



# AAUW California

## Annual Event

### April 22, 2023



# Welcome



**Sandi Gabe**

AAUW California President



*Linking together for our mission.*

# Agenda

## Welcome

## Red Carpet Interviews

**Keynote Speaker: Eileen M. Velez Vega**

## Public Policy Update

- Equity Champion
- Legislative Overview

## Red Carpet Interviews

## Q&A

## Speech Trek

- Introduction and Video 1

## Commercial Break

## AAUW Fund

- Branch Recognition
- State Named Gift Award

## Gov Trek

- Introduction and Winning Team Video

## Financial Report

**Keynote Speaker: Gloria Blackwell, AAUW CEO**

## Q&A

## Speech Trek Video 2

## Lunch

## Election Update

- Meet the Candidates
- Public Policy Priorities

## Q&A

## Red Carpet Interviews

## Branch Activity of the Year Awards

## Speech Trek Video #2

## Commercial break

## Celebrating Tech Trek

## Red Carpet Interviews

## People's Choice Award

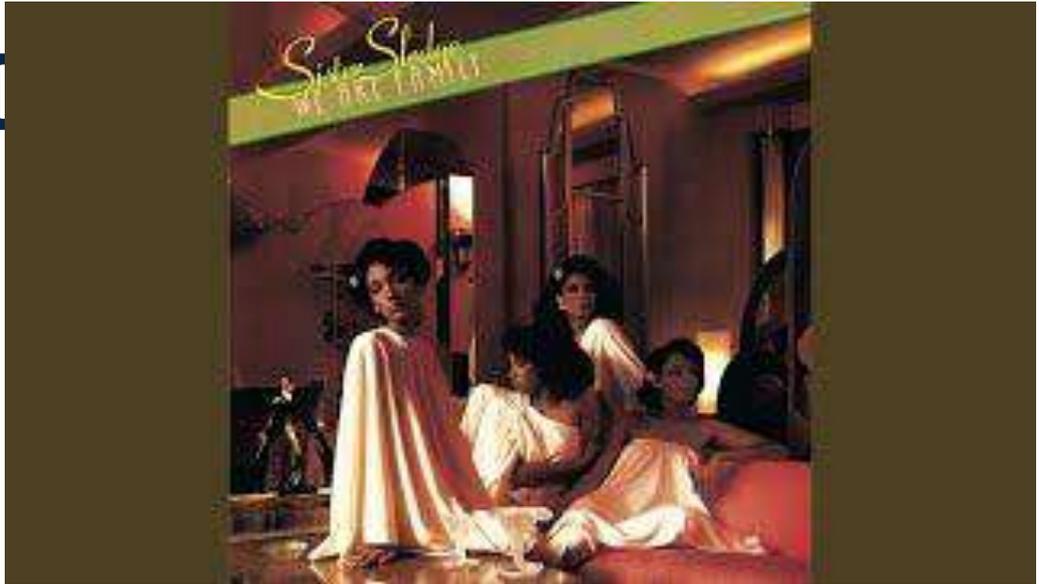
## Speech Trek

- 2023 Winner Announcement
- 2024 Topic Announcement

## Wrap Up/Thank You/Credits

## Join an After Party

# Best Song No



**Sister Sledge**  
We are Family

# Red Carpet Interviews

- Kathi Harper - Director, Public Policy
- Charmen Goehring - Nominations and Elections Committee Chair
- Dianne Owens - Governance Chair
- Karen Vanderwerken - Director, AAUW Fund



# Keynote Speaker

**Eileen M. Velez Vega**

Secretary of the Department of  
Transportation and Public Works for  
Puerto Rico



# Public Policy



**Kathi Harper**  
AAUW California Public Policy Director

# AAUW California 2022 Equity Champion



# Public Policy Legislative Overview

**Kathy Van Osten**

MVM Strategy Group Legislative Advocate



# Overview of Legislative Agenda 2023-24

34 Bills selected

2 Co-sponsored + 1 other A bill; 3 B bills; 24 C bills

8 “Economic Security” bills

11 “Public Education” bills

21 “Social Justice” bills

- 8 “reproductive justice”
- 5 “healthcare”
- 5 “freedom from violence” including sex exploitation, domestic violence, stalking
- 1 “gender-identity protection”
- 2 “voting rights”



# AB 1394 (Wicks)

## Complicity of Social Media Platforms in the Sexual Exploitation of Children

### What does it do?

- Allows victims of child sex exploitation to sue large social media platforms
  - If they can prove the platform knowingly, recklessly or negligently facilitated, aided or abetted child exploitation
  - And/or if the platform refuses their request to render invisible any images or videos posted of them on the platform.



# AB 1394 cont'd

## How is it proven?

- Does the platform design facilitate the use of code words for sexual predators to describe the type of child and the type of sexual activity?

## How is it enforced?

- Victim may be awarded damages of \$1 million to \$5 million for each act of exploitation.



# AB 1394 cont'd

## Why is it needed?

- 38% of tweens and 84% of teens use social media.
- 1/4 of 9-17 year olds report having had a sexually explicit interaction online with someone they believed to be an adult.
- Since 2000, traffickers have recruited 55% of sex trafficking victims online, usually through social media platforms.
- Social media platforms are aware that sexual abuse, exploitation and trafficking of children are originating on their platforms, yet they continue to rely on inadequate self-policing which is facilitating the dramatic increase in online sexual exploitation.

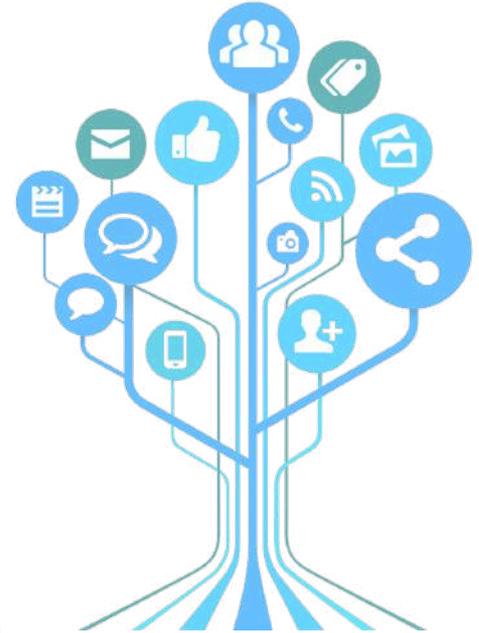
This bill will provide an incentive for social media platforms to better police their designs to reduce the ease with which predators can use them to attract potential teen victims.

# SB 287 (Skinner)

## Social Media Features That Harm Children

What does it do?

- Would prohibit a social media platform from using a design, algorithm, or feature that the platform knows, or which by the exercise of reasonable care should have known, causes child users to:
  - Purchase fentanyl
  - Inflict harm on themselves or others
  - Develop an eating disorder or engage in dangerous dieting
  - Purposely take their own lives and/or experience addiction to the social media platform
- Provides a penalty of up to \$250,000 for each violation



# SB 287 (cont'd)

- A social media platform is not in violation of the bill if it instituted and maintained a program of at least quarterly audits of its designs, algorithms, and features to identify those that have the potential to cause or contribute to violations of this provision.
- And the social media platform corrected, within 30 days of the completion of the audit, any design, algorithm, or feature discovered by the audit to present more than a de minimis risk of violating the provision described above.

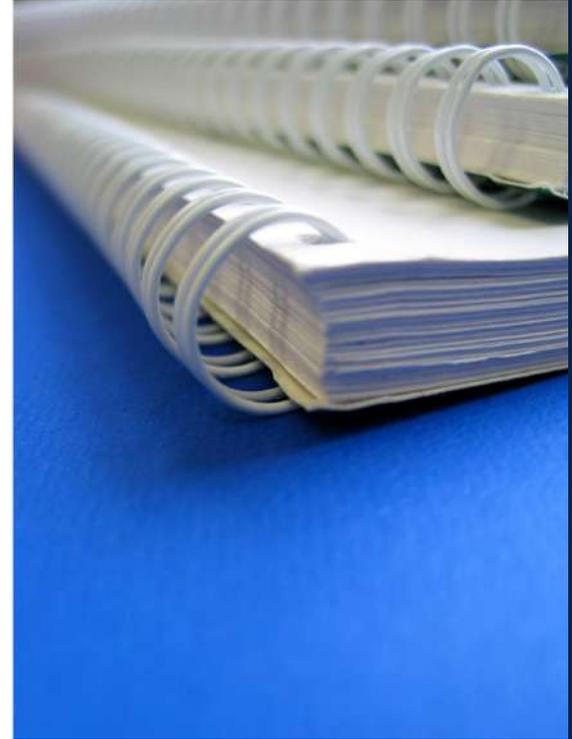
(Note: this is a package bill with AB 1394)



# AB 549 (Wilson) - Gender Discrimination

## What does it do?

- Requires all state agencies to conduct an evaluation of all their departments to ensure the state does not discriminate against women
- Enacted through the implementation of policies and programs, including allocation of funding and delivery of services
- Requires agencies to report their findings to the California Commission on the Status of Women by January 2024 and January of every two years thereafter, with recommendations for necessary changes



# AB 549 (cont'd)

## Why is it needed?

The Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) is an international “Bill of Rights” for women. It is the first and only international instrument that comprehensively addresses women’s rights within political, cultural, economic, social, and family life.

There is a continued need for the state of California to protect the human rights of women and girls by addressing discrimination, including violence, against them and to implement the principles of the CEDAW. Adherence to the principles of the CEDAW on the state level will especially promote equal access to and equity in health care, employment, economic development, and educational opportunities for women and girls and will also address the continuing and critical problems of violence against women and girls.

The state should implement the principles underlying the CEDAW by addressing discrimination against women and girls in areas including, but not limited to, economic development, education, employment practices, violence against women and girls, and health care products and services.



# Best Song M



**Aretha Franklin**  
Respect

# Red Carpet Interviews

- Janice Lee - Director, Program
- Marlene Cain - Speech Trek Program Director
- Roli Wendorf - CFO





AAUW California  
Speech Trek

# Speech Trek



**Marlene Cain**  
Program Director



# 2023 Topic

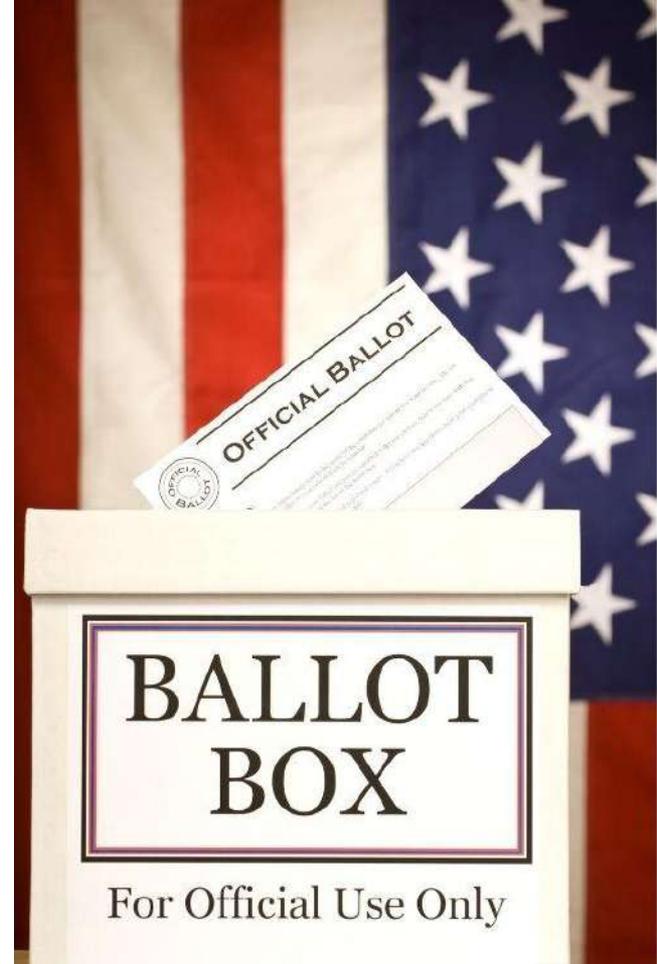
To guarantee equality, individual rights and social justice for a diverse and inclusive society, AAUW California advocates protection and expansion of voting rights.\*

How can communities, organizations and citizens of all ages help protect and expand voting rights?



AAUW California  
Speech Trek

\*Note: this statement comes directly from our 2021-2023 public policy priorities.



# Thank You, Judges!

## Semi-Finals

- Denise Stevens, Planned Giving Professional
- Judy Estrin, Learning and Development Professional
- Marla Zemanek, Public Speaking Coach/Corporate Trainer
- Paula Davis Port, JD
- Quentin Panek, Educator

## Finals

- R. Brian Adams, Educator
- Cathy Herrick, Vice President/Co-owner, Parallel Broadcasting
- Gayle Glazer, Mediator
- Paul Senft, Vice Chair, City of Big Bear Lake Planning Commission



# Speech Trek Video 1



AAUW California  
Speech Trek



**Elizabeth Ma**

Alhambra-San Gabriel Branch



# AAUW Fund



**Karen Vanderwerken**  
AAUW California Director, Fund

# Top 10 Branches in Contributions

Branch	Contribution
Hayward-Castro Valley	\$ 46,150
Marin	\$ 38,452
San Jose	\$ 27,715
Morgan Hill	\$ 21,121
La Mesa-El Cajon	\$ 20,474
Sacramento	\$ 17,482
Danville-Alamo-Walnut Creek	\$ 13,562
San Francisco	\$ 11,872
Napa	\$ 11,252
Ontario-Upland- Rancho	\$ 10,660



# Top 10 Branches Per Capita

Branch	Contribution/ per member	# members
Hayward-Castro Valley	\$ 757	61
Berkeley	\$ 395	13
Marin	\$ 287	134
San Francisco	\$ 186	6
Woodland	\$ 173	19
Victor Valley	\$ 168	11
San Diego	\$ 167	48
Ontario-Upland-Rancho	\$ 150	71
Alhambra-San Gabriel	\$ 144	58
San Fernando Valley*	\$128	42



\*Updated after the event.



# California Total Contribution

## AAUW Fund 2022

\$506,133



# State Named Gift Honoree



# Gov Trek



**Shauna Ruyle**  
Gov Trek Program Director

# Gov Trek Welcome From Nancy Pelosi



# Program Overview



- **Our Goal:** Gov Trek is a virtual statewide program designed to engage young women across California who are high school juniors and seniors with the goal of elevating a new generation to pursue careers in public service and elected office.
- **Learning Outcomes:** Participants have engaged in learning about career paths and career journeys from guest speakers and engaged in a team competition to create a realistic campaign simulation.
- **Skills Gained:** Participants have met peers from across California, sharpened their public speaking skills, written speeches, designed political fliers and digital ads, conducted audience analysis for voter outreach, making their college applications stand out.



# Gov Trek Participants



**Phenomenal interest by future leaders, representing:**

- 92 California high schools
- 40+ AAUW California branches

**16 legislators and leaders**

**20+ volunteers**

**45 Gov Trek graduates**

**8 final campaign teams**



# Competition Winners



Category	Winner(s)
Best Candidate Speech	<b>Team Julianna</b> Julianna Kolb - Candidate
Best Campaign Management	<b>Team Carillo</b> Terina Faleono - Campaign Manager
Best Voter Outreach Plan	<b>Make it Mila!</b> Meadow Chiu - Field & Volunteer Manager Elizabeth Young - Field & Volunteer Manager
Best Campaign Ad & Flyer	<b>Team Aquino</b> Andrea Rojas - Communications Director & Speechwriter
Grand Prize Team	<b>Team Alaina</b> - All Team members



# Grand Prize Winning Team Campaign Simulation

## Team Alaina!





# Pre & Post-Program Assessment



## Rated 4 or 5 out of 5

Pre-Program	Post-Program	<a href="https://youtu.be/U0yIf9Tkgu4">https://youtu.be/U0yIf9Tkgu4</a>
29%	86%	How would you rate your understanding of possible careers in public service or elected office?
81%	90%	How would you rate your interest in pursuing a career in public service?
	95%	Would recommend Gov Trek to other girls



# Student Testimonials

*"I thought it was a great opportunity to learn hands on how to run a campaign and draw up plans for one. I also thought that having the facilitators was very helpful because they helped us get started and even pitched ideas."*

*- Alyssa C.*

*"This experience has bolstered my interest in pursuing a career in public policy/government, and I am so thankful for this opportunity."*

*- Sara E.*



# Finance



**Roli Wendorf**

AAUW California Chief Financial Officer



# Financial Position

## Checking Account: \$ 135,971

- Last year this time: \$ 129,467 (fairly comparable)

## Investments as of March 31, 2023 (total): \$ 416,419

- Operating Reserve: \$ 244,112
- Projects Reserve: \$ 157,145
- General Reserve: \$ 15,162

## Investments on June 30, 2022 (total): \$ 395,053

- 5.4 % increase on investments since July 1
- Over \$ 20,000 decline since a year ago (March 31, 2022)



# Financial Activity

**Membership Dues Income: \$ 154,780** (this time last year \$ 163,720)

- Budgeted: \$ 160,000 (last year's budget \$ 170,000)
- Shortfall: - **3.26 %** (comparable to last year)

**Expenses to Date: \$ 116,393**

- Office manager, storage, supplies: **\$ 30,480** (26%)
- Public Policy: **\$ 48,441** (42%)
- Travel for board meetings etc: **\$ 11,401** (10%)
- Software and website: **\$ 8,049** (7%)
- Finance, CPA, tax filing: **\$ 7,600** (6%)
- BOR upgrade (one time, from reserves): **\$ 9,382** (8%)
- Printing, mailing, elections, misc: **\$ 1,040** (1%)



**Adequate funds remaining for rest of the year + carryover**

# Comments on Finance

- State finances in good shape, no increase in state dues
- Expect to end the year in the black
- Started in person travel for some board meetings/retreat
  - Using hybrid approach of 2 meetings in-person, 3 on Zoom
  - Committee Day, annual event continue on Zoom
- Membership income declines each year, expenses go up
  - Cost cutting approaches by going virtual have helped with budget
  - We're okay this year, but it is a concern
- Reserves are healthy
- Investments doing better this year than last, but have yet to make up the huge prior loss - oversight provided by Investment Committee
- Annual financials for this year will be available on the website in the fall



# Finance - Upcoming Activities

Pilot program to use QuickBooks Online for Tech Trek camp accounting

- Will make accounting easier, with better reporting and oversight
- Required significant development work
- Training material created, and training is in progress
- Will be used by some camps this year, and all camps next year
- Tremendous effort by team led by Kathy Ford



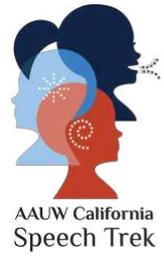
# Keynote Speaker

**Gloria Blackwell**

AAUW CEO



# Speech Trek Video 2



**Teddy Garcia**  
Camarillo Branch



# Best Song No



**Helen Reddy**  
I am Woman

# Nominations and Elections



**Charmen Goehring**  
Nominations and Elections Chair



# Election Update

- **AAUW California Board:** Uncontested candidates = automatic election!
- **2023-2025 Public Policy Priorities:** Let your voice be heard!
- **AAUW National Election:** Vote for directors, Public Policy Priorities additions and bylaws revisions!



# Election Update

Welcome Incoming Board Members!



**Amy Hom**  
Director



**Melissa Maceyko**  
Director



**Sigrid Moranz**  
Director



**Charmen Goehring**  
President-Elect



**Kathy Ford**  
CFO

2023-2025



## PUBLIC POLICY PRIORITIES

The AAUW California Public Policy Program establishes policy directives that will guide our members, inform our legislative priorities, serve our mission to advance equity for women and girls through advocacy, and are consistent with our values of achieving fair and equitable opportunities for our diverse society. Toward that end, AAUW California advocates policies that promote, enhance and ensure:

### Economic Security for All Women, including:

- Equity in the workplace
- Enforcement of workplace anti-discrimination statutes
- Security in retirement
- Access to job training for career development
- Work-life balance, including access to quality affordable childcare and paid sick and caregiving leave

### Social and Racial Justice for All Members of Society, including:

- Self-determination in reproductive health
- Equal access to quality affordable health care, housing and a healthy environment
- Freedom from violence in all its forms and wherever it occurs, including violence against historically marginalized groups, and support for policies that reduce or prevent gun violence.
- Guarantee of civil and constitutional rights for all, including all forms of gender identity and expression, and all family structures
- Protection and expansion of voting rights
- Support for United Nations sustainable development goals which address human rights and women's and girls' concerns

### Equal Access to Quality Public Education for All Students, including:

- Vigorous enforcement of Title IX
- Adequate and equitable funding at all educational levels, including pre-school and post-secondary
- Removal of barriers for girls to access instruction in STEM fields
- Civics instruction in all CA high schools
- Access to diverse staff and curriculum that represents historically accurate information
- Funding adequate to support a strong infrastructure, and equitable access to resources, including technology
- Opposition to the use of public funds for nonpublic and charter schools that do not meet public school civil rights and accountability standards

### Increased Representation of Women in Leadership Roles, including:

- Proportional appointment to publicly held corporate boards
- Access to leadership skills training
- Access to programs that promote participation in public service careers

## Basis for Public Policy Priorities

The AAUW California Public Policy program supports AAUW's mission to advance equity for women and girls through advocacy, education and research.

AAUW California's Public Policy Priorities are consistent with national AAUW Public Policy Principles and are updated every two years with input from membership.

Legislative activism has a long history in AAUW. Members first lobbied for women's suffrage in 1892 and have continued to be responsive to the critical issues of the times.

## Contacts

### Public Policy Co-Chairs 2023-2025

Amy Hom  
Melissa Maceyko  
[publicpolicy@aauw-ca.org](mailto:publicpolicy@aauw-ca.org)

### Legislative Advocate

Kathy Van Osten  
MVM Strategy Group  
[kvanosten@mvmstrategy.com](mailto:kvanosten@mvmstrategy.com)

## Additional Resources

### AAUW National

Public Policy  
Program



### AAUW California

Public Policy  
Program



Public Policy  
Priorities



# Important Election Dates

## AAUW California Election Public Policy Priorities

Online voting begins today, April 22, 2023.  
Ballots must be received by May 13, 2023.

## AAUW National Election

Voting started April 5, 2023.  
Ballots must be received by May 15, 2023 at 5 pm.



# Red Carpet Interviews

- Carol Holzgrafe & Sharyn Siebert - Directors, Branch Support
- Marsha Swails - Director, Membership
- Mary Isaac - Tech Trek Program Director



# Best Song No. 1



**Shania Twain**

Man, I Feel Like a Woman



# Branch Activity of the Year Award



**Janice Lee**  
AAUW California  
Program Director



**Jennifer Krebsbach**  
BAY Award  
Committee Chair



# Branch Activity of the Year Award

## Criteria

- Novel
- Inspirational
- Reproducible
- Mission-based
- Diversity, Equity, and Inclusion focused



# Thank You to All Our Applicants

- Alhambra-San Gabriel
- Auburn
- Beach Cities
- Berkeley
- Brandman University Virtual Branch
- Carlsbad-Oceanside-Vista
- Greater Whittier Area
- Healdsburg
- La Mesa-El Cajon
- Laguna Beach
- Livermore-Pleasanton-Dublin
- Long Beach
- Morgan Hill
- Napa County
- Oakland-Piedmont
- Orinda-Moraga-Lafayette
- Palm Springs
- Petaluma
- San Fernando Valley
- San Jose
- Santa Maria
- Thousand Oaks
- Tustin-Santa Ana-Orange
- Ukiah



# Latino Youth Leadership Group



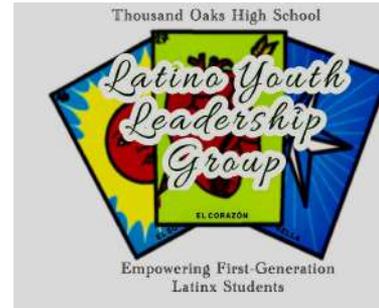
**Betty Stapleford**

Thousand Oaks branch



# Latino Youth Leadership Group

- Inspiration and Planning
- Certification and Invitations
- Programs and Activities
- Successes and Challenges
- Transition and Changes
- Current Status
- Future Plans



# Latino Youth Leadership Group

- No other groups for Latino youth exist in our geographical area.
- Young Latino students are encouraged to believe in themselves and to develop their potential.
- Other AAUW branches can use our model and reproduce it in their own high schools.
- Our purpose is to help students to recognize that they can develop skills in our program for success in the future.
- This program is specifically for first-generation Latino students to feel that they have support in being successful in the highest levels of academic success and leadership in their schools.

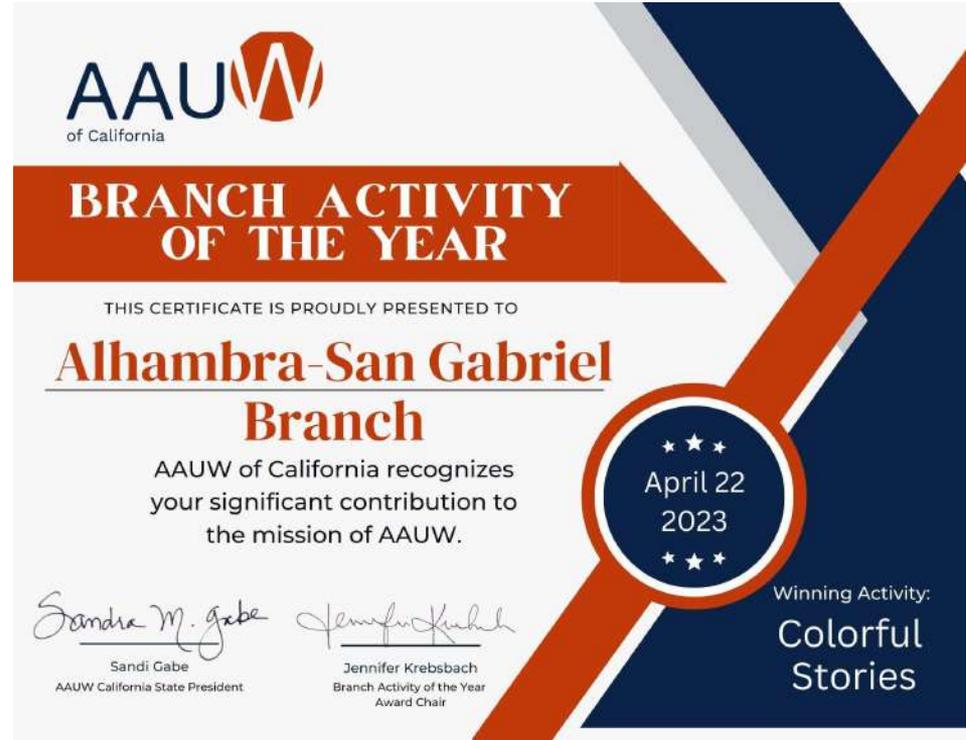


# Colorful Stories



**Kathleen Doty**

Alhambra-San Gabriel branch



# Colorful Stories

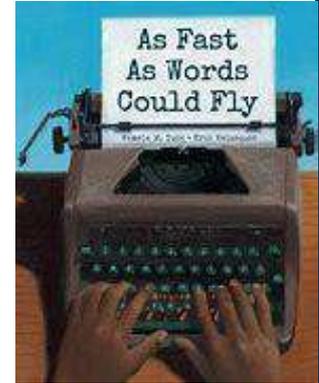
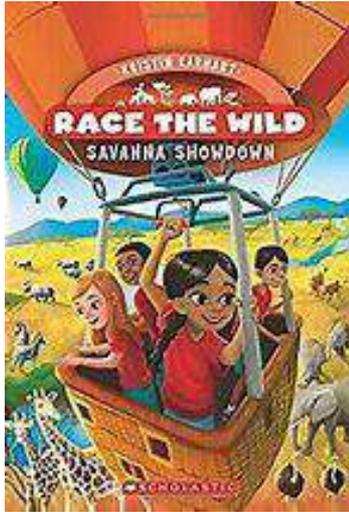
A project to provide **books featuring protagonists of color** for elementary school children in local school districts started in the 2020-2021 school year with \$250 in seed money and the cooperation of one school district.

In the 2021-2022 and 2022-2023 school years, the Colorful Stories project was able to offer \$500 to each of three school districts in the communities in and around Alhambra-San Gabriel branch.



Kathleen Doty (right) presenting books to Northrup Elementary School Principal, Dr. Rosa Northcott.

# Colorful Stories



This book was provided by

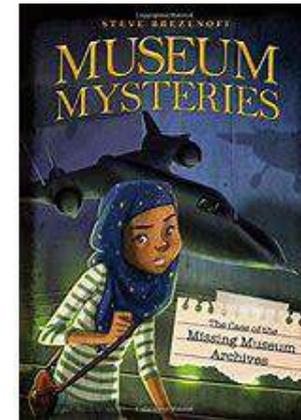


Alhambra-San Gabriel (CA) Branch

Advancing gender equity through  
research, education and advocacy

[alhsangab-ca.aauw.net](http://alhsangab-ca.aauw.net)

[aauw.org](http://aauw.org)



Each book has a bookplate indicating  
Alhambra-San Gabriel branch as the donor.



# Colorful Stories

To replicate the Colorful Stories project, a branch needs:

- A funding source (donations and/or fundraisers).
- Cooperation of local school districts.
- A system for acquisition and/or reimbursement for the books.

It's just that simple!

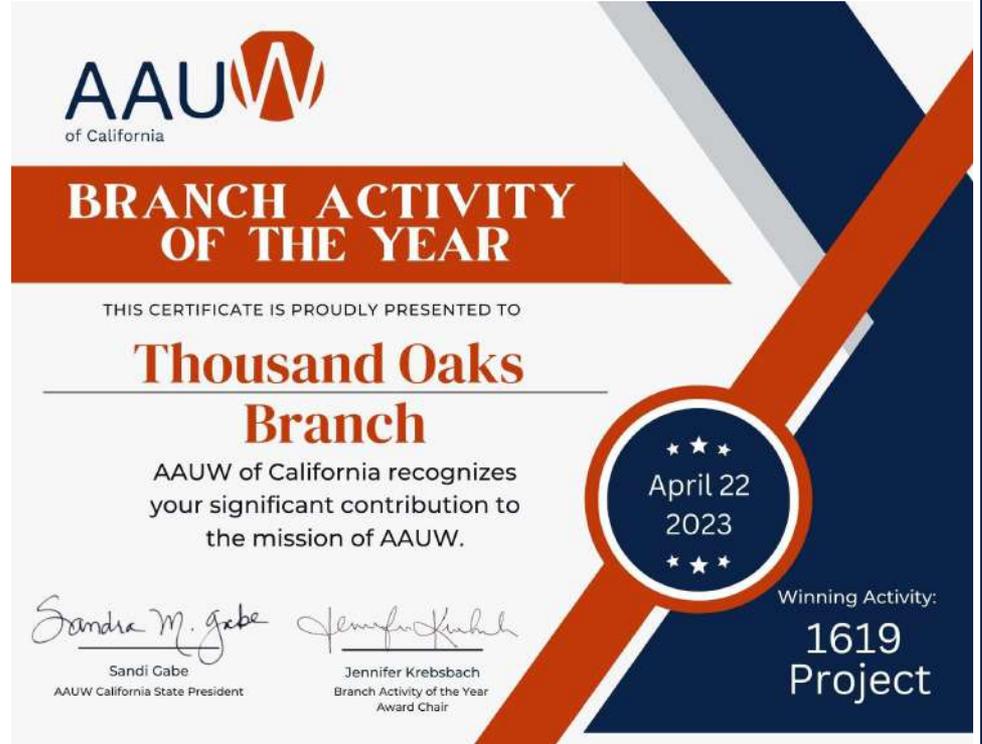


Kathleen Doty (center) with Lisa Woo and her 2nd grade class at Washington Elementary School

# The 1619 Project



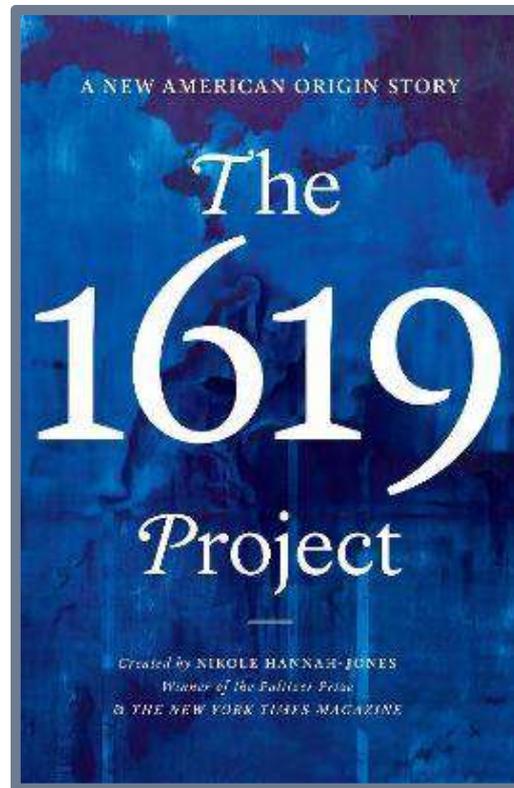
**Sally Hibbitts**  
Thousand Oaks



# The 1619 Project

The 1619 Project has helped to improve the AAUW mission by providing:

- Increased local branch visibility
- Participants with more education about a non-whitewashed history of our country
- More empathy and understanding for people of color
- New opportunities for increased branch DEI advocacy



# The 1619 Project

- Collaboration with City of Thousand Oaks Library and Friends of the Library
- Broadened our base of support
- Provided base for future collaborative projects

*The New York Times Magazine*  
**The 1619 Project**

**The 1619 Project – An Introduction in Rhythm, Sound and Words**

**Sunday, February 5, 2023 • 2:00pm**  
Grant R. Brimhall Library Community Room

We are pleased to have CLU Professor of Political Science Gregory K. Freeland, Ph.D. to discuss *The 1619 Project: A New Origin Story*.

It is recommended that attendees view this video prior to the presentation: <https://youtu.be/Xrfv7w3EyGt>

*This will be the first in an ongoing series of programs centered around The 1619 Project and exploring how we create history, and how these stories shape our political present.*

Sign-ups for monthly small study groups will be taken for further discussion of The 1619 Project.  
This program is co-sponsored by AAUW Thousand Oaks and the Thousand Oaks Library.

**AAUW**  
Thousand Oaks (CA) Branch

The 1619 Project is a long-form journalism endeavor developed by Nikole Hannah-Jones, writers from *The New York Times*, and *The New York Times Magazine*, which investigates the origins of the slave trade in America, and how it has shaped what the country would become.

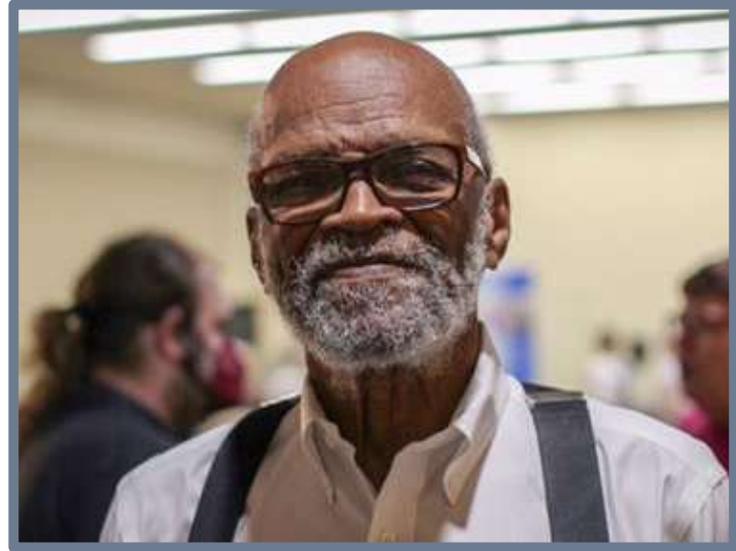
All programs are subject to change or cancellation without prior notice.  
Grant R. Brimhall Library - 1400 E. Janss Road, Thousand Oaks, CA 91320 • 805-441-2640  
Newbury Park Library - 2331 Birchwood Road, Newbury Park, CA 91320 • 805-441-2530  
www.tolibrary.org



# The 1619 Project

## Project Highlights

- Launched with successful presentation with knowledgeable speaker
- Promoted through social media
- Established a variety of reading groups
- Engaged facilitators to lead book analysis
- Featured a culminating activity



Dr. Greg Freeland  
Political Science  
California Lutheran University

# The 1619 Project

## Benefits

- Created high visibility for our branch
- Increased membership
- Facilitated great Inter-Branch support
- Delivered inexpensively
- Increased collaboration with library and created a foundation for future partnerships
- Paved the way for a repeat project next year with another equally provocative book



Jennifer Patterson, Thousand Oaks Library Director (left)  
Sally Hibbitts, AAUW Thousand Oaks (right)

# And the Awards Go To!!

## Runners Up

- Thousand Oaks' "1619 Project"
- Thousand Oaks' "Latino Youth Leadership Program"

## First Place

- Alhambra-San Gabriel's "Colorful Stories"



# Speech Trek Video 3



AAUW California  
Speech Trek

**Ameya Ravi**  
Fremont Branch



# Commercial Break



# Celebrating Tech Trek



# Best Song No HD



**Cindy Lauper**

Girls Just Wanna Have Fun

# Red Carpet Interviews

- Dawn Johnson - Director, Communications
- Stormy Miller Sabia - Director, DEI
- Shauna Oenning Ruyle - Gov Trek Program Director



# Congratulations to our STATE WINNERS!

## 3rd Place - \$500

Ameya Ravi, Fremont branch

## 2nd Place - \$1,000

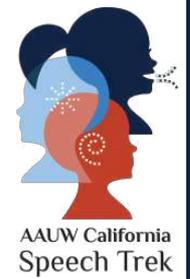
Elizabeth Ma, Alhambra-San Gabriel branch

## 1st Place - \$1,500

Teddy Garcia, Camarillo branch



# 2024 Topic



“The real safeguard to democracy is...education.” Franklin Delano Roosevelt  
Background:

- Leaders across disciplines and throughout the ages have contended—and proven—that an educated population is essential to a nation’s prosperity.
- Yet in the last three years, “legislators in 45 states proposed hundreds of laws placing public schools at the center of culture wars: laws seeking to ban books from school libraries (even books about Ruby Bridges and Anne Frank)...laws restricting what teachers can teach and students can learn...” according to Randi Weingarten, President, American Federation of Teachers.

Inspired by AAUW California 2023-2025 public policy:

***If an educated population is essential to a nation's prosperity, then how can we ensure a robust public school curriculum that is accessible to all and teaches historically accurate information?***



# People's Choice Award

- Sister Sledge - We are Family
- Shania Twain - Man, I Feel Like a Woman
- Aretha Franklin - Respect
- Helen Reddy - I am Woman
- Cindy Lauper - Girls Just Wanna Have Fun



# AAUW California President's Choice Award



# 2023-2024 Board of Directors





2025

Academy

AAUWARDS

Director  
SANDI GABE

Co-producers  
DAWN JOHNSON  
CHARMEN GOEHRING



