



Do you want to learn more about NCCWSL? The National Conference for College Women Student Leaders, or NCCWSL, is an annual AAUW conference that brings together more than 800 young women from across the country for two and a half days of leadership training, networking, and inspiration. The California Online and Oregon Online branches recently held a seven-person panel of recent attendees. Click [HERE](#) and listen to their passion as they describe the transformative experiences that AAUW afforded them. Please consider sharing this video with your branch and possibly offering a scholarship to next year's conference.

Quick Links		
Committee News		Program News
<ul style="list-style-type: none"> • AAUW Fund • Branch Development • Communications • Diversity, Equity, and Inclusion 	<ul style="list-style-type: none"> • Finance • Governance • Nominations and Elections • Public Policy 	<ul style="list-style-type: none"> • Gov Trek • Speech Trek • Tech Trek

As Sandi Sees It

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

HARNESSING THE POWER OF SOCIAL MEDIA TO INSPIRE EDUCATORS TO ENGAGE WITH AAUW



In today's digital era, social media is a powerful tool for connecting like-minded individuals and organizations. AAUW California is launching an exciting campaign with a special focus on LinkedIn advertising to raise awareness among educators about AAUW's mission. This campaign, alongside our other social media efforts, includes a new [educator landing page](#) on our website.

Recognizing educators' vital role in shaping the future through education, we're utilizing LinkedIn, a professional networking platform, to create a dynamic online community. This community fosters networking and is an ideal stage for educating the teaching community about AAUW's core mission.

We've been hard at work crafting compelling posts, informative videos, and interactive campaigns that shed light on AAUW's commitment to advancing gender equity and empowering women and girls. These materials highlight AAUW's transformative work and its profound impact on the education sector.

Our ads are tailor-made for educators, aligning with their interests and career backgrounds, making it easy for them to learn about AAUW's goals and initiatives.

LinkedIn's professional audience offers a prime opportunity to engage educators and make them aware of AAUW's mission. We're poised to effectively convey our message and foster a deeper understanding of our commitment to a brighter and more equitable future in education.

Exciting news! AAUW California has launched a LinkedIn Company Page, marking a significant milestone in our commitment to connecting with our community and advancing equity in education. We invite you to follow our new LinkedIn Company Page: "[AAUW California on LinkedIn](#)."

By following our page, you'll stay updated on the latest news, events, and initiatives from AAUW California.

Committee News

AAUW FUND [TOP](#)

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

MORE SCHOLARS! WE RECENTLY RECEIVED AN ADDITIONAL TEN FELLOWS

Many of them will join our fund video project. Click [HERE](#) for a sneak preview of this year's fellow and grant recipients.

Each scholar will submit a 5-8 minute video highlighting her project or university studies.

Reminder—there will be no weekend Fund events or luncheons this year. All the videos will be rolled into a single set. You and your members can view these online on the AAUW California website beginning November 1st.

Plan to have a watch party at your own branch or IBC luncheon!

Reminder—the next Fund Peer Group meeting is Thursday, October 26th, at 7 pm. Click [HERE](#) to register. The video of the meeting can be found [HERE](#) soon after the meeting.

What I need to know: Several more fellows will prepare on-demand videos to explain their work to branches.

What I need to do: Plan to view the videos after November 1st and consider requesting that a fellow speak at a branch event.

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

BRANCH DEVELOPMENT [TOP](#)

Sharyn Siebert, Director, Branch Support branch@aauw-ca.org

Sigrid Moranz, Director, Leadership, leader-dev@aauw-ca.org

LEADERSHIP TOPICS

WHO WANTS TO LEAD? FIRST YOU MUST PARTICIPATE.

Forming Circles of Engagement:

Identifying and inspiring members to engage in activities, tasks, and programs can be the key to finding future leaders. Create “circles of engagement” by leveraging the connection between the ideas and activities of membership, programs, and leadership to give members several different ways to participate that can bring out emotional connections and build confidence.

B2B Leadership Bonus: Quick Tips for Things to Try

Ask a new member to engage in one activity. Find a task for them to own and encourage them to take the first step. Tasks lead to committees which lead to programs. The Succession Ladder starts [here](#).

MEMBERSHIP TOPICS

DRUM ROLL PLEASE!!! ANNOUNCING THE MEMBERSHIP TOOLKIT LAUNCH PARTY

One year ago, the Membership Committee began work on a resource to help branch leaders with all things membership. Our peer group will be the first to see the final product and we are excited to finally put it in your hands.

Topics that we'll cover at the peer group toolkit launch will range from:

- branch leadership roles
- attracting new members
- managing membership at national, state, and branch levels
- retaining your members

A team effort went into this toolkit with many iterations along the way. We tried to distill the information and provide links to national and state websites that will make your work easier.

Our focus on growing AAUW membership is taking on new initiatives from the toolkit and launching a vibrant ad campaign on Google and LinkedIn. We can't wait to share more information about the exciting things ahead!

Please click [HERE](#) to register for the next monthly Branch Development Peer Group on Tuesday, October 24th, at 7 pm. We will be sharing the new toolkit. The recording of the meeting will be posted [HERE](#) shortly after the meeting.

B2B Membership Bonus: Quick Tips for Things to Try

Invite your board to attend this launch party for the new toolkit. Make sure they receive the invitation that includes the registration link. Let's make it a statewide AAUW celebration!

What I need to know: The new membership toolkit will be shared with the Branch Development Peer Group on Oct. 24th.

What I need to do: Be sure appropriate branch leaders have the link to register.

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

COMMUNICATION [TOP](#)



DO YOU HAVE THIS CUTE BLUE

LOGO ON YOUR BRANCH COMMUNICATIONS?

If you do, it is most likely an icon on your website, newsletter, letterhead, email template, etc. It is an embedded link to a LinkedIn page. If it is a link to your branch's own LinkedIn page, no problem. But if it's a link to AAUW California's LinkedIn page, you'll want to change the URL to point to our new LinkedIn Company Page (as explained in Sandi's President's Message). The new URL is: <https://www.linkedin.com/company/aauw-california/>. If you have never added a link to LinkedIn on your communications, now is the time to start. Clicking the icon will take your members to the state page with all the latest social media posts.

Don't panic if you can't take care of it right away. Visitors to the old AAUW California page will get a "We've Moved!" message and be directed to the correct page.

The old page will be deleted sometime later this year, so don't hesitate too long to update your communications.

This is all part of a master plan to get YOU new members!

B2B Bonus: Quick Tips for Things to Try

Speaking of getting new members (and who isn't?), don't forget that we have created a GORGEOUS new flier about AAUW that you can customize to fit your own branch. You can find it [HERE](#). Download it and add your own information directly or contact webteam@aauw-ca.org for help.

What I need to know: The LinkedIn icon on your branch communications should be updated with the URL for AAUW California's new page.

What I need to do: Review your media and templates to see where the icon needs to be updated.

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

DIVERSITY, EQUITY & INCLUSION [TOP](#)

Charmen Goehring, Director, Diversity, Equity, and Inclusion, diversity@aauw-ca.org

A PLAN TO HIGHLIGHT THE IMPORTANCE OF DEI WORK

Recognizing that inclusion and equity are hallmarks of AAUW, we are taking a step back to create a strategic plan to help guide AAUW California into a future where DEI work is no longer singled out, but is the norm. Increasing the cultural humility of members, especially our leaders, is our focus.

While we work on the development of the strategic plan, we will continue to provide education and resources to branch DEI coordinators to aid in the work within their branches. We will host monthly peer group meetings (third Tuesdays of the month at 5:30) and will share resources on the website. Our next peer group meeting will be Tuesday, October 17th, at 5:30 pm. The invitation went out September 15th. Save this [LINK](#). It will be used for each DEI peer group gathering. The recording of the meeting will be posted [HERE](#) after the meeting.

One important DEI resource is the religious holiday calendar- a first step in being inclusive to all members and potential members is to avoid scheduling meetings and events on major religious holidays. Click [HERE](#) to find the calendar.

We are excited to work together to bring about positive change for AAUW California!

What I need to know: The DEI Committee is continuing to work on plans and will host its next peer group meeting on Oct. 17th.

What I need to do: Be sure appropriate branch leaders register for the peer group meeting. Consult the calendar of religious holidays when planning events.

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

FINANCE [TOP](#)

Kathy Ford, Chief Financial Officer, Finance Committee chair, cfo@aauw-ca.org

Fall 🍂🍁 is here - a time for pumpkins, turkey, and.... filing government forms for your branch.

Don't panic! While the deadline to file required branch government forms is coming up soon, the Finance Committee Peer Group session on how to file these forms is coming even sooner. Join us on October 5th at 6:30 pm to learn the latest on those key forms that must be filed by November 15th. Anyone who is interested in this topic is welcome – but you need to register. See below to learn how.

Come to the Finance Committee Peer Group meeting to learn what, how, and when to file. This is your opportunity to learn what is required and to ask questions.

When: TODAY, Thursday, October 5, 2023, 6:30 pm

- The meeting will be held via Zoom.
- Registration is required. Click [HERE](#) to register.
- After registering, you will receive a confirmation email containing information about joining the meeting.
- The meeting will be recorded and can be seen [HERE](#) shortly after the meeting.

Don't miss this opportunity to learn just what you need to do to file the necessary forms, see examples, and where to find additional resources. We will even show you how to get AAUW National to file one of the forms.

We're looking forward to seeing all of you, new and returning finance officers, and others who are interested in branch government filing requirements.

See you tonight at 6:30 pm.

What I need to know: The Finance Committee Peer Group meeting on Oct. 5th will focus on filing required government forms.

What I need to do: Be sure your finance officer is registered to attend.

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

GOVERNANCE [TOP](#)

Dianne Owens, Governance chair, governance@aauw-ca.org

BRANCH BYLAWS UPDATE

In spring 2023, AAUW members voted overwhelmingly in favor of changes to the national bylaws. Given the nature of changes to the bylaws, all AAUW branches are required to update their bylaws with these mandated changes. **All branches in California will update their bylaws by June 30,**

2024. Click [HERE](#) to see the bylaws template that we will discuss at the peer group meeting on October 10th.

AAUW's branch boards **can approve the required changes** with a vote of the board – a full vote of the branch membership is **not** required to implement **national-mandated changes** to branch bylaws. Once you have updated the first seven articles as required, and your branch board has approved the new version, please send your bylaws to governance@aauw-ca.org. AAUW California **will save a copy of all branch bylaws and will submit them to AAUW National by their deadline.**

If your other articles (beyond the first seven mandated articles) are changed, your branch membership must approve them by vote at your Annual Meeting held in the spring. After approval by your membership, please send them to governance@aauw-ca.org as stated above.

A Governance Peer Group session will be held on Tuesday, October 10th, 7-8 pm to give you more information and answer questions. The session will be recorded and posted on the website for future viewing. Click [HERE](#) to register as you **must** register for this session if you haven't already done so. Click [HERE](#) to see the video shortly after the meeting.

Hope to see you on October 10th.

What I need to know: AAUW National has mandated that branch bylaws must be updated to incorporate the changes approved by the national membership.

What I need to do: Attend the Governance Peer Group session for an explanation of what must be changed and how. Send your approved, amended bylaws to governance@aauw-ca.org to be forwarded to National.

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

NOMINATIONS AND ELECTIONS [TOP](#)

Deanna Arthur, Nominations and Election chair, nominating@aauw-ca.org

2024 CALL FOR CANDIDATES

AAUW California is looking for enthusiastic, committed, and proven leaders to serve on the AAUW California Board of Directors. How about you, or someone you know with leadership talent?

We seek candidates for:

- Secretary (two-year term 2024-2026)
- Four Directors (two-year terms 2024-2026)
- One Director (one-year term 2024-2025)

The committee will be contacting branch presidents and others who have been suggested to the committee. The website and nomination form will be updated shortly. Start considering members in your branch who might like to run for state office, or maybe you yourself would make a great candidate! More information will be available shortly.

What I need to know: There will be several opportunities to serve on the state board of directors next year.

What I need to do: Consider running for an elected position or talk to potential candidates in your

branch about the opportunity. Watch for an announcement that the nomination form has been posted on the website.

Should I include this in my branch newsletter? Yes, it's never too early to ask members to start thinking about stepping up to a state leadership role.

PUBLIC POLICY [TOP](#)

Amy Hom and Melissa Maceyko, *Directors, Public Policy Committee Co-chairs*, publicpolicy@aauw-ca.org

GET INVOLVED AND BE AN ADVOCATE!

The Public Policy Committee held our first bi-monthly virtual peer group meeting for Branch Public Policy Chairs on October 4th. Click [HERE](#) for a video of the meeting.

We introduced the Public Policy Committee, shared legislative updates from AAUW National, and informed the branch chairs about the various resources that are now available to assist them in their public policy work. We discussed the exciting projects we have planned for the year ahead: developing our Legislative Agenda, engaging in Lobby Days 2024, improving the website, creating a new Social Media Public Education and Action campaign, and of course continuing with the School Board Project, which is already creating quite a buzz. Last but not least, we shared the outcome of AAUW California's legislative agenda for the 2022-23 session.

We hope you were able to join the webinar on September 21st, *Book Banning and Curricula Censorship in California? AAUW California to the Rescue*, presented by Kathi Harper, chair of the School Board Project subcommittee, and panelists Seena Trigas and Jean Slater. Approximately 250 participants representing 79 branches tuned in to hear about how we can take action to combat the movement in California that seeks to install school board members who want to ban books, censor curricula, and establish policies that are harmful to LGBTQ+ students. We learned about the steps AAUW California is taking to identify and promote school board candidates who share AAUW's values and who will respect the laws that require adherence to the State Board of Education's academic standards, including keeping historically accurate and inclusive books and lessons in the curricula.

Finally, we have some great news on the legislative front. AB 1078, an important bill supported by AAUW California and closely aligned with our School Board Project, was signed by Governor Gavin Newsom on September 25, 2023. AB 1078 "Instructional materials and curriculum: diversity," authored by Assemblymember Dr. Corey Jackson, bans "book bans" in schools, prohibits censorship of instructional materials, and strengthens California law requiring schools to provide all students access to textbooks that teach about California's diverse communities. See the press release [HERE](#).

If you missed the School Board Project webinar, you can click [HERE](#) to find the presentation and the recording.

B2B Bonus: Quick Tips for Things to Try

Be sure to check out the School Board Project toolkit: [School Board Project Toolkit - AAUW California \(aauw-ca.org\)](https://www.aauw-ca.org/school-board-project-toolkit)

What I need to know: The Public Policy Peer Group meeting was packed with valuable information on a variety of topics, including the new School Board Project. Breaking news: Governor Newsom signed AB1078 which bans "book bans" and prohibits censorship of instructional materials. A first win!

What I need to do: Be sure your Public Policy chair(s) review the recording if they were unable to attend.

Should I include this in my branch newsletter? Yes, your members should review the recording of the webinar on book banning and the School Board Project toolkit to learn what actions they can take. Share the news about AB 1078!

Program News

GOV TREK [TOP](#)

Shauna Oenning Ruyle, Gov Trek Program Director and Gov Trek Committee chair, govtrek@aauw-ca.org

GOV TREK REGISTRATION OPENS ON OCTOBER 16, 2023

Is your branch excited and ready to recruit more future leaders to join AAUW California's Gov Trek program?

Join us on October 16th, at 7 pm on Zoom!

Our topic: **Gov Trek 2023-2024: What Your Branch Needs to Know**

We cordially extend an invitation to branch leaders of California to join us at our first Gov Trek Peer Group gathering. During this online event, we will provide you with the most recent program updates and recruitment materials and open the discussion to answer any questions you might have.

Registration is required. Click [HERE](#) to register. The session will be recorded and posted on the website for future viewing.

Questions? Email govtrek@aauw-ca.org

What I need to know: Gov Trek will host a peer group gathering for all branch leaders to explain how branches can participate in the 2023-24 program.

What I need to do: Be sure the appropriate people are registered for the session. Consider how your branch will participate.

Should I include this in my branch newsletter? Yes, share the news that Gov Trek registration will open Oct. 16th for interested high school junior and senior girls.

SPEECH TREK [TOP](#)

Lana Widman, Speech Trek Program Director, and Speech Trek Committee chair, speechtrek@aauw-ca.org

ON YOUR MARK, GET SET, GO!

Speech Trek is off and running and some branches have started planning their competitions.

Our first Speech Trek Peer Group meeting was held on September 20th, and was a great first step to kick off the Speech Trek "season." We're happy to report there were some attendees who are brand new to the program plus a few attendees considering launching Speech Trek at their branch and looking for information and insights. The video of the meeting can be accessed [HERE](#).

Our next Speech Trek Peer Group meeting is scheduled for Wednesday, October 18th at 6:30 pm. Click [HERE](#) for the Zoom link as there is no registration required. The recordings of the meetings will be posted [HERE](#) after each meeting.

We are still looking for AAUW members who are secret wanna-be Speech Trekkers and would like to work with our committee to make our program bigger and better!

What I need to know: Speech Trek is underway and valuable information was shared in the first peer group meeting.

What I need to do: Consider participating in Speech Trek. More information can be found [HERE](#).

Should I include this in my branch newsletter? If your branch participates in Speech Trek, share the request for volunteers to join the state Speech Trek Committee.

TECH TREK [TOP](#)

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

OCTOBER ISN'T JUST FOR GOBLINS IN TECH TREK!

Now that the 2023 camp season is wrapped up, we get to start it all over again with our annual meeting. This will be held virtually in three recorded sessions from 6:30-8:30 pm in early October, followed by our first Tech Trek Branch Coordinator Peer Group session at the end of the month.

The annual meeting is a great venue for anyone new to Tech Trek to meet the players and get a better sense of how AAUW California's million-dollar project operates. Meeting dates:

- 10/2 2023 CAMP SEASON; 2024 CAMP CAPACITY; FUNDING
- [10/6 BRANCH SUPPORT](#); CAMPER TRACKING; TTAC; STAFFING
- [10/9 POLICIES AND PROCEDURES](#); BUDGETING; QUICKBOOKS ONLINE

Speaking of projects, we are still looking for a [Financial Liaison](#) to help us strategize ways to ensure Tech Trek will be around for another 25 years! If you know someone with a passion for numbers and girls in STEM, send them our way!

Our next Tech Trek Peer Group meeting is scheduled for Thursday, October 26th. Click [HERE](#) to register. The recordings of the meetings will be posted [HERE](#) after each meeting.

Tech Trek is YOUR program – get involved to help it be all it can be!

Contact techtrek@aauw-ca.org if you have suggestions or questions.

What I need to know: The Tech Trek Peer Group meeting dates and topics have been scheduled. There is an opening for a Financial Liaison for overall management of Tech Trek financial operations.

What I need to do: Be sure your Tech Trek coordinator is registered for the important informational meetings. Encourage any appropriate candidate to apply for the Financial Liaison position.

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

AAUW California

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