

AAUW advances equity for women and girls through advocacy, education, philanthropy, and research. AAUW, founded in 1881, is open to all graduates who hold an associate or higher degree from a regionally accredited college or university.

In principle and in practice, AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability, or class.

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Woman of Achievement

Associate Justice Sonia Maria Sotomayor Supreme Court of the United States



At the National Convention Banquet, **Justice Sonia Sotomayor** was presented the 2017 AAUW Achievement Award. Serving on the Supreme Court since August 2009, **Justice Sotomayor** has the distinction of being its first justice of Hispanic heritage and first Latina, its third female justice, and its 12th Roman Catholic justice.

Justice Sotomayor was welcomed to cheers and applause at the banquet as she joined **Kim Churches** on the stage. The plan was to sit and have a conversational style of talk on the stage, but the Justice said she did not like to sit. She preferred walking among the tables and speaking to everyone that way. So, with three secret service personnel and Kim following her, she took to the floor of the banquet hall. She shook hands with as many as possible and gave hugs to those who asked, all while answering questions from Kim. What a warm and engaging woman she is! What a thrill it was to be in her presence! It was hard to take notes on what she said, because I was totally engaged in watching and listening; but I do have a few things jotted on my banquet program. Most are quoted exactly.

- Her advice to her niece: the only path is education! Education opens the mind to possibilities. You can't dream what you don't know about.

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AAUW of Virginia Elected Officers

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(Continued from page 1) Woman of Achievement

- You can't be a perfect anything in life. Everything comes at a price. For example, children vs. work. Children will have to learn the demands of life. The choices you make teach them. Education helps them learn balance and compromise.
- If things happen that you don't like, you change them. Put time and effort behind things you think are important.
- Regarding her relationship with **Justice Scalia**: We all need to learn to talk with civility. We were both passionate people. We both deeply care about the same thing, our constitutional system of governing the country. We are "bulldogs" motivated by good faith.



- In our country, there is anger at perceiving each other as wanting an evil end, instead of listening and hearing the cause of fear and protectiveness. Answers are not easy anymore because we've gone to extremes. This is not the way we want to spend life. We have to find a better way.

Patsy Quick

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Shock, Awe and Other Feelings

A First-timer's View of the National Convention

Until June 14th, I had never been to a national convention, even though in my almost-40 years as an AAUW member I've attended several state conferences and always came away feeling more knowledgeable and more inspired. During my 3½ days at the national convention, I felt emotions I don't often feel in such rapid succession. Below are a few examples:

Shock –

- that **Justice Sonia Sotomayor** had seven security people with her but

still managed to walk with ease through the banquet tables to get up close and personal with her AAUW audience



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(Continued from page 2) **Shock and Awe**

- that my registration fee doesn't cover all the costs of my attendance
- that coffee/tea service available for three days for 900 attendees would have cost over \$30,000 (National decided against it, of course.)

Awe –



- How could PBS NewsHour Co-Anchor **Judy Woodruff** look so fresh and seem so normal when she spoke to us at the opening banquet on June 14th? That was the day of the shooting at the Congressional baseball practice, and those in the news business had been even busier than usual.
- I am more educated about and amazed at the tire-



Lauren Marshall, Legislative Aide to Senator Mark Warner, speaking to Kathy Batkin

less

work of our **AAUW Lobby Corps** volunteers that visit offices on Capitol Hill every Thursday that Congress is in session. It takes dedication to the cause and real stamina, because they get lots of exercise walking the halls of Congress.



- **Kim Churches**, AAUW's new CEO, came onboard on June 1st. How did she get "up to speed" so quickly and seem so at ease throughout the convention? She even gave out her personal email address.

Appreciation -

- Sometimes it seems that nothing is accomplished in our national government. Spending Lobby Day in the Senate and House office buildings and around the Capitol made me realize that people really are trying to affect change. We saw so many staffers walking and talking with real purpose and groups like AAUW there trying to get their message to their Congress members. The staffers we met with were very receptive of our messages, too.
- After hearing **Celinda Lake** and **Linda DiVall**, two pioneering female pollsters, I'll try to be more tolerant of pollsters who call to get my opinion (but maybe not if it's at dinnertime). **Celinda Lake** gave national AAUW a compliment: She said that staff is good at recognizing problems and offering solutions – things ordinary members can do to affect change.
- The staff at National headquarters is ready to help AAUW members and happy to be working for an organization that contributes so much to society. They provide the excellent resources we should all be using and all worked hard to make the convention a success. They enjoyed showing us around the new office space, too.
- Two meals were included in the registration fee – Wednesday dinner and Thursday lunch. I was

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(Continued from page 3) **Shock and Awe**

surprised at the quality, quantity, and presentation of food at both meals. In fact, I don't remember hearing any complaints about the food. Service was also excellent.

- AAUW's board of directors chose a wonderful CEO in **Kim Churches** who comes with a background that should benefit the organization and carry on AAUW's great work. She will lead and represent us well.

Pride –

- I learned that there is no other organization in the world that works on as wide a scope of issues affecting women and girls. International fellows often ask how they can start something like AAUW in their home countries.

- Outgoing AAUW Board Chair **Patricia Fae Ho** said that we may never know in our lifetimes what effect we've had on the world, but that doesn't mean we shouldn't keep trying. I am very proud to be a member of AAUW.

It's hard to express how glad I am that I joined the 900 women and men who attended the national convention this year. I look forward to the next convention in 2020, chosen because that year marks the 100th anniversary of women's suffrage. I hope twice as many members register for that one, as it's an experience you shouldn't miss.

Kathy Batkin
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Every two years AAUW's national election offers members the chance to share their opinions on proposed amendments to the AAUW Bylaws, Public Policy Program, and resolutions as well as to select the members of the national AAUW Board of Directors. The 2017 election was a great success, with 11.49 percent of our members voting — more than double the 5 percent quorum required by our bylaws.

Here are the results of the 2017 AAUW National election. For details about the AAUW Bylaws and Public Policy Program ballot issues, please see the election voter guide.

AAUW Board of Directors

AAUW Chair:	Julia Brown	
AAUW Vice Chair:	Peggy Ryan Williams	
AAUW Directors:	Joanna Amberger	Susan Barley
	Janet Bunger	Melody Jackson
	Melissa Cooke Johnsen	Dot McLane
	Leah Sakacs	Cheryl Sorokin
	Mardy Stevens	Mary L. Zupanc

(Continued on page 5)

(Continued from page 4) **2017 Election Results**

AAUW Public Policy Program

Proposal Topic	Pass	Yes	No	Did Not Vote
1. Environmental sustainability	Yes	8,793	268	304
2. Gun violence	Yes	8,334	784	247
3. Diversity and inclusion	Yes	8,436	379	550
4. Sexual health	Yes	8,604	347	414
5. Equity in salary and benefits	Yes	8,464	264	637
6. Quality and affordable child care	Yes	8,620	263	482
7. Voting rights and affirmative action	Yes	7,669	903	793
8. Reproductive health decisions	Yes	8,429	521	415
9. Definition of self	Yes	8,008	458	899

AAUW Bylaws

Proposal Topic	Pass	Yes	No	Did Not Vote
1. Advocate category of membership	No*	5,728	2,913	724
2. Eliminate degree requirement	No	3,456	5,519	390
3. Moving section on appealing membership	Yes	5,886	1,897	1,582
4. Change Nominations Committee appointment date	Yes	7,378	933	1,054
5. Eliminate specific voting methods	Yes	6,735	1,550	1,080
6. Allow board members to serve as committee chairs	Yes	6,538	1,865	962
7. Change Public Policy Program to Public Policy Priorities	Yes	7,593	833	939
8. Change the quorum to 3 percent	No*	5,400	3,084	881

AAUW Resolutions

Proposal Topic	Pass	Yes	No	Did Not Vote
1. Equal Rights Amendment resolution	Yes	8,789	292	284
2. Human trafficking resolution	Yes	8,543	523	299

*Bylaws amendments require a two-thirds vote.

No discussion of the dues. The board voted to raise the dues. It was announced that it passed.

There was no discussion on any business because it is all done online. The majority of voters voted "yes" to allow "advocates" if they were not eligible to be members, but it didn't get the 2/3 vote required for amending the by-laws. On the other hand, the majority voted "no" on opening the membership. One takeaway may be that the membership is willing to consider something for those who aren't eligible to be a member, just not full membership.

Get \$mart!

A AUW has two financial workshops to benefit women. One program, **Start Smart**, is designed for college students who are about to enter the job market and teaches them the skills and resources they need to ask for and receive fair pay. Since its introduction in 2014, the number of campuses offering this program has increased 29% (from 237 to over 300 to date in FY 16-17).



The other program, **Work Smart**, is for working women and is designed to help women negotiate for a new job, raise, or promotion. This program has seen over 200% growth since its introduction in 2014.

In every two-hour workshop, participants gain confidence in their negotiation style through facilitated discussion and role-play and learn:

- ⇒ How to identify and articulate their personal value
- ⇒ How to develop an arsenal of persuasive responses and other strategies to use when negotiating
- ⇒ How to conduct objective market research to benchmark a target salary and benefits
- ⇒ About the wage gap, including its long-term consequences

These programs work! So how can your branch get involved?

There are three opportunities: take the training, sponsor/host the training, or facilitate the training. **AAUW members can get certified as Work Smart or Start Smart trainers for FREE (a \$50 savings)!** AAUW branches can sponsor sessions in their hometown or at a local college or university. Each program has a fee, but in many cases that cost is offset by grants or funding from local municipalities. The cost to sponsor the training depends on which program is offered, with prices between \$550 - \$1,000. Colleges can get a three-year license for \$1,750 (CU partner schools get a \$250 discount). For additional information, go to salary.aauw.org.

Cheryl Spohnholtz
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Sandy Lawrence and Cheryl Spohnholtz



Mark Hopkins, Chief Strategy Officer for AAUW, talked about the year of changes within AAUW, starting with the new office space. (The old building was bought for \$6 million and sold for \$18 million!) He spoke about the two-year AAUW Study Task

Force that was thoughtfully and strategically done. After looking at expenses which are going up and revenue which is staying the same, the Task Force came up with four areas of focus for AAUW as we go forward:

Pay Equity

College and Universities

STEM

Research

We were told that the \$10 dues increase was approved by the AAUW Board of Directors and will go into effect July 2018.

Kim Churches is the new Chief Executive Officer (CEO) of AAUW, as of June 1, 2017. She spoke passionately to us about her new position. We were thoroughly engaged as she spoke about her prior positions at two universities, the American Heart Association and the Brookings Institution. She described how her previous work translates into the skills she will need at AAUW. She also spoke about her nine-year old daughter who inspires her every day.



During the question/answer period, Kim informed us of the current AAUW membership numbers. Stakeholders (members and partners) are currently at 180,000. She wants to increase that to about 200,000. As of May 31, 2017, there were 90,758 branch members, which is shrinking. At the same time, there were 34,919 national members, a number that is growing.

Kim plans to launch Strategic Planning in our four areas of focus. She wants to hear from us! What do we want to be

as an organization? She also plans a “listening tour” in the states to learn about AAUW’s members. Expect to see her at the Northern District meeting this fall!

Our new CEO wants to close the “alligator jaws” of rising costs and lower revenues. (Think of a line graph “V” turned on its side...) Kim reported that all finance reports are available, but not easily found on the website. She says that will change. Furthermore, she said AAUW needs a diverse financial stream with large scale fund raising. She wants 3-5 year large-scale-partnerships in specific programs. Kim has a fundraising background so she has honed her skills in this area.

In general, **Kim Churches** is a confident, vibrant, smart, well-spoken woman who makes a very good impression. Her energy and passion are evident in her clear, strong voice. She is warm and engaging and seems to have a fun sense of humor. We feel she is just right for the job of leading AAUW into the future!

*Patsy Quick and Sandy Lawrence,
AAUW of Virginia Co-Presidents*

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2017 AAUW National Convention

June 14–17 ★ Washington DC

Convention presentations and slides are located at

<http://convention.aauw.org/2017/07/12/2017-convention-materials/>

PROGRAM MASHUP

I attended a pre-convention meeting of state program VPs, the **Programs that Work** session on Friday and a Saturday morning workshop titled **Grow through Mission-Based Programs? Yes, We Can**. Mardy Stevens and Pat Ross, AAUW Branch Program Resource Committee Cochairs, and Cordy Galligan, AAUW VP of Marketing and Communications presented at both.

There were hours of work behind the meetings and workshops but I hope I can distill it into manageable content. We were encouraged to throw out the “box” or whatever format encourages conventional thinking. If branches are happy with the size and look of current membership, then continue to do what you’re doing. If you’re looking to the future, you may have to make adjustments. We are encouraged to use the Resources on AAUW’s website and to use their videos at meetings or as promotions.

(Search “videos” at aauw.org)

Remember that AAUW supports issues, as voted on by membership, and not candidates or parties, which is the meaning of non-partisan. Take the temperature of your community and reflect back what those concerns are. Example was given of a branch focusing on equal pay when the community was more interested in minimum wage.



Cordy reminded us that this is poker not solitaire. Look for commonality, the best message finds buy-in from everyone or at least the beginning of a conversation.

The new elevator speech has more emotional content: “changing the climate for women and girls” instead of a dry historical account. The same goes for stating the association’s full name and spending more time explaining each word, thereby losing the interest and focus of the

person asking the question. Research shows you have about nine seconds to frame your message.

- **Adapt programs as needed to fit your branch’s strengths and resources; add actions to include AAUW’s priorities:** Pay Equity, Campus Leadership Programs, Research, Increase number of

women and girls in STEM.

- **Create teams – membership, district reps, public policy, leadership development, research, C/U partner, fundraising, communications, and diversity to share the work.** Search out organizations with similar missions beyond **League of Women Voters**, such as **Soroptimists, AARP, NAPE, SWE, YWCA** and others for collaboration.

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How to Bring AAUW to Your Local College or University

Paige Robnett, AAUW C/U Relations Manager



The **Start Smart** program was credited with much success in this arena. University branches and student associations were listed as prime territory for “hooking” members for life. \$5,000 grants are available for developing new branches on campuses. A new advertisement from AAUW, “**AAUW C/U Membership**,” is available in a four-page format. Convention totes are a good way to be visible. The C/U relationship is available for \$125/year initially and then \$175/year to continue. Branches can interact with students by watching for club fairs, calling the student government organization or women’s student government organizations, as well as the Panhellenic Council, walking around campus and reading outside bulletin boards, and contacting the women studies programs. The teas of past years where many of us heard first of AAUW can take the form of advertisements in athletic or musical programs. Graduate students may join for \$18.81/year initially.

I would conclude that it takes only one member to make a significant impact. A national board member was that advocate when I was graduating from a state university in the Deep South, where some would assume that the message had not arrived back in the early ‘60s.

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(Continued from page 8) **Program Mashup**

- **Evaluate previous programs:**
What do you want to know? How will you access it?
What tools will you use to evaluate? (Survey Monkey, pen and paper, small group discussion, offer prizes.)

- **Develop an Action Plan with specific and measurable goals and objectives**

A **Action**
C **Changes**
T **Things**

What action do you want people to take? Be specific, know your audience.

- **Nothing should be one-and-done.**

The topic of the previous event/meeting should be brought up again as actionable items. Following a program on human trafficking, the next time members gathered they would be asked who needs 800 number posters or whatever the branch had decided they could do to make a difference.

Actual branch business should not be conducted at the beginning of an event (minutes, treasurer's report, etc.). Save that for after guests leave.

- **Choose Wisely from the Social Media Buffet:**

Social Media Matters: Facebook is for an older audience, Instagram and Snapchat for younger demographics. LinkedIn is the most popular social media in the DC area.

Create a Ladder of Engagement on social media for members and potential members:

Share on Facebook

Sign a petition

Volunteer

Become a member

Donate

Your web page should tell a story. Share your successful branch programs here.



- **Be creative!**

Every meeting does not need to be a lecture.

- Try a watch party for live streamed programs, ie. *Standup to Sexism*
- Ask study groups to analyze and report back on AAUW research
- Conduct panel discussions (Invite a journalist as moderator for extra publicity)
- Use the resources of your C/U partner
- Feel free to charge a nominal admission fee for a quality program
- Use the attached matrix to spur imagination on topics and styles of presentation.

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Caroline Pickens, Nancy Joyner, Peggy Stotz, Chris White, Neola Waller, Kristin Moyer with member of the St George (UT) branch



From left: Marjorie Hobart, Carol Dabbs, Suzanne Rothwell, Kay Ackerman, Caroline Pickens

Choose Your Words: The Power of Language to Include Members and Grow AAUW

The language we use in describing AAUW's work is important, and it's important to use words that promote the growth of this organization of talented, diverse, active women. Some words are offensive or carry a hidden meaning and trigger anxiety. Words have different meanings in various communities and geographic locations.

We were asked to choose three terms from a list of coded words or phrases and then to write our translation, feeling, thought, or reaction for each. An interesting group discussion followed. Instead of calling someone "handicapped," it was suggested that we say "a person with a handicap." The word which received the most comments was "ladies." "Women" is the preferred word and it was felt that the former was a put down and made the person seem weak. Note: after attending this dialogue, I heard the word "ladies" more times than I could count in casual conversations and from speakers on the stage. Being called "honey" or "dear" especially by a man you don't know is offensive to many.

Denise Decker, dual member in DC and Arlington branches, was one of the leaders of this dialogue.

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**Neola Waller dancing with
the other Charting the
Course Leaders**



FROM BRAND BLAH TO BRAND *BLING!*

Out of the 17 AAUW national conventions I've attended, this was one of the best workshops ever. **Your branch's "brand" is what others think of your branch.** The core of the workshop was, "when someone asks you about AAUW or looks at your website/brochure/newsletter, what does it say about the branch--and is that what you want them to know?" A group that has book sales, sits and hears speakers, goes to lunch, elitist? Or a group of active women working to make lives better for women and girls?

When someone asks you, "What's AAUW," it's time for your "elevator pitch."

That person wants to know what AAUW and your branch does currently, not that we formed in 1881 and then a history lesson. Use action words: "AAUW is a membership organization that changes the climate for women and girls." Their next question will be, "How?" Then you can tell them, "Wherever women and girls face barriers--schools, universities, the workplace, courthouses." Let them ask questions; don't give a lecture. Tell them about branch projects or events like Lobby Day that highlight AAUW's mission and priorities. Use "AAUW" and not the full name unless they ask



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(Continued from page 10) **From Blah to Bling**

you what it stands for. It does confuse people and takes their attention away from your goal, which is to leave them knowing what AAUW does—the things we do to promote our mission of equity and education. Many women are looking for an organization like AAUW—a place to take action. Your elevator pitch can convince them to join. Where do others find your branch? If your branch wants to attract members and supporters under 60 (maybe even under 70), **you must have a website.** That is the first place that someone goes to find out if you exist and what you are about. A decision is made in 10 seconds if the person wants to continue to look at your website. What do they see first? Photos and then the first words in the top half. There is your critical 10 seconds to draw them into the website. Photos should be good quality and tell a story—what action do you want the viewer to take or understand? For example, instead of just a photo showing people buying books at your book sale, caption the photo “Raising more than \$20,000 for women’s fellowships and scholarships.”



Content must be current—nothing over one year old. **Choose words carefully.** “Fun we’ve had in the past” is better than “Past events we’ve had.” Beware of text-heavy pages. Instead, have a short sentence and link to more information. **Give them bites, not a meal.** Upload an AAUW video to your webpage. We saw a great short video at the convention, “**If’s and Only’s**” about girls’ dreams for careers. See below on how to get that (show it to your branch members, too). Remember that your website is the way those younger members we all want will find your branch.

The “**If’s and Only’s**” video is easy to get if your website is an AAUW Site Resources site. Just ask by contacting connect@aauw.org. If your website is not part of Site Resources, watch for the next **Mission & Action** that goes to all members by email and you will find the instructions there. **And if you don’t have a website, contact connect@aauw.org and ask for Site Resources to help you create one—for free.**

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Community Engagement: Meet Your Neighbors Workshop

In addition to Lobby Day, there were a number of excellent public policy workshops offered at the convention. One of these workshops was entitled *Community Engagement: Meet Your Neighbors*. **Elizabeth Holden** and **Claudia Richards**, AAUW Branch Relations Senior Manager, illustrated how branches could find, connect and work with other local organizations on issues important to AAUW. They pointed out that as a result of these collaborations, branches can increase AAUW’s impact and recruit new members. This is not news to many of our branches that collaborate with other organizations in their local communities.



Elizabeth and **Claudia** pointed out that the AAUW Board of Directors’ Policy 600 addresses “**Collaborations with Other Organizations**,” and requires that collaborations must be nonpartisan; must follow all AAUW rules and policies; and must be identified by terms such as “coalitions,” “alliances” and “collaborations” not as “partners,” which carries a legal definition.

Coalitions may develop around a particular issue, event, goal, or action. Working in coalitions offers both benefits and challenges. Coalitions can help leverage expertise, expand diversity and reach, and help combine resources so that there are more people working on a particular issue. However, there are also challenges raised by working in coalitions, such as:

1. Differences of visions and opinions among the members;
2. They can often be time consuming and bureaucratic;

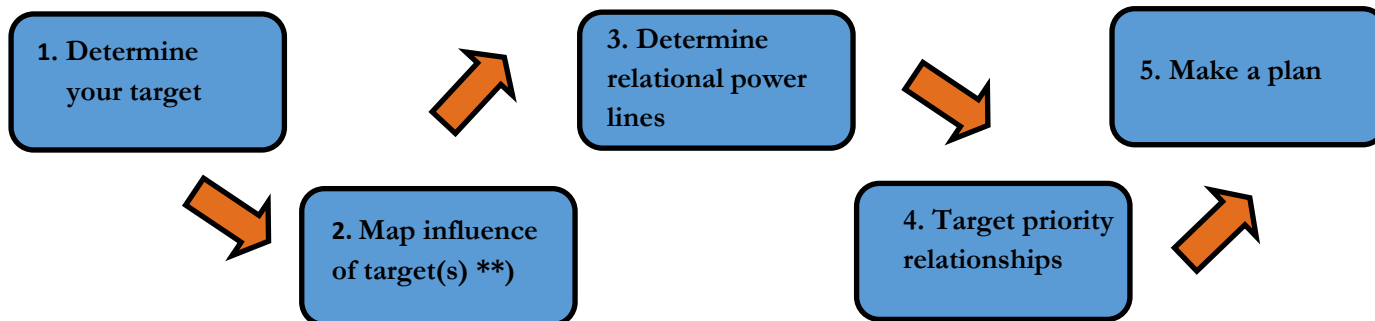
(Continued on page 12)

(Continued from page 11) **Meet Your Neighbors**

3. Not all members devote equal time and energy to the coalition; and
4. Sometimes coalition members take credit for work they did not do!

The workshop focused attention on **power mapping**, which is a visual tool to help in determining with whom we should develop relationships and who can influence a particular target. A target is a person or institution we want to influence. Because this is best illustrated by example, workshop attendees divided into small groups so they could actually complete an exercise requiring them to draw a power map. Branches can try this exercise themselves by going to AAUW website at Drawing-a-Power-Map-Exercise.pdf. (<http://www.aauw.org/files/2013/06/Drawing-a-Power-Map-Exercise.pdf>)

There are five steps to power mapping:



***)associations and people who have a relationship with this target and can exercise influence on the target*

Many branches have used a form of power mapping already, such as when they wanted a particular individual to speak to the branch or to assist the branch in some other form. As we follow up on the results of the public policy survey we administered earlier in the year, power mapping may become a powerful tool as we move forward.

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Keys to Membership Retention, Recruitment and Engagement

Excitement – including fireworks – that is how AAUW National feels about increasing membership!

The National Convention was full of great ideas for Membership Retention, Recruitment and Engagement. **Christy Jones**, AAUW VP Membership and Direct Marketing, and her team had a cook-off to discuss the ingredients of a successful plan. The super women told us how to retain our members and the identity team told us how to be more inclusive and diverse. Best of all was the discussion and sharing of ideas from members across the country.

You know what? We are on the right track! Here are the key components:

1. **Decide Your Branch Membership Strategy**

Your branch has a personality, so make sure it is the one that you want to project, and that you can clearly state the value your branch brings to your members and community. Then develop the strategy or vision of what you want to achieve this year. The vision should be one that will increase the impact of your branch to the community in the way that your members support and value. Is your desire to increase members that better represent the diversity of your



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locale? Or maybe you want to increase the visibility of your branch by better advertising your special interest groups?

Don't forget to leverage your Shape the Future reduced new member national dues and free memberships.

Think about those members who joined your branch last year, and be sure you have continued to engage them and listen to them so they will keep coming back and become a life-time member.

2. **SMART Goals to meet the Strategy**

Once your goals are defined make sure that you have developed ways to measure those goals. The goals should be

SMART – Specific Measurable Achievable Relevant Timebound.

Finally, from your **SMART** goals you will want to develop specific tactics for each of your goals. Don't bite off more than you can chew, no more than three goals in a year.

Whatever your branch would like to do in terms of membership this year, make sure your branch members have input on your goals and tactics. You can do this in a variety of ways such as through a survey, or a structured meeting.

3. **Include Mission-Based Programming**

It has been statistically proven that branches focused on mission based programming are vital and growing. Those branches without mission based programming are those that are not likely to grow. Be sure you understand the mission of AAUW, how you articulate it and apply it in your community. Your branch will want to select areas of emphasis that are important to your community and will help you meet your branch membership goals. For instance, you may want to have a program that leverages AAUW National's newest research "**Deeper in Debt, Women and Student Loans.**" This program will appeal to high school and college students and their parents as well as grandparents. AAUW does excellent research – be sure you are leveraging it! There is a **Program-In-A Box** for this topic and lots of others on the AAUW website to use. Additionally, each of the **Adelante books** for this past year has an author webinar available on-line and AAUW National will be continuing this program for the books that are already listed for 2017-18.

4. **Be Inclusive and Seek Diversity**

Is your branch a reflection of your community? That is a goal of AAUW! Think about ways that you can be more diverse and inclusive in support of your membership goals. For instance, you can partner with organizations with membership that includes diversity that your branch does not. Once you decide the components of diversity that you will work on this year, be sure you listen to the stakeholders of that diverse group and if needed make changes to your branch that will make them feel more comfortable and included. It may be small actions like having an identification on their nametag that allows branch members to understand that they are new to your branch. This alerts long-term members to be sure they invite the new members and visitors to sit with them and engage them in a conversation.



5. **Leverage Social Media**

Social media including your website, Facebook and other media are imperative to branch health. It provides you a quick and easy way to express AAUW's mission and your branch activities in support of the mission and your members! One of the most exciting things we saw at the conference was the tremendous videos that are available to all of us on YouTube. They are awesome and will really energize your meetings. Be sure to view "**Its and Onlys.**" It will inspire you and make you proud you are an AAUW member!

6. **Ask People to Join**

Don't forget to ask people to join your branch! Do this after you have established a relationship with the individual. Be sure they know the mission of AAUW and the personality of your branch. Make sure they feel welcomed!

Then include them in some small leadership opportunities – don't overwhelm them! You may want to establish a "buddy" for them who continues to encourage their engagement. You want them to be a member for life!

Have fun, create a welcoming branch and engage in mission based programs. You'll have a great year!

Cyndi Shanaban

VP for Membership

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Global Progress and Equality for Women: Get Educated and Take Action!

And Creating Engaging, Inspiring Programs with AAUW Fellows and Grantees

These two AAUW National Convention workshops urged branches to enhance their programs and other activities by reaching out to AAUW fellows and grantees and, therefore, are discussed together. While the first focused more on international fellows, both provided information on the involvement of fellows in branch activities. The workshops were presented by **Gloria L. Blackwell**, Vice President, Fellowships and Grants.

Ms. Blackwell stated that AAUW is one of the largest sources of funding for women. AAUW granted 250 awards and more than \$3.7 million in funding for fellows and grantees in the 2017–18 award year. She advised that for more than 125 years, since 1888, AAUW has been a leading source of funding for graduate women, providing more than \$100 million in fellowships and grants to more than 12,000 women and nonprofit organizations in the United States and from more than 140 countries around the world. She explained that the first goal of AAUW was to support other women at critical points to obtain an education and, while AAUW is still pursuing that objective, it has gone on to further supplement the progress of women in this and other countries. AAUW fellowships and grants provide funding to women to (1) advance their careers; (2) support advanced study in STEM; (3) contribute to the economic and social development of women globally; and (4) support other nonprofits and individuals through project grants that promote girls' and women's education.

Ms. Blackwell explained that international fellowships are intended to provide fellows with the opportunity to develop knowledge and skills that will directly benefit their home countries. To support the continuation of fellows' work after they complete their U.S. education and return home, AAUW awards a limited number of International Project Grants that support community-based projects that benefit women and girls in the fellow's home country.



Based on **Ms. Blackwell's** presentation and discussion among participants, following are recommendations for involving an AAUW fellow in your branch.

- To enhance the global focus of your branch:
 - ◇ Add a globally focused title to the Book Club reading list. Check out AAUW's Adelante! List on the AAUW website for suggestions.
 - ◇ Hold a program or fundraiser on a global issue, using a panel, speaker, or discussion, such as human rights, girl's education, ending violence against women, and human trafficking. Consider hosting a film screening of a documentary film that is available from AAUW (*Malala*) and free sources like "Women and Girls LEAD" (*Half the Sky*, *A Path Appears*, and *Solar Sister*).
- Invite an international or U.S. fellow to speak about her research or join a panel discussion on their field at your branch or a state event.
 - ◇ AAUW has created an online "Directory of Fellowships and Sponsors" that will assist branches to locate current and prior Fellows in their area. Also contact fellowships@aauw.org for assistance.
 - ◇ To reach out to fellows and grantees: send a written invitation to speak several months in advance and confirm the details close to the time of the event; be prepared to help defray travel costs if the person must travel to your event; and consider inviting three fellowship recipients as it gives them an opportunity to meet each other and ensures you will have a speaker if someone cannot attend.
- Involve a fellow in your branch.
 - ◇ Some branches are sponsors of fellows and involve the fellow in branch activities. Any branch can identify an appropriate fellow currently pursuing her education at a local educational institution to invite to the branch.

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- ◇ International fellows would benefit from the assistance that can be provided by a branch.
- ◇ The branch can foster a continuing relationship by giving the fellow a free membership in the branch or add the person to the email list; foster relationships among fellows and grantees by introducing them and inviting multiple recipients to events; ask the fellow to help spread the word about branch events on her campus; ask a fellow to contribute a newsletter article; involve the fellow in branch activities, and invite the fellow to speak on her research and on the experience of receiving an AAUW fellowship for branch programs and/or fundraising events.



Lobby Day 2017 Vienna Area AAUW,
Suzanne Rothwell and Kristin Moyer

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Take Away Points from: “How Washington Works: A Policy Update”

Anne Hedgepeth, Interim VP of Government Relations and Public Policy, presented a dynamic, information packed *Civics 101* lesson to an overflow audience. She gave a journalistic “Who, How, What, When?” overview of the legislative process in Congress beginning with identification of the three branches of government in a checks and balances configuration of power. She delineated the bi-cameral division of Congress—the Senate and the House, and the respective leaders of each. She named the Senate and House Standing Committees that address governmental “issues” areas and the Senate Special, Select, and Other Committees, such as that for Indian Affairs, which seemed to me to be “program/policy” directed. There are also joint House and Senate Committees. An example is the Education and Work Forces Committee.



Appointment to a committee is based on combination of a senator’s or a representative’s rank and interest in the issue, and the discretion of the leaders in the Senate or House. Almost all members of Congress sit on two committees. Rotations in committee service occur every two years. Placement on a committee by rank can be superseded for exceptional service as perceived by leadership. The Committees are the “gateways” to the “movement” of legislation, which can be introduced by one person, the norm, or by two or more. Through a process of repeated revisions, a bill is approved at the House or Senate level, then is forwarded to the other body of legislators for review, after which there may be additional revisions before the legislation is

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(Continued from page 15) **How Washington Works**

rejected or is voted into law. Voting support for or against legislation is orchestrated by the “whips.” There are “minority whips” and “majority whips” in both houses of Congress. For this purpose, the Independent party members are counted as members of either the Democratic Party or the Republican Party. Currently, there are two “independent” Senators—Bernie Sanders (VT) and August King (ME)—both of whom lean to the Democrats. There are no Independents in the House. See: <https://www.congress.gov/legislative-process> for a more comprehensive explanation of the process.

AAUW can and does intersect the legislative process at all points of a bill’s movement through the House or Senate. However, the most opportune point of contact is at its initial stage in committee—the earlier the better. This is our opportunity to influence the concept of the bill, its language, and its relevance to our public policy goals. Anne’s team works tirelessly with members of Congress, with state legislators, and with members in all states. There are daily interactions with the Congress, the media, and government agencies. **Lobby Corps members go to Congress every Thursday when it is in session.**

“Hot” action issues now concern Funding Caps, Health Care, careers in STEM areas, Title IX, Sexual Harassment, Pay Check Fairness Act, and Voucher School programs (which do not need to observe Title IX).

Members of AAUW have a couple of recourses for influencing the outcome of a bill. Repeated email or phone messages work well. Using the **2 Minute Activist** link can create a surge of input at crucial moments in the voting process (<http://www.aauw.org/what-we-do/public-policy/two-minute-activist/>). Personal letters written to Congressional reps are not recommended. Since the Anthrax scare, letters are delayed getting forwarded.

At the branch level, **Letters to the Editor (LTE)** can be used to call attention to a congressional rep’s track record on AAUW issues. We can also schedule in-district meetings with a rep at his or her home office. Best to be on good terms with the rep’s gate keeper – the scheduler. Write to request a date to contact them. At National, **Amy Becker** has “tools” that can help with LTE and meetings with our state and national reps. Other good resources are the members of the Public Policy team. Don’t hesitate to contact them. Also recommended are: a subscription to the **Washington Update** (on the AAUW site), the **AAUW Action Fund Congressional Records** and the **State Voter Guide**, and the Center for

Women in Politics website

(<http://www.cawp.rutgers.edu/>)

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AAUW of Virginia members on the steps of the Russell Senate Office Building before meeting with senior staff members of Senators Mark Warner and Tim Kaine



Advocacy is Front and Center at the AAUW National Convention

In the real estate business, “location, location, location” is a mantra that impacts home prices. In the case of our recent AAUW national convention, the “location” of the convention hotel—the Renaissance Hotel in Northwest Washington, DC--was a mere mile and half from the U.S. Capitol. This proximity facilitated the **Capitol Hill Lobby Day** portion of the convention—and what a success Lobby Day was.



Under the auspices of the AAUW national public policy and advocacy staff, led by **Anne Hedgpeeth**, Acting Interim Vice President of Public Policy and Government Relations, and **Elizabeth Holden**, Grassroots Advocacy Manager, hundreds of AAUW members from around the country visited over 350 congressional offices, where they met with their U.S. senators, representatives, and/or their staffs.

Members of our AAUW of Virginia delegation met with senior staffers of **U.S. Senators Mark Warner and Tim Kaine** and visited the offices of all but one of the 11 U.S. representatives from Virginia. In the meetings, we discussed **Title IX of the Education Amendments of 1972**, which just celebrated its 45th anniversary on June 23rd, as well as AAUW’s recently released research report, ***Deeper in Debt: Women and Student Loans*** (<http://www.aauw.org/research/deeper-in-debt/>). In each office we visited, we asked whether the member of Congress supported increased funding for the Department of Education’s Office for Civil Rights so that it could continue its vital work to ensure that schools comply with Title IX and other civil rights statutes. We also asked for member support to protect and strengthen federal programs to fund higher education, such as Pell Grants, Public Service Loan Forgiveness, and Income-Driven Repayment, which help curb student loan debt.

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AAUW of Virginia members with
Congressman Don Beyer



Left to right-AAUW of VA Public Policy VP Leslie Tourigny with Senate Staffers Lauren Marshall (Senator Warner) and Karishma Merchant (Senator Kaine)

Capitol Hill Lobby Day Briefing



Using Research in Your Advocacy and Programs Kevin Miller, Ph.D., AAUW Senior Researcher

Dr. Miller was the lead researcher for the newest AAUW report, entitled *Deeper in Debt*. The two-fold purpose of the session was to use this research to engage current members in advocacy and to recruit new members.

A lively discussion developed among the attendees about various states' activities that had gotten a tremendous boost from past research. Among those were **pay equity**, **STEM**, and **Tech Trek**. One senator was quoted as relying on our research because he thinks it is the best. States were encouraged to use any and all research to get the most "bang for the buck" in retaining and gaining new members. A suggestion was made that branches secure copies of the latest work and donate it to their local libraries. I would add that a copy in local high schools' guidance offices might be even more helpful.

The five public policy recommendations in *Deeper in Debt* are:

1. Protect Pell grants and ensure that they work for all students.
2. Support repayment approaches that reflect borrowers' realities. It is to be noted that women borrow at a higher rate. This is a place where our branches could encourage the borrowers to move more slowly than others in the past have done.
3. Address additional costs students face beyond tuition. It is hard to fathom but some first-generation students need to be told that tuition is usually about half the cost of higher education.
4. Fight to eliminate the pay gap.
5. Improve data collection and transparency. Some of the data available for this study overlooks the fact that community college students should be included as transfer students if they continue which should be the goal.

The executive summary is readily available from AAUW. You may also get the full report. I would be pleased to share the latter with anyone.

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The Importance of Women in Politics

Anne Hedgepeth, Interim Vice President of Public Policy & Government Relations, introduced and moderated this panel which consisted of two female pollsters: **Celinda Lake**, head of a Democratic/Progressive firm and **Linda DiVall**, the first Republican female pollster.

First they provided general thoughts such as: Get your own information; don't necessarily take someone else's word (husband's for example); be a role model for daughters and granddaughters by standing up for your own point of view.

Lake said the biggest growing debt is older women helping with grandchild's college costs. Women belong to the sandwich generation, being care-givers to both aging parents and children. Care-giver policies are needed.

DiVall said that Trump takes all the oxygen out of the news environment and that makes it hard for others to get their message across. She also said that members of Congress live in a sheltered environment and don't know who the female audience is.

They both talked about a recent AARP poll they worked on together. The poll found that:

- 60% of women over 50 thought the economy was in bad shape and that wages were not keeping up with rising prices. They are worried that their kids will be worse off than they. They worry about prescription drug prices.
- Of all women polled, 31% have care-giving responsibility and they would like social security to give credit for home-maker/care-giver work.
- Another finding was that women want to be able to stay in their homes even when sick and aging. This is a value issue.

In general, women are very distressed on the discourse in America and are running for state and local offices in record numbers.

The panelists discussed ways they try to deliver their messages and how we might change or adjust the course of our conversations.

- Capture the attention of your audience in the first 10-15 seconds.
- Use a two-sided conversation/message. Show your opponent's message and then rebut well.
- Facts and statistics are not very important in framing your message – one statistic maximum in a message. If facts don't fit the frame of their thinking, people reject the facts.
- The 30-second message is now nine seconds.
- Repeat, repeat, repeat.
- Leave acronyms out of your message.
- Three secrets to the success of your message:
 - 1) Provide 1/3 problem and 2/3 solution. Attach the solution to the problem. Have several parts to a solution. People want solutions.
 - 2) Bring the ordinary-person hat to the table.
 - 3) Be an optimist, be a problem solver, draw people in and ask their perspective. Be more personal.

How can women help move their priorities?

Women need to vote and encourage other women to vote. (Millennials are not engaged in voting. That needs to change.) Women need to have confidence in their opinion and hold candidates accountable by being informed. We all need to be more inclusive and not take things for granted. Be inspirational and positive. Talk about how things affect real people. When someone says you are using the "woman card," reply "It's 24 hours, not a card."

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