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October 2025

Welcome to the *California Compass*, the monthly roadmap sent to every member from your California AAUW organization!



Charmen's Compass Callouts: A message from Charmen Goehring, AAUW California President

If you have ever wondered if AAUW's mission remains relevant, I can assure you that it does. I read on the AAUW website that for the first time in years, the pay gap is actually widening (see more information below). With recent cuts and elimination of funding for grants and research, layoffs at the federal level, cancellation of important education dollars, cutting funds from Medicaid, and so much more, women and girls across our nation are needlessly suffering. This current administration's policies are undoing much of the work our members have been doing to improve the lives of women and girls for decades. So, yes, our mission is still relevant and necessary!

One way to push back on this tide to unravel our democracy is Proposition 50. Though controversial, especially in a state like ours that prides itself on the independent commission, this is like a chess move for the larger picture, to save our democracy. I encourage you to educate yourself about Proposition 50 by reading the

guide compiled by our talented Public Policy committee. You can find it [HERE](#).

We are also heading into our own election season with nomination forms coming available soon. I encourage anyone interested in running for the state board, whether you are an experienced member of AAUW or a newer member with skills and passion to share, to take the leap and run. There is no hierarchy to work up to the state board. We will be electing a secretary, four two-year directors, and one one-year director. Of those positions, one will be running our Communications committee, so we need someone ideally with web services skills, and being savvy with social media wouldn't hurt. Consider if you might be the one for the job, or any of the director or secretary positions. **We need you!**

A reminder: there will be a statewide book study on *The Four Pivots: Reimagining Justice, Reimagining Ourselves*, by Dr. Shawn Ginwright. Dr. Ginwright asserts that we need a fundamental shift in our values—a pivot in how we think, act, work, and connect. Come learn more about the four pivots he describes and how they might be helpful for our AAUW branches. “Pivot One” will be discussed on Wednesday, October 22nd, at 7 pm. I encourage you to read this section before our meeting, but you are also welcome to attend the discussion even if you haven't. Click [HERE](#) to register for the Zoom meeting. ALL members are welcome! Contact Charmen Goehring if you have any questions (statepresident@aauw-ca.org).

Thanks to those of you who answered the trivia question last month! Congratulations to Amy Wilson, Marianne Rorden, and Lisa Roloff for being our first winners! A little prize will be on its way to you shortly. Don't forget to look for this month's question at the end of this publication!



National Needle: News from AAUW National

- Recent data shows that the pay gap is widening. In 2023, women earned on average 83 cents to a white man's dollar. That dropped to 81 cents in 2024. For Latinas (58 cents) and Black women (66 cents), this gap is even worse. Read how AAUW is working to push back to keep our hard-earned gains in the area of pay equity [HERE](#).
- Check out free salary negotiation and financial literacy webinars and/or share them with a working woman that you know. Understanding our value at work and knowing how to grow and safeguard our money are ways to fight the

patriarchy that would seemingly like to keep us earning less. You can view the webinars and sign up for Work Smart, Start Smart, or Money Smart [HERE](#).

- The first issue of College/University (C/U) e-News, a publication for campus professionals, students, and AAUW C/U relations officers, featuring curated content tailored to their interests, has been released. C/U membership remains \$250 per institution and includes two free national memberships for named faculty/staff (as representatives) and unlimited student affiliation memberships for undergraduates and graduate students. Check to see if your local institution is on our [LIST](#) and invite them to join AAUW if they are not.



On the Horizon: Highlights from the State Committees

Tech Trek

Even if you can't volunteer to help select campers or volunteer at a camp, every dollar donated to Tech Trek California helps fund a 100% volunteer-operated, tax-deductible project of the AAUW California Special Projects Fund.

Donate [HERE](#); donate often! Pick a camp or General Program from the dropdown list if you wish to specify your donation.

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

Public Policy

On Tuesday, October 7th, Public Policy Co-chairs Missy Maceyko and Amy Hom presented a webinar titled "Project 2025 Impacts on AAUW Values - One Year Later: How to Stop Ongoing Implementation". The presentation revisited last year's webinar, [Project 2025 and How It Would Impact AAUW Public Policy Priorities](#), providing sobering updates on the rapid pace and extent of the Trump administration's implementation of many of the policy predictions. The session also offered concrete strategies for collective action to slow and resist Project 2025's rollout - beginning with the 2025 Special Election GOTV education on the positive impacts of California Proposition 50.

Click [HERE](#) for the YouTube video and [HERE](#) for the slide presentation.

If you haven't already done so, **please check out the resources launched on September 25th and commit yourself or your branch to at least one 'Get Out the Vote (GOTV)' effort** (e.g., phone banking, tabling, etc.). You can find the resources [HERE](#) or on the AAUW California home page [\(HERE\)](#). You can also share the resources with more people by reposting AAUW California Public Policy's social media messages from Bluesky about important GOTV dates ([HERE](#)) and Prop 50 ([HERE](#)). You can repost through your personal Bluesky account or copy the post-links above to re-post on your personal accounts on other platforms (e.g., Facebook).

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

Nominations and Elections

Leaders are needed in 2026 to run for six state board positions. Start writing or revising your AAUW resume now. I bet you have done many great things for AAUW.

Gail Swain, Nominations and Elections Chair, nominating@aauw-ca.org

Strategic Planning

Part of the Five-Star Program is teaching us to multitask by focusing on our mission, continually removing barriers for women and girls, and being a voice for all women to receive an education and be paid fairly. September provided many examples:

- Branch meeting kick-offs featuring Tech Trek girls who were given STEM opportunities and that counted towards a Program star.
- New branch leaders taking the helm and providing a framework for the year, and how to keep going, Governance star area.
- Encouraging members to Get Out the Vote as we approach the November election.

AAUW National has posted an interesting and updated ['The Not So Simple Truth'](#) about the Gender Pay Gap. It shows our current world and details the many factors that got us here.

Never forget, we are stronger together!

Donna Holmes, Director, Strategic Plan Consultant, strategic-planning@aauw-ca.org

AAUW Fund

The AAUW Fund, in one form or another, has been the backbone of AAUW since our founding in 1881. Today's Fund serves as an umbrella with several categories underneath it. The fellowships and grants are well-funded and will be able to award recipients for decades to come. The new Public Policy and Support for Higher Education funds will address current needs in these areas and help AAUW remain at the forefront of safeguarding policies that support women and girls. The Greatest Needs Fund covers nearly everything else, including administration and operations costs. You may wonder why we need these funds when we already pay dues, but our dues only provide for approximately 12% of the overall budget. Knowing how critical our mission and the work we engage in is, and how much we value our membership in AAUW, it is surprising that only 17% of all AAUW members give to the AAUW Fund. We would like to change that here in California. The Fund committee has challenged the state Leadership Team to give to the AAUW Fund, will you join us?

Click [HERE](#) to learn more about AAUW Fund. Consider this your 'need to know' about the AAUW Fund.

Deanna Arthur, Director, AAUW Fund Chair, aaufund@aauw-ca.org



Book Bearings: Mission-related book recommendations from the bookshelves of the state leadership team and committee members.

***The Everyday Language of White Racism* by Jane Hill (2008).**

Recommended by Missy Maceyko, AAUW California Director, Public Policy Co-chair

- Describing the book, Missy says, “Jane Hill provides a really accessible way to understand the small everyday ways that racism and sexism are perpetuated in everyday life through the ways that we talk to each other, and to ourselves.”
- Missy found the book helpful because, “Most academics are not very good at making their research both applicable to people’s lives and accessible to readers—Jane Hill is great at both.”

***Travel as a Political Act* by Rick Steves (2009).**

Recommended by Charmen Goehring, AAUW California President.

- Summarizing the book, Charmen says, “Rick Steves explains how to travel more thoughtfully to any destination and shares how his travels have shaped his politics and broadened his perspective.”
 - Charmen explains why she recommends this book: “As our nation seems to become more polarized, I appreciated the opportunity to explore the ways that travel brings people together and to affirm how the diversity of our world is really a blessing. It helps me to feel connected to others, even though we may have differences.”
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Wayfinder Links: Helpful links to the AAUW California or AAUW National websites

Click [HERE](#) to learn how to have some newsletters read for you (also, you can check out the October issue of the Board to Board, our monthly publication from the AAUW California Board to the branch boards).



Monthly Trivia Question:

How is AAUW tied to Nobel Prize-winning scientist Marie Curie?

Click [HERE](#) for contest rules and to enter your response.

Answer to last month's question ('AAUW member Julia Lathrop became the first woman to head which Federal agency in 1912?'): US Children's Bureau.

Acknowledgments

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Managing Editor: Randa Blanding

Editing Team: Claudia Chandler, Jennifer Foster, Shelly Johnson, Danica Ward

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Questions or Comments?

You can reach the *California Compass* editors at cc@aauw-ca.org.



AAUW's mission: To advance gender equity for women and girls through research, education, and advocacy.

AAUW.org

AAUW California's mission: AAUW California facilitates California branches in meeting the vision and mission of AAUW by providing programs, education and resources.

www.aauw-ca.org



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