailto:webteam@aauw-ca.org).
- Semi-finals (judging of first-place videos) will take place in early April.
- Finals judging (selection of 1st, 2nd, and 3rd place in the state) will take place in mid-April.
- Top three videos will be showcased at the virtual Annual Event on April 30, 2022.
- Winners will be announced at the virtual Annual Event on April 30, 2022.
- If you are hosting an in-person event, AAUW California reminds you to follow the COVID 19 protocols in place at the time of your contest.

**What I need to know:** The deadline to submit your first place Speech Trek videos has been extended to March 31st.

**What I need to do:** Consult the Speech Trek Toolkit [HERE](#) for details on submission.

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

To all participating branches, Speech Trek Chairs, and committees:  
A BIG thank you for your dedication to AAUW California Speech Trek. You are leading a visionary program that launches tomorrow's leaders today!

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## TECH TREK

*Karen Manelis, Tech Trek Program Director, [techtrek@aauw-ca.org](mailto:techtrek@aauw-ca.org) and Susan Steckclair, Tech Trek Financial Liaison, [techtrek-finance@aauw-ca.org](mailto:techtrek-finance@aauw-ca.org)*

### TECH TREK NEWS

- UC Davis and UC Santa Barbara have both provided contracts for 2022 camps.

**What I need to know:** Tech Trek will be residential at many campuses and a virtual camp will also be offered with two sessions. The branch packet is now available.

- Fresno, Sonoma State and Whittier campuses are preparing contracts.
- We are awaiting confirmation of dates from Stanford.
- There will be two weeks of virtual camps – June 19th-25th and July 24th-29th!
- The nomination, application, selection, and registration process will once again be online (as it was in 2021). It will be a hybrid of the program used last year (for MOU, nomination & application processes) and new software for camp registration (once campers are selected). The best news is that the new software will be used for the entire process for the 2023 camp.
- Sponsorship fees for residential camps will stay the same as they were in 2019. Virtual camp sponsorships will be \$500.
- The branch packet has been released and can be found on the AAUW California website by clicking [HERE](#).
- We are hopeful that Stanford will invite Tech Trek back to campus this year, but even if they do, we currently only have staff for one week, not two. Unless someone steps forward as co-director ASAP, the Curie camp will not take place.
- There will be no residential camp at UCSD as determined by the UCSD planning committee.

**What I need to do:** Be sure your branch coordinator knows the branch packet is now available on the state website.

**Should I include this in my branch newsletter?** Yes, members will be interested in updates regarding residential and virtual camps.

We are excited to get Tech Trek 2022 rolling!

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[www.AAUW-CA.org](http://www.AAUW-CA.org)

