



Board to Board (B2B)

A Communication from the AAUW California Board to Branch Boards
Linking together for our mission.

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“Celebrating Women Who Tell Our Stories” is the 2023 theme for the National Women’s History Alliance, which spearheaded the movement for March to be declared National Women’s History Month. Throughout 2023, the NWHa will encourage recognition of women, past and present, who have been active in all forms of media and storytelling including print, radio, TV, stage, screen, blogs, podcasts, and more.

Enjoy the coming of spring and don’t forget to move your clocks forward on March 12th.

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AS SANDI SEES IT...

Sandi Gabe, President, AAUW California, statepresident@aauw-ca.org

LIGHTS, CAMERA, ACTION!

AAUW rolls out the red carpet on April 22nd for our very own *Academy AAUWards*! Grab some popcorn and pull up a seat to watch the AAUW California award ceremony complete with Red Carpet interviews, announcement of Speech Trek and Gov Trek winners, presentation of the State Named Gift Honoree, and the unveiling of the Branch Activity of the Year awards. Sharpen your virtual pen and cast your ballot in our People's Choice Award. Don't miss the opportunity to meet our Hollywood star 2023 Equity Champion and gather with your friends at one of our virtual after-parties.

Watch your mailbox for your "official" invitation. I hope you'll encourage your members to join the event and share in our excitement as we honor those who've worked so hard throughout the year to expand the reach of AAUW.

Linking together for our mission

Committee News

Karen Vanderwerken, Director, AAUW Fund Committee Chair, aauwfund@aauw-ca.org

AAUW DONATIONS SOAR!

Your determination and generosity helped AAUW donations reach even higher levels of giving. As of 12/31/2002, the donations were:

\$595,562 by individuals

\$124,300 by branches

\$719,862 total

Kudos to all branches!

Your branch donation report from National was sent on February 24th to branch presidents and Fund directors. Please let us know if you did not receive this report, or if corrections are needed!

Remember that these reports are confidential. Please do not share donor information beyond the branch president and Fund director!

Great news:

- 42 branches requested Named Gift certificates.
- 5 branches sent State Named Gift nominations. The recipient of that important award will be announced at the online Academy AAUWards on April 22nd.

Remember to show appreciation to your branch donors who gave \$100 or more! Click [HERE](#) for the certificate template.

You have plenty of time to prepare your certificates of appreciation in time for your year-end recognition and celebrations!

What I need to know: More than \$700,000 was donated to AAUW by California members. The branch donation report from National was sent February 24th.

What I need to do: Review the Fund donations report and advise us of any corrections. Send certificates of appreciation to donors who gave \$100 or more.

Should I include this in my branch newsletter? Yes, share the news of California's total donations to AAUW.

ANNUAL EVENT[Top](#)

Charment Goehring, Meetings Planner, meetings@aauw-ca.org

LIGHTS, CAMERA, ACTION! GET READY FOR THE [ACADEMY AAUWARDS](#) COMING ON APRIL 22, 2023, ON YOUR ZOOM SCREEN!

We have two amazing speakers planned for you amongst all the red-carpet happenings and awards. We will be hearing from AAUW CEO Gloria Blackwell. Gloria is also our main representative to the United Nations. Gloria spent 15 years managing our Fellowships and Grants program, awarding over \$70 million in funding to women scholars and programs in the U.S. and overseas. She has worked to increase girls' participation in STEM and to increase AAUW's outreach to girls and women of color.

What I need to know: The AAUWards Annual Event will feature several inspiring speakers with interesting stories to tell!

What I need to do: Register for the event and promote it to your members.

Should I include this in my branch newsletter? Yes, the speaker lineup may help encourage members to attend.

We will also get to meet Secretary Eileen M. Vélez Vega, who is serving as the first woman Secretary of the Puerto Rico Department of Transportation and Public Works. Ms. Velez Vega, an engineer who is a fierce advocate for girls in STEM, has an inspiring story to tell. She is also a colleague of our very own Tech Trek Program Director, Mary Issac.

Get ready for a fun-filled event worthy of a Hollywood red carpet. Join us on April 22nd as we celebrate AAUW California and our fantastic branches and members!

BRANCH SUPPORT

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Carol Holzgrafe and Sharyn Siebert, Directors, Branch Support Committee Co-Chairs, branch@aauw-ca.org

ASK US FIRST – HELP IS ON THE WAY! – AND WE MEAN THAT

On Wednesday, March 29th, we will host an interactive workshop for any and all branch leaders, Nominations Committee members, and any others wishing to attend. The title is Help Wanted! It is a workshop for sharing ideas for finding and preparing leaders.

Many of you have mentioned having difficulty finding leaders for your branch, even if you currently are fully staffed. The purpose of this workshop is for branch leaders to share ideas to help solve this issue.

Both struggling branches AND branches doing well should attend - we want to offer a give-and-take-experience. Sharing ideas is often the best way to figure out how to keep your branch vibrant and engaged. This workshop should result in creative solutions that can be easily replicated.

At the end of the workshop, all information will be collated and shared statewide.

Also, your Branch Support Committee leaders will offer a second workshop to train prospective and/or committed leaders, probably in May. It is important to make these jobs as easy as possible.

Click [HERE](#) to register for the Help Wanted! workshop on March 29th. Bring your ideas to share, and hear other great ones being shared.

What I need to know: The Branch Support Committee is hosting an interactive workshop to share ideas for finding and preparing leaders on Wednesday, March 29th.

What I need to do: Register for the workshop and pass along the information to your Nominations Committee, president-elect, and any others who might benefit from sharing ideas for recruiting new leaders.

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

COMMUNICATIONS

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Dawn Johnson, Director, Communications Committee Chair, communications@aauw-ca.org

THEY'RE FINALLY HERE!

The long-awaited branch logos have been created by

National! Now you can customize your materials with your own branch logo that adheres to the proper color scheme. You can find them on the AAUW National website under Membership>State and Branch Tools>/Download AAUW Logos and Branding Materials or click [HERE](#). It will be so nice to see your branch's name, won't it?

Communication's next Tech Peer Group gathering will be Tuesday, March 7th at 6 pm. The topic will be how to best work with Site Resources at National to maintain your branch website. There will be a brief presentation followed by peer-to-peer talk. If you don't already have a representative attending the Peer Group meetings, contact office@aauw-ca.org to add someone to the mailing list. It could be anyone who handles techy things in your branch: the website, mailing lists, social media, newsletter, or related software.

Keep dry, keep warm, keep out of deep puddles and snow drifts in your car, and keep communicating.

B2B Bonus: Quick Tips for Things to Try

- What's in a word? Everything. Consider being more conscious of the use of the word "women" in your branch communications. Our membership is open to men, too, and we have many of them who actively support and participate in AAUW work. Try using the term "members," or "supporters," or "folks" if you're feeling folksy.

What I need to know: Branch-specific logos are now available from the national website.

What I need to do: Share this information with all interested branch leaders to be sure you use the appropriate logo in all your communications.

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

DIVERSITY, EQUITY, & INCLUSION

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Stormy Miller Sabia, Director, DEI Committee Chair, diversity@aauw-ca.org

DEI STATEWIDE CHAT: WHAT IS JABEID? AND WHY IS IT IMPORTANT TO AAUW?

How can we co-create spaces and embody Justice, Accessibility, Belonging, Equity, Inclusion, and Diversity (JABEID)? We often hear these terms but may struggle with ways we can put them into practice in our branch meetings, programs, and outreach. Join us for a rich conversation led by Dr. Lata Muri, Co-President of the Santa Maria Branch. Dr. Murti is Associate Professor of Sociology for the School of Arts and Sciences at the University of Massachusetts Global and author of *With and Without the White Coat: The Racialization of Southern California's Indian Physicians*.

You won't want to miss this conversation on Monday, March 27th at 6 pm! Click [HERE](#) to register.

Individuals with access or accommodation needs can reach out to diversity@aauw-ca.org prior to the event.

B2B Bonus: Quick Tips for Things to Try

What I need to know: DEI will host a statewide webinar on March 27th to help branch leaders understand how to put the principles of JABEID into practice in branch activities.

What I need to do: Register for the event and forward the information to your DEI Coordinator and other branch leaders who might be interested.

Should I include this in my branch newsletter? Yes, offer this opportunity to your members.

- As a reminder, if you missed the AAUW National Diversity Officer Orientations, please click [HERE](#) to view the recordings!

FINANCE

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

MEMBERSHIP RENEWALS: WEBINAR AND MORE

We have been receiving a lot of questions regarding membership renewals from branch members:

- For new and renewing members, when does the dues increase kick in? If someone joined in April last year, what will their national dues be on renewal?
- How do grace periods work? What happens if you renew after the grace period has expired?
- How can my branch sign up for automatic renewal reminders?
- Can branch members pay national, state, and branch dues together?
- Since all memberships don't expire at the same time, how do I know who has to renew?
- How do I take advantage of Shape the Future discounts?
- How do I make sure lifetime members have paid their state and branch dues?

National is busy putting together information about this year's renewal process, which is expected to be available by April 1st. At AAUW California, we are planning to hold a webinar on **Wednesday, May 3rd, at 4:00 pm.** The webinar will provide a convenient forum for you to gain this knowledge and get answers to your many questions. Sandi Gabe is leading the effort and we are inviting Angela Cooper from National. They will be supported by Carol McMillan and me from the Finance Committee. Click [HERE](#) to register for the session.

In other related news, Angela Cooper sent out an important email on February 28th to all branch finance officers, presidents, and membership chairs. It requires action by each branch finance officer by **March 13th** in the following areas:

- Notification to National regarding your branch dues for the coming year.
- Opting out of renewal reminders: if your branch does not wish to receive renewal reminders, you need to opt-out.
- Setting up bank ACH transfers to and from National for dues and donations, if you don't have this already set up.

What I need to know: The Finance Committee will host a webinar on May 3rd addressing the many questions about membership renewal.

What I need to do: Watch for the webinar registration information and be sure your Membership VP, treasurer, and related people attend.

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

Please be sure to go over that email carefully. Look in your mailbox for a message from “advancement-staff” on February 28th. Read through the details and then respond to the survey, at the latest by **March 13th**.

MEMBERSHIP

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Marsha Swails, Membership Committee Chair, membership@aauw-ca.org

A HIDDEN RESOURCE FOR NEW MEMBERS!

The goal we set for 2023 is to grow our membership by 6%. Finding new members will take effort on many fronts. However, we have another source of new branch members that we should consider. **986**. Yep. That is fourteen shy of a thousand. Do you know that there are 986 members of AAUW National in California who are not affiliated with a branch? **986**. These members joined at the national level for many reasons, but without a doubt, they belong to AAUW because of our mission to empower women and girls. Perhaps some moved here from other states. Maybe they simply did not investigate branches nearby. Maybe some are faculty members at one of our university partners. No matter what, contacting these members could have a significant impact on your branch where there is a sense of belonging and community and where friendships are deep. Perhaps all these national members need is a phone call or an invitation to coffee. It will mean a commitment of time to reach out, but the results could be amazing.

What I need to know: There are 986 AAUW members in California who joined at the national level and could be converted to branch members.

What I need to do: Request a list of national-only members from webteam@aauw-ca.org and consider how to reach out to them to join at the branch level.

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

6%. 986. Remember those numbers. Contact webteam@aauw-ca.org to request the list of national-only members residing in California.

NOMINATIONS & ELECTIONS

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Charmen Goehring, Nominations & Elections Chair, nominating@aauw-ca.org

WHY WAIT UNTIL MAY?

The nomination period for board candidates has ended and it turns out that we have exactly the number of candidates that we need. According to our bylaws, we do not need to hold an election and those candidates are automatically welcomed to the board. So, congratulations to President-Elect Charmen Goehring, Chief Financial Officer Kathy Ford, and Directors Amy Hom, Melissa Maceyko, and Sigrid Moranz. We appreciate these members stepping up into leadership on the state board for the next couple of years. See their profiles on the candidate page of our website [HERE](#).

What I need to know: AAUW California state elections will be held April 22nd - May 13th. Since we have received enough nominations to fill the board and no seat is contested, members will only be asked to approve the Public Policy Priorities.

What I need to do: Encourage your members to read the bios of the new state directors, check the website for the proposed Public Policy Priorities, and watch their email for voting information.

Should I include this in my branch newsletter? Yes, remind members to watch for voting information.

We will still be voting on the Public Policy Priorities this spring. The state election voting period will be April 22-May 13. You will have the opportunity to vote for new

Public Policy Priorities for 2023-2025. Each member with an email address on file will receive an email with a link to their ballot. Members without email will receive a paper ballot.

The proposed Public Policy Priorities will be posted on the website soon. Please check for them!

PUBLIC POLICY

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Kathleen Harper, Director, Public Policy Committee Chair, publicpolicy@aauw-ca.org

THE GENDER PAY GAP IS ALIVE AND NOT WELL!

Big news this month is that National is changing its methodology and terminology in terms of discussing the gender pay gap. They are asking that we no longer talk about it in terms of “the day that women ‘catch up’ to men,” the feeling being that we will never catch up! They are asking that we focus on the size of the gap itself. They are providing statistics specifying that the gap for “all women vs all men for all full-time workers” = 84%; and for “all women vs all men for all workers, including part-time and seasonal” = 77%. These are the numbers that will be used for the “all women” Equal Pay Day date of March 14th. For all non-white women, the same measurement is being applied within that group and specific dates have been assigned. See [National’s Equal Pay page](#) for percentages and dates.

What I need to know: National has adopted new methodology, terminology, and data for defining the gender pay gap.

What I need to do: Review the new approach to defining the gender pay gap and forward the details to appropriate branch leaders.

Should I include this in my branch newsletter? Yes, members should be aware of National’s new definitions of the gender pay gap.

Other big news: National has finally hired a new Public Policy Director. Her name is Meghan Kissell. She was the Public Policy Field Director in 2012-15.

Finally, in state news: The state Public Policy Committee will meet this weekend to determine our legislative agenda for 2023-24; results will be sent for inclusion in branch newsletters. Stay tuned.

Project News

GOV TREK

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Shauna Ruyle, Gov Trek Program Director, govtrek@aauw-ca.org

WILL YOU BE ATTENDING?!

Gov Trek Finale & Campaign Competition Saturday, March 25, 2023, from 10 am – 12:30 pm.

What I need to know: Branch members are invited to attend the Gov Trek Finale on March 25th to see student teams compete for the best campaign simulation package.

You can be in the “room where it happens.” Join us for the final session of the Gov Trek program on Saturday, March 25, 10 am – 12:30 pm. Listen to inspirational remarks from Senator Toni G. Atkins, then watch the final competition between eight teams of smart, talented young women who are exploring careers in public service. They have spent four Saturdays crafting a realistic campaign

What I need to do: Share details about the Gov Trek program and encourage your members to attend the finale and watch the contest.

Should I include this in my branch newsletter? Yes, members will want to attend the Gov Trek Finale to see

simulation for this competition. Who will win? Who has the best stump speech, the best campaign flyers, and the best voter outreach plan?

the competition for the best campaign simulation package and be inspired by our future leaders.

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

B2B Bonus: Quick Tips for Things to Try

- You will be able to vote for your choice for the winning team, but just like the Electoral College, the final awards will be awarded by a panel of VIP judges.

SPEECH TREK

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

SPEECH TREK 2023 SEMI-FINALS!

The branches have concluded their contests and contestants have voiced their opinions on the topic: “How can communities, organizations and citizens of all ages help protect and expand voting rights?” Congratulations to the first-place winners, whose videos are being submitted for judging. What happens next:

1. The semi-final judging will begin shortly.
2. The semi-final judges will view all the first-place videos and select the top five videos.
3. Of the top five videos, the top three will move on to the finals, where a new panel of judges will determine 1st, 2nd, and 3rd place. The 4th and 5th place videos will receive an honorable mention.
4. The top three videos will be showcased at the virtual Annual Event, the “Academy AAUWards” on April 22nd. At the end of the meeting, the winners will be announced.

What I need to know: The branch Speech Trek contests have concluded and all the branches’ first-place winners’ videos have been submitted to the state for the semi-finals.

What I need to do: Be sure your members register for the Annual Event so they can watch the Speech Trek finals.

Should I include this in my branch newsletter? Yes, members will want to attend the Annual Event to watch the impressive videos of the top three Speech Trek contestants and see who the winner is.

Who will be the top Speech Trek speaker this year? Click [HERE](#) to register for the April 22, 2023 Annual Event and find out!

B2B Bonus: Quick Tips for Things to Try

- Have an idea or suggestion for the 2024 Speech Trek topic? Email speechtrek@aauw-ca.org now!

TECH TREK

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Mary Isaac, Tech Trek Program Director, techtrek@aauw-ca.org

TECH TREK MARCH MADNESS IS UPON US!

The new Tech Trek management software, CampDoc, went live on February 10th and is JUMPIN’ with Tech Trek applications: close to 900 by the time this is published with another hundred or more expected before the Ides of March!

What I need to know: The Tech Trek application deadline has been extended due to the impact of weather on schools. Camper selections must be entered by April 15th.

What I need to do: Be sure your Tech Trek Branch Coordinator is aware of the Friday office hours for live

Although we have received nearly 500 COMPLETED applications since mid-February, the application cycle has been extended to accommodate schools and students who have been affected by the weather.

help with any aspect of the Tech Trek application and registration process.

Should I include this in my branch newsletter? No, this is only for Tech Trek folks.

The due date for camper selections to be in the system is April 15th. If your branch is one of the 15 or so that have not started yet, time is growing very short.

Additionally, staff volunteer applications are being accepted now until all camps are fully staffed. Instructions to apply are [HERE](#).

If your branch needs help, Tech Trek office hours are every Friday starting at 12:30; register [HERE](#). For CampDoc show-n-tell clips on our YouTube channel, click [HERE](#).

B2B Bonus: Quick Tips for Things to Try

- Forms and documents to assist you in your selection process are available on the AAUW California website [HERE](#). Password is aauwca.

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www.AAUW-CA.org

