

# 2011 AAUW NATIONAL CONVENTION

[AAUW Convention Recap and Materials](#)

[Convention Facebook Page](#)

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*SHARON BEVIS-HOOVER*

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## DETAILED NOTES BY EVENT

### OPENING CEREMONY

#### COLOR GUARD - MT. CALVARY GIRL SCOUTS FROM WASHINGTON, D.C.

Girl Scouts presented the colors.

#### CAROLYN GARFEIN, AAUW PRESIDENT

Opening remarks.

### CAPITOL HILL LOBBY DAY BRIEFING

#### POLICY PRIORITIES

Lisa Maatz, Director of Public Policy and Government Relations

AAUW chose to focus on three issues that can be successful in the current climate.

##### 1) National Women's History Museum Act of 2011

Video Message to AAUW Convention - Senator Susan Collins, Republican, Maine

Video - [Meryl Streep's 2010 speech to the National Women's History Museum](#) – very inspiring.

##### 2) Social Security

Representative Jan Schakowsky, Democrat, Illinois - she offered great facts

##### 3) Campus Sexual Violence Elimination Act

Seeking co-sponsors and support.

Strategy is to get so many co-sponsors that it is folded into the renewal of the Violence Against Women Act.

Amending the Clery Act.

See hardcopy handouts:

Lobby Day Briefing Materials (an explanation of our position on these three issues)

Sample Meeting Agenda

Meeting with Your Elected Official

Letter to the Member of Congress

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## LOGISTICS

Seth Chase, Field Director

### SPECIAL INTEREST GROUP - WEB MANAGERS

Led by Nancy Shoemaker, NC.

Peggy Woods-Clark, AAUW staff - Website Manager

Kathryn Montiegel, AAUW staff - Website Assistant

Fong Cheng, AAUW staff - Director of Information Technology

There were a wide variety of roles and a wide variety of site current states in the room. There was concern regarding the informal way that people learn about the Special Interest Group; new web masters only hear about the group by word of mouth.

Recommended sites to review: Tar Heel branch, North Carolina state, California state.

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## SITE RESOURCES

<http://site-resources.aauw.org/>

Site Resources is the new, upcoming service offering from National. It will provide (1) web site “how to” info and (2) a replacement for the current SiteWise offering.

The service fee will be nominal and dependent on the amount of services provided by AAUW regarding updating content and graphics.

WordPress will be the software solution, and it will replace SiteWise. WordPress is open source software and is currently used by several AAUW states and branches, including Georgia. In the new offering by National, AAUW will host WordPress for the community (unlike SiteWise, which was hosted by a vendor that was not always responsive to the community). AAUW’s implementation will initially have limited functionality. WordPress can integrate with PayPal. It does not have an email service.

AAUW’s plan is to set the template and migrate 18-20 existing SiteWise sites by August 31. They will bring on new branches after that. They also plan to start a WordPress users group.

There are three ways that an AAUW entity can use WordPress:

1. For free at WordPress.com, but you would probably spend about \$50/year for a domain name and to eliminate ads.

2. Installed on your own hosting solution.
3. Hosted by National under the Site Resources solution.

## WOMEN IN POWER IN THE OBAMA ADMINISTRATION

Lisa Maatz moderating.

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### TINA TCHEN, CHIEF OF STAFF TO MICHELLE OBAMA AND EXECUTIVE DIRECTOR TO THE WHITE HOUSE COUNCIL ON WOMEN AND GIRLS

Paycheck Fairness is a key issue of interest to the administration, including the President. The Act failed in 2010 with 58 of 100 votes in the Senate. It passed in the House.

Last fall was the first time that Department of Transportation crash tests included both male and female anatomically correct dummies.

This is the first year that women will be deployed on submarines.

The President appointed two Supreme Court Justices, bringing women to one third of the court. Among all of his Federal Court appointments, 49% have been women.

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### PAT SHIU, DIRECTOR OF THE OFFICE OF FEDERAL CONTRACT COMPLIANCE PROGRAMS, US DEPARTMENT OF LABOR

Her organization ensures that companies that contract with the Federal Government comply with anti-discrimination laws so that Federal dollars are never used to discriminate. One in four employees work for a company that has contracts with the government. They are not just reacting to complaints, but also proactively auditing firms. They recently settled a lawsuit with Astra-Zeneca to correct pay differences between male and female sales associates. They currently have legal actions in progress with three firms that have refused access to their data, including Bank of America, which is the biggest contractor to NASA.

Secretary Solis updated the policies of the Department of Labor to prohibit discrimination on the basis of pregnancy or gender identity.

The administration believes in equal pay. The White House equal pay task force is committed to eliminating the pay gap.

Fair pay is the central piece of OFCCP enforcement, and they have committed to having 40% of their cases focused on wage-based discrimination.

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### JOCELYN SAMUELS, SENIOR COUNSELOR TO THE ASSISTANT ATTORNEY GENERAL FOR CIVIL RIGHTS, US DEPARTMENT OF JUSTICE

The organization has broad based jurisdiction, including jurisdiction to ensure women get access to reproductive health services (including enforcing freedom of access to clinic entrances – the FACE Act), to prosecute hate crimes, and to protect women in detention facilities.

It has been more than 40 years since the law was passed saying women should have access to equal pay. Women currently earn 77 cents for every dollar earned by a man.

They look at direct violations and at root causes, such as job segregation. They seek to eliminate barriers to women getting access to higher paying jobs traditionally held by men. For example, they are currently working a law suit against Massachusetts which uses a physical fitness test for law enforcement roles that women fail much more often than men, but which is not proven to predict success in the role. Sexual harassment is an area of growing concern. They have recently handled multiple examples where landlords and property managers are harassing and/or assaulting women trying to rent apartments.

They bring suits to protect women from sexual trafficking. They found systemic failure within the New Orleans police department to investigate violence against women; they are currently working cooperatively with them, the city, and the state to draft a blueprint to address these issues.

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**RUSSELYNN ALI, ASSISTANT SECRETARY FOR CIVIL RIGHTS, US DEPARTMENT OF EDUCATION**

Their focus is on ensuring understanding and providing tools for compliance with Title IX.

Title IX is not just about athletics. They continue efforts on athletics, focusing on areas that have not been addressed. In addition, they are focusing on a broader view of fairness, including access to higher order math and science classes.

This is the first administration to focus on sexual violence in educational institutions. The standard of proof used is not appropriate in many cases. They are looking at how local law enforcement and campuses work together. 26 institutions have proactively changed their policies in reaction to recent guidance from the Department.

Action should be research based. They are collecting more data than ever before to understand the issues and focus actions. They appreciate the input and data from AAUW.

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**CAPITOL HILL LOBBY DAY BRIEFING**

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**REPRESENTATIVE CYNTHIA LUMMIS, REPUBLICAN, WYOMING**

The largest emerging market in the world is American Women.

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**REPRESENTATIVE GWEN MOORE, DEMOCRAT, WISCONSIN**

With the 2010 election, the number of women in Congress fell for the first time in 20 years.

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## REPRESENTATIVE ROSA DELAURO, DEMOCRAT, CONNECTICUT

They will reintroduce the Paycheck Fairness Act this year.

The federal government currently gives \$41 billion in subsidies to oil companies, and \$8 billion in subsidies to large agribusiness.

## CAPITOL HILL LOBBY DAY

Eight of us from Georgia went to the Hill.

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## SAXBY CHAMBLISS

Chambliss' office had planned for us to meet with P. J. Waldrop, but he was delayed. Instead, we met with Stewart Barber who works for P.J. Stewart seemed unaware of AAUW, but she was extremely gracious and listened to our points. She said she gets the same comments about Social Security from her mother. In very vague terms, she indicated that Senator Chambliss understands and shares our concerns about Social Security.

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## JOHNNY ISAKSON

We met with Walker Davis and Laura Heel. They said that they are not allowed to comment on the Senator's positions on legislation. However, in broad terms, they indicated that Isakson agrees with our position on Social Security.

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## ROB WOODALL

No appointment had been scheduled, but I dropped by as an attendee from his district to introduce myself, inform them of the Convention, and to leave the letter outlining our three AAUW priorities. I spoke briefly with Kelley Kurtz who was extremely gracious and organized an in district meeting with Representative Woodall.

On August 16, Diana Witt and I met with him in his office in Lawrenceville. On the Women's History Museum, Representative Woodall asked whether the need for a separate museum was due to existing museums doing an inadequate job of representing women or due to a collection so large that a separate space is needed. He expressed concern that having a separate museum creates divisiveness and balkanization. Regarding Social Security, he questioned AAUW's objection to means testing. On the Campus SaVE Act, he agreed that it is good for parents and consumers to have more information, but he is concerned about requiring additional reporting, and he questioned whether new requirements would motivate people to change their behavior to get better reported results without meeting the intent of the Act. He suggested that he would follow up with his colleague Congressman John Kline, who is Chairman of the House Education and the Workforce Committee.

## AAUW GENERAL SESSION

Carolyn Garfein and Linda Hallman

R.E.A.P. the benefits of AAUW:

Research

Education

Advocacy

Philanthropy

The Legal Advocacy Fund gave more than \$90K to case support in the last year. They are currently supporting six ongoing and two new cases. In the coming month, the Supreme Court will rule on class certification for Wal-Mart v. Dukes.

Regarding the Pay Equity issue, some branches are holding “Unhappy Hours” where women pay 77 cents on the dollar for their drinks.

Coming soon from the research department:

Community college women and STEM

Sexual harassment and cyber-bullying among middle and high school students

The gender gap in the student debt problem

A [How to Market your Branch](#) guide will be published in August. In addition, they have developed a starter kit so that members will know what is available to them; copies will be mailed this summer.

80 percent of members are satisfied or very satisfied with their membership. Members familiar with the AAUW website are more satisfied than those who are not.

“Programs in a Box” are available online.

They acknowledged AAUW’s ongoing partnership with CARE, and the reference to AAUW research in CARE’s “Top 10 Myths” booklet.

AAUW is a 130-year-old vetted community of over 100,000 members and donors, and 500 colleges and universities.

AAUW’s first research report in the 1880’s debunked the myth that if women went to college, they would be sterile.

Monthly LAF e-news is available. Write to [connect@aauw.org](mailto:connect@aauw.org) to let them know if you want to be on the list.



The 2013 Convention will be held in New Orleans.

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## BREAKING THROUGH BARRIERS AWARDS

Nominated branch and state programs showcase the ways in which we are fulfilling the AAUW mission in our communities and around the country: [2011 Breaking Through Barriers Awards](#)

Award applications will be accepted in fall, 2012 for the 2013 Convention.

## “YOUR AAUW” BREAKOUT SESSION

We met in small groups to consider the following reflection questions for each goal:

How do your current state/branch activities contribute to this goal?

What is one thing you do as an AAUW member to contribute to this goal?

What ideas have you learned from others that may help you and your state/branch contribute to this goal?

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### GOAL 1 – AAUW WILL BE HIGHLY REGARDED FOR OUR COMMITMENT TO EXEMPLARY MEMBER RELATIONS, DUES VALUE, AND RESULTING MEMBER SATISFACTION

Assign mentors for new members.

Appoint a Friendship Chair who calls new members and encourages them to participate.

Invite Fellows as speakers, and use the meeting as a fundraiser for AAUW Funds.

Use a "secret shopper" approach to test the reception that a guest receives at your branch events.

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### GOAL 2 – AAUW WILL AMPLIFY OUR ADVOCACY VOICE TO ACHIEVE EDUCATIONAL AND ECONOMIC EQUITY FOR ALL WOMEN AND GIRLS

Hire a paid lobbyist to lobby within your state.

Share the Action Network, not just as an information source for AAUW members, but also for other interested parties.

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### GOAL 3 – AAUW WILL ENGAGE AND MOTIVATE LEADERS IN OUR SCHOOLS, WORKPLACES, AND COMMUNITIES TO BREAK THROUGH EDUCATIONAL AND ECONOMIC BARRIERS AFFECTING WOMEN AND GIRLS

Visit a university with middle school Girl Scouts.

Tech Trek program: This is a California state project leveraging multiple branches. They invite 7th grade girls for one week and focus on STEM careers. Forensics is a popular topic with the girls. They hold the event on campus. It costs \$800 per girl, and branches sponsor a number of girls.

One California branch does a STEM conference. They hold it on Friday afternoon for 4.5 hours, with an opening session, a closing session, and several sets of sessions in between. They use volunteers from the community. The goal is to introduce girls to STEM careers so that they will take the courses they need to be eligible for those careers.

In partnership with the Latina community, on Take Your Daughter to Work Day, have members take a Latina girl to work.

Partner with the Princeton Review to offer mock SAT and ACT tests, and follow up with guidance on improving testing skills.

Hold an annual math and science luncheon honoring 11th grade girls who have excelled. Include their families. Hold it on a college campus, include a tour of the campus, and feature speakers in the field.

Offer scholarship to graduating high school seniors.

Use the university to do the selection of scholarship candidates based on the branch's criteria.

Give a student affiliate membership along with the scholarship.

Hold a job fair featuring career ideas for a diverse college population.

Hold a seminar in collaboration with a college on how to negotiate for better salaries.

Hold a pay equity seminar at a college, with a local councilwoman facilitating, an AAUW member explaining the state of relevant legislation, a finance professor talking about the pay gap and its long term impact on women, and an authority with tips on salary negotiations

When holding programs at colleges, get them to pay for the space, the photocopies, ... Partner with relevant organizations within the college.

Seek out international women studying in the US based on USAID grants. One community learned from their Senator about 20 women studying at their local community college on USAID grants. The students had an obligation to join a professional women's organization and to do a certain hours of volunteer work. As a result, the branch gained 20 new members with a commitment to volunteering. They mentored them and helped them to find internships. Federal money paid for their memberships. They also held a great international program leveraging the international women.  
Contact: Melissa Guardaro, Rockland County, NY.

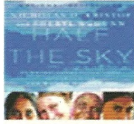
My Sister's Keeper: New York state project. All branches were encouraged to read Half the Sky. The state picked five areas to focus on. 70% of the branches read the book, and each picked one project to

focus action. One focused on fair trade education. One is sponsoring a woman in Afghanistan for \$35 a month. The whole program is on the New York web site. Contact: Melissa Guardaro.

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*"My Sister's Keeper Project"*

*I am my sister's keeper.  
We are in this together.*



*Not to win  
Not to compete  
Not to conquer*



*But to educate  
To nurture  
To help.*

*We are each other's keeper.  
Let us celebrate the power within us all  
To make the difference  
To change the world!*

*Dr. Nicholas Kristof*

*...and an understanding of the plight of women worldwide and within our domestic borders. It begins with a discussion of the book, "Half the Sky" by Nicholas Kristof and Sheryl WuDunn.*

*The project aims to turn women's concerns into venues for local and international action. Our goal is to develop educational programs, volunteer opportunities and to advocate for women and girls suffering from genocide, violence, lack of educational opportunities, poor maternal health care, diminished rights of women, and lack of gender equality. This can be undertaken by individuals, interest/action group or an entire branch.*

*"Let us celebrate the power in us all to make the difference to change the world." Be a keeper!*

*Sincerely,  
Melissa Guardaro & Joan Monk NYS MSK Project Co-Chairs*

*For more information: NYS AAUW website: [www.aauw-nys.org](http://www.aauw-nys.org)  
Melissa - [mmg44@netzero.net](mailto:mmg44@netzero.net) Joan - [fmaven@aol.com](mailto:fmaven@aol.com)*

Lawyers Without Borders developed a comic book to describe to women the difference between being trafficked and being a low wage earner.

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**GOAL 4 – AAUW WILL TARGET OUR PHILANTHROPIC EFFORTS TO SUPPORT PROGRAMS THAT PROVIDE WOMEN AND GIRLS WITH OPPORTUNITIES FOR A LIFETIME OF SUCCESS.**

See ideas from Goal 3.

Fundraise with a restaurant style menu - people pay for what they want to support.

Donate to AAUW Funds.

**MISS REPRESENTATION MOVIE VIEWING**

Excellent documentary on how women are represented in media: [www.missrepresentation.org](http://www.missrepresentation.org)

**BRIEFING: PROGRAMS**

Presenters: Dot McLane, Jacqueline D'Alessio, Pat Ross, Tracy Lantz

See hardcopy handouts and materials from the [Mission-Based Programming 101](#) workshop.

See the AAUW Member Center for info. It contains lots of information including a long list of possible venues. More content will be added soon, including fundraising opportunities, and information on accommodating people with disabilities.

Peggy Kellend (New York state) has a checklist she sends to branches within her state for programs. She also has an award system to recognize good planning and good programs. See the New York website for their program ideas.

#### Program and Presenter Ideas

Consider professors, deans of admissions, local and state leaders, candidates, local columnists (especially if focused on women), heads of local environmental organizations, heads of other local non-profits, members, AAUW state leaders on loan, fellowship and grant recipients (current and past), NCCWSL attendees.

If asking a candidate, invite both sides.

Fellowship and Grant recipients are inspiring for membership or fundraising.

Consider having your book club target a book related to your program, before or after the program.

Take program ideas from your book club and other interest groups.

Collaborate with other organizations for programs.

Look for diversity throughout the year.

One branch had a program that included four members born outside of the US who had all come to the US under very different circumstances. They spoke about growing up in their country of origin and the journey that brought them to the US.

Solicit program ideas from membership on the membership renewal form.

Program on Infant Mortality, combined with a "baby shower" where they collected baby gifts and decorated for a baby shower. In addition, they held a "baby shower" with a table outside a grocery store, where they provided information on infant mortality and asked shoppers to make baby gift donations.

Sex trafficking has been of great interest in recent years. A metro Chicago branch held a meeting on sex trafficking with a lawyer and a former prostitute presenting.

#### Community Action Idea

"Write-Read-Write:" York, Pennsylvania branch project, in partnership with a school, teacher, or class. The student writes a letter to an AAUW member, telling a bit about herself. The member purchases a book for the student based on the interests expressed in the letter. The member writes the student a letter, including an explanation of why she chose that particular book. The student reads the book, and writes a letter back to the member with their reaction.

#### Logistics

Make sure you educate speakers in advance on our mission so that their presentation advances the AAUW mission and speaks to your audience.

Know what they are going to present.

Make sure they know how long you want them to speak.

Find out what equipment they need to present, and whether they need you to make photocopies.

Consider needs: Internet access, screen/surface, projector, microphone, table for the projector, power...? Tape down wires.

Locations should be local, centrally located, with safe parking, accessible by public transportation, with disability access.

Consider chair placement based on the goal of the meeting.

Consider the day and time and the members you want to attract. For example, older members often don't want to drive at night; younger members don't want to miss their children's soccer games.

Remember to have fun, celebrate.

Publicity: local paper in advance with program information, including a photo and biography of the speaker. Facebook, e-flyers, chamber of commerce, college bulletin boards, teachers' lounges, AAUW Member Showcase Calendar, community bulletins, local libraries, churches, .... For major events, do a press release.

Offer advertising in your program in exchange for a donation of snacks.

If you secure sponsors, including in kind donations, remember to thank them.

## A CONVERSATION ON JUSTICE

Arcelia Hurtado, Executive Director, Equal Rights Advocate

Edith Arana, Named Plaintiff, Wal-Mart v. Dukes

Arcelia Hurtado interviewed Edith Arana regarding her personal story. Broadcast on CSPAN: [A Conversation on Justice](#)

## PANEL - TRANSFORMING THE 21ST-CENTURY WORKPLACE: WOMEN AND MEN AS ALLIES

Moderated by Seth Chase, AAUW Field Director

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JOAN C. WILLIAMS, AUTHOR AND FOUNDING DIRECTOR, CENTER FOR  
WORKLIFE LAW

Men are measured by their success at work. To be a "real man" in a white collar world is based on professional success. Competition is often based on the number of hours worked as a demonstration of commitment to work.

Women still do 60-80% of household work, although men are doing more and want to do more.

Discrimination against mothers is the strongest form of workplace discrimination.

Given that the measures of success are the number of hours worked and a single-minded focus on work, then it is very difficult for women to compete, and men who chose to shift their work-life balance suffer professionally.

See their [Gender Bias Bingo](#), which they use as an intervention.

Women are less likely to negotiate for salary. However, when they do negotiate, they are more likely to get push back, less likely to be hired, and they get lower salaries. Women who negotiate are perceived negatively as pushy. Women are blamed in the media for not negotiating, but this is an example of blaming the victim.

The average professor works 55 hours a week.

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JOHN W. CURTIS, DIRECTOR OF RESEARCH AND PUBLIC POLICY, AMERICAN  
ASSOCIATION OF UNIVERSITY PROFESSORS (AAUP)

He had interesting statistics and conclusions in his presentation regarding men and women in academia, but they were not posted to the Convention site.

A recent New York Times article on Debbie Wasserman-Schultz's appointment as Chair of the Democratic National Committee started with several paragraphs describing her morning routine at home and with children. A peer referred to her a "superwoman." These portrayals of women reinforce expectations regarding their larger share of family responsibilities and lesser availability for their profession.

**WORKSHOP: WHAT MAKES WOMEN DECIDE TO JOIN OR STAY IN AN  
ORGANIZATION TODAY?**

Christy Jones, AAUW Director of Membership

David Kirkwood, AAUW Board Member

Anne Tillema, Mobilize.org Director of Development

[Presentation and Handout](#) (includes Tips for Outreaching to and Engaging Millennials in your Organization)

The vast majority of AAUW membership is from the Builder/Veteran generation.

Close to 9,000 people responded to the Every Member Survey. People who use and approve of the AAUW website tend to stay members. The more a member participates in or is aware of our programs, the more satisfied they are with their membership.

Women under 50 place a higher priority on supporting AAUW's advocacy and on participating in local programs and activities.

Consider a campaign targeting people with doctoral degrees, professional degrees, and/or associate degrees.

Watch university newsletters for new professors and promotions. Send letters of congratulations. Invite them for coffee to discuss AAUW.

Get a table at meetings of other professional organizations to advertise the organization.

To reach young people, meet at a local bar or pub. "Cocktails and Convo" and "Wine and Whine" examples. Contacted women-owned bars to host the meetings with a free room. Contacted women-owned businesses to donate door prizes. Target is broad - not just members. Share info via Facebook.

Look for a small group of women of the same age (3-5) to pull in. It is easier for young members to join as a group. They may continue to function as a subgroup. This is a strategy of the Tar Heel virtual branch.

Free e-memberships are available for college students.

Prospective members are concerned about the time commitment. Be very careful about asking new members to take on a leadership position.

You do want to engage prospective and new members in a project. Find out from them what they are interested in. Ask, but don't push.

See the Equal Pay Flash Mob held by AAUW at the Capital in cooperation with the Center for American Progress Action Fund in support of last year's legislation: [www.equalpayflashmob.com](http://www.equalpayflashmob.com)

## ANNOUNCEMENT OF ELECTION RESULTS

10,942 voted (about 3,200 online).

Members passed all the proposed bylaws amendments and all the amendments to the Public Policy Program. Highlights include adding bullying to our campaign against harassment, adding a stance on human trafficking, and opposing charter schools that do not comply with the same civil rights policies that apply to public schools

AAUW Board of Directors:

AAUW President:

Carolyn Garfein

AAUW Vice President:

Patricia Ho

AAUW Directors-at-Large:

Kathy Anthon

Connie M. Hildebrand

Amy Blackwell

Millie Hoffler-Foushee

Kathryn Braeman

David Kirkwood

Julia T. Brown

Betsy McDowell

Sandra Camillo

Dot McLane

Kathleen Cha

Peggy Ryan Williams

Charmen Goehring-Fox



## LEAD, LAUGH, OR GET OUT OF THE WAY

Cynthia D'Amour. [Cynthia's Blog](#)

See hardcopy handout and online resources.

Many of you are working too hard. Therefore, you have become volunteer repellents. You are leading in a way that celebrates martyrs.

Own your results.

We reward the person who worked hardest by doing too much, instead of rewarding the person who gets the most people to join the effort and thus has the biggest impact on the organization.

Reward and appoint people who manage well and bring other people along. Train them to think strategically, lead well, and get other people to come along. The work of the leader is to move the mission forward, not to do the work.

People show up for one of three reasons ("hot buttons"). You have to ask to know which one.

- Personal or professional development - they want to learn something

- Contribution to a greater good - they want to make a difference; they want to help somehow

- Community

Find people's hot buttons. "What attracted you to this meeting / branch?" Find out what their interests are, and find a fit for them, instead of pushing them to where the need is.

People don't want to be with desperate people. They want to be with irresistible people. Connect the value to the role you are inviting them to play.

To get people excited paint a vivid picture. You are never stuffing envelopes; you are saving lives.

Teach people to say "no." That way you won't be disappointed when they don't follow through. Then they will say "yes" when they really mean it. "Sweet, sour, sweet:" "Thank you very much for asking. I am afraid that I can't. Why don't you ask Susan?" If referrals make you uncomfortable, then your organization must have a martyr approach. Being recommended for an opportunity to volunteer is an honor. Give referrals to people who can bring more people in.

Celebrate. At the end of every meeting, "What did we accomplish here today?"

Manage the last two minutes of every meeting so people leave feeling great about the meeting. For example, thank the volunteers with applause.

AAUW members can attend [Chapter Leaders Playground](#) for free. She holds thirty 30-minute webinars a year. They include 15 minutes of Cynthia teaching, and 15 minutes of discussion.

Cynthia has a newsletter called Active Member Minute: [Active Member Newsletter Signup](#)

## WORKSHOP: HOW TO CREATE AN IRRESISTIBLE STATE OR BRANCH OFFICER EXPERIENCE FOR YOUR VOLUNTEER LEADERS

Cynthia D'Amour. [Cynthia's Blog](#)

See hardcopy handout and online materials.

Your job is to give people value for volunteering.

People support what they help create.

Don't be the judge.

Focus on movement. Focus on progress.

Three Hot Buttons: Learning, Making a Difference, Community. Everyone has different hot buttons. Try to hit all three hot buttons in every meeting.

When you start your meeting, have everybody share a claim to fame. What's exciting that's happened to you since we last met? This helps reinforce the community hot button and gets people's heads in the room.

Have 15-20 minutes of training in your board meetings. For example, how to create press releases, ...

Get over being a good source, and get good at being a good asker.

How can we double our membership this year? Let's just play with it. What would that look like? What would be the impact? How would we get there?

Train people to stop asking you questions so that you can get to a vote. When they ask you, respond with "Well, what do you think? What does your research show?"

To reengage people who have checked out: "Susan just said ..., how could we make that happen?" even if you are just playing with the idea.

Tell us how you got there? Tell us what that means to you? If you knew the answer, what would it be?

### Be Prepared

Make it easy to be involved with you. Send the agenda in advance.

Consent Agenda: Vote on things that need to be approved, but don't need to be discussed.

Begin by asking if there is anything to add to the consent agenda. Then move on all of it with a single motion.

Decide on actions in the meeting. Type notes up in the meeting, and send them out before you leave the meeting.

Use a Parking Lot

Celebrate an abundance of rights.

All voices are equal and invited. Watch for disparagement, verbal and non-verbal. Keep tick marks of who speaks.

Use a "grounding/rounding" to go around the group for everyone to speak or pass.

To get a person to shut up, try timed conversations: "give me just one idea," "put that into five words for me."

Give decisions time. Debut, discuss, and decide. Use three meetings for big decisions. (1) Debut, send leaders away to do research; (2) Discuss, send leaders to think; (3) Decide. It helps people to accept change.

Look for the "best solution." Focus on the goals. Draw the vision.

Make it visual.

5-4-3-2-1 Voting

5 It's great; 4 it's good; 3 it's okay; 2 I don't like it but I will support it; 1 I can't support it.

Vote with fingers.

If 3 or higher from everyone, it's passed.

If 2's or 1's, ask them what specific things would need to be changed for them to support it.

Can also do this on a teleconference with a roll call vote.

At the end of a meeting, go around and ask everyone what went well, and what she would change.

AAUW members can attend [Chapter Leaders Playground](#) for free. She holds thirty 30-minute webinars a year. They include 15 minutes of Cynthia teaching, and 15 minutes of discussion.

Cynthia has a newsletter called Active Member Minute: [Active Member Newsletter Signup](#)

## PANEL - WHY SO FEW? 2.0: PUTTING RESEARCH INTO PRACTICE

Lily Eskelsen, Moderator, and Vice President, National Education Association

[Why So Few report, summary, and other materials](#)

Boys get more math and science toys than girls.

Girls like to fit in, so if fewer girls are studying STEM subjects, it reinforces girls avoiding those subjects.

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ZIPPORAH A. MILLER, ASSOCIATE EXECUTIVE DIRECTOR FOR PROFESSIONAL PROGRAMS AND CONFERENCES, NATIONAL SCIENCE TEACHERS ASSOCIATION

Boys tend to be eager to speak up in class. Girls wait to be called upon. It is critical that teachers be sure to have gender equity in their classrooms.

Foster an environment where, if a child fails at something, they have the opportunity and motivation to try again. Focus on the importance of the process, not the result.

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APRIL OSAJIMA, PUBLIC POLICY DIRECTOR, GIRLS INC.

Chapter 2 of the report is particularly interesting.

People have either a fixed mindset or a growth mindset in how they view the capability of the brain. A growth mindset is better.

Kids need to understand that the brain is a muscle that can be strengthened, and that they become smarter through practice.

If a girl has a fixed mindset, if she hears someone say she is bad at something, or if she struggles with it, she tends to give up. Under the same circumstances, girls with a growth mindset work harder.

Another non-AAUW study gave a test to children. They told half, "You did really well. You must be really smart at this." They told the others, "You did really well. You must have worked very hard at this." Then they offered a second, harder test. The children who were told they were smart did not want to take the second test. The children who were told they worked hard were eager to take it.

Girls, Inc. would love help from volunteers: homework help. administrative help.

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TRICIA BERRY, DIRECTOR, WOMEN IN ENGINEERING PROGRAM, UNIVERSITY OF TEXAS, AUSTIN

### [Women in Engineering Program](#)

The Women in Engineering program has three priorities:

**Stereotype Threat:** They acknowledge and discuss with female students the stereotype threat where women feel less successful because they aren't boasting like the boys (and wrongly assume they are not doing as well), or they're in the minority. They bring in role models of engineering roles and how they contribute to the world.

**Spatial Visualization Skills:** Those skills can be learned, and they are critical to success in engineering. They are testing and training girls and women in those skills.

Work-Life Balance: They have created a safe space for female faculty to discuss concerns, and a place for women interviewing for jobs to ask any question they want "off the record" as part of the interview process.

They try to focus many of their university projects where there is not one winner.

They have presentations that you can download, short and long versions, to educate the community. "Your daughter needs to be playing with Legos, because that helps with spatial visualization skills."

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MARIE WOLBACH, FOUNDING DIRECTOR, AAUW OF CALIFORNIA TECH TREK  
SCIENCE CAMPS FOR GIRLS

Some groups bring entire families in for tutoring. They send the child to one tutor, and the parents to another so that the parents can learn the content and how to help their kids. The parents gain confidence.

There are many professional organizations with outreach goals (for example, the Society of Women Engineers.) Often, they have a curriculum and trained presenters. Sometimes they have offices that can provide space.

There are foundations available, including AAUW, which can fund events, even a few hundred dollars.

If you charge for your event, be sure to have an attendance scholarship program so that you can reach a diverse audience.

"I didn't know so many other girls liked math and science!" "I was in nerd heaven."

You can have teachers nominate attendees, if you want to be sure to invite girls with a base level of skills and/or interest.

Measure results.

#### AAUW INSIDERS RECEPTION

Carolyn Garfein presented an award to Lilly Ledbetter recognizing her efforts on behalf of the Fair Pay Act.

#### PANEL - SAFE SCHOOLS: BULLYING AND SEXUAL HARASSMENT IN AMERICA'S MIDDLE SCHOOLS

Moderator: Rosalind Wiseman, Author and Youth Expert, Community Action Grant Recipient

[Ahmir's Anti-Bullying Cover of the Song Perfect](#)

Many kids miss or are late to school due to bullying. The person who takes attendance should be trained to ask the right questions.

Kids should contribute to school policies.

Teachers who have good relationships with kids will be confided in and will hear about issues that are outside of their expertise. They often react with anxiety and say things like "Just ignore it." Teachers need to be trained to refer kids to someone that can help. "I am so sorry this happened to you. Together we will figure this out." And then identify a resource qualified to help.

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CONNIE CORDOVILLA, ASSOCIATE DIRECTOR OF THE HUMAN RIGHTS AND  
COMMUNITY RELATIONS DEPARTMENT, AMERICAN FEDERATION OF  
TEACHERS, AFL-CIO

The number one bullying issue in middle school is obesity.

See handout on LGBT students and bullying.

Within the adult population 3-5% identify themselves as gay, lesbian, or bisexual. About 0.2% identify themselves as transgender. Among youth, the numbers may be a bit higher as youth experiment. Among LGBT students, one in three miss at least one day of school per year due to fear.

When kids see bullying, they intervene 19% of the time. Adults intervene 50% of the time.

We need to adopt a comprehensive bullying policy that enumerates the types of bullying and their consequences. We need to train adults and students to recognize bullying and intervene.

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CHRISTINE LINKIE, CONSULTANT AND FORMER DIRECTOR OF SCHOOL  
PROGRAMS AND PROGRAM DEVELOPMENT, THE OPHELIA PROJECT

Relational Aggression: Using relationships to hurt other people, or interfering in in people's relationships: social exclusion, gossiping/rumor spreading, alliance bullying, intentional ignoring, ...

Adults need to be trained not to use sarcasm and put-downs in our schools, because their use makes it appear to kids that such behavior is ok.

We need to build resilience.

All people need: Acceptance, Belonging, Control, and a Sense of Self. For adolescents, the first two are most important.

[The Youth Voice Project](#)

What kids say helps, from adults: Listened to me, Gave me advice, Checked in with me, Increased supervision.

What kids say helps, from peers: Spent time/sat/hung out with me, Talked to me at school, Gave me advice, Helped me get away, Called me at home

Look at the study for what is most/least effective, and what we can do.

If your child receives a bullying email, capture screen shots, or records web sites. Coach her not to respond. Also, coach kids not to pass along bullying content.

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#### NEIL IRVIN, EXECUTIVE DIRECTOR, MEN CAN STOP RAPE

Many people who witness or experience violence don't know how to respond.

Teach young men what healthy masculinity looks like.

What works: Being present in the lives of young people, Offering them alternatives in how to act, Training staff to role model primary prevention.

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#### JACKIE DEFAZIO, FORMER AAUW PRESIDENT AND FORMER CHAIR, AAUW SEXUAL HARASSMENT TASK FORCE

This fall AAUW will release a new piece of research following up on our 2001 Hostile Hallways.

Familiarize yourself with the report when it comes out. Get the information into our local schools. Meet with your school administrators. Research of this type is sometimes met with resistance. Expect that, and prepare for it.

Student involvement is key. They are the most powerful advocates.

Involve the community: parents, police, fire department, etc.

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#### SKILL BUILDING – HOW YOU WILL CHANGE THE WORLD WITH SOCIAL MEDIA

Deanna Zandt, Media Technologist

<http://deannazandt.com>

@randomdeanna

[Presentation, Notes, and Research Guide](#)

See also materials from the [Demystifying Social Media](#) workshop, which I did not attend.

Feminist blog: Tiger Beat Down - The writer of this blog created a #mooreandme hash tag on Twitter to demand that Michael Moore apologize for comments that he made on Keith Oberman's show dismissing the accounts of women who had been sexually assaulted. The reaction was so great that Moore went on Rachel Maddow's show to retract his statements.

From [The Whuffie Factor](#) by Tara Hunt: Your online karma / social capital is made up of your connections, and the diversity of your connections. It is based on your Reputation, Influence, Access to other people/resources, Potential access, Saved up favors (One of the best things you can do in social media is to be helpful, useful), Your accomplishments.

Position yourself as an expert. Set up listening channels, and find and share the good stuff.

Don't use social media as a broadcast tool. It should be more like a cocktail party: casual, with give and take.

Only 20% of yours post should be about you. Thank people. Share cool news articles. Pass along petitions.

See examples of great social media users in the Deanna's Resource Guide.

Metrics and Return on Investment - look for that information from Deanna

## TAKING AAUW HOME

### CAROLYN GARFEIN, AAUW PRESIDENT

Carolyn's Top 10 Challenges for 2011 and Beyond

10. Use your new "R.E.A.P. the benefits of AAUW" business cards to recruit at least one new member and one new college and university partner in 2011.

9. Be a spokesperson for AAUW in your community.

There are many ways that AAUW provides direct service in communities across the country, every year.

Here is what happened this year.

Contributions to the Educational opportunities fund made it possible to educate women in these states for a lifetime of success

Contributions to the Legal Advocacy Fund made it possible to protect the rights of those who are facing discrimination in these states.

Contributions to the Eleanor Roosevelt Fund made it possible for us to provide valuable research findings to teachers and others who work with girls in these states so they can help their girls become scientists, technologists, mathematicians and engineers.

Contributions to the Leadership Programs Fund made it possible to develop the leadership skills of women in these states.

I hope you'll agree that seeing the impact we have across the country is truly something to tell others about!

8. Use your starter kit to prepare your leaders for the upcoming year!

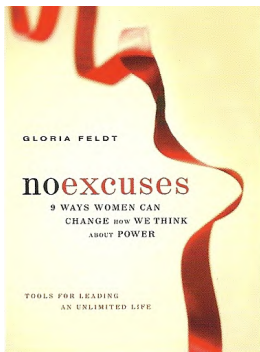


The starter kit can be found in the member center at [www.aauw.org](http://www.aauw.org), click on officer and member resources...then leadership tools... then annual starter kit.

7. Look for your new “how to market your branch” kit, due to arrive in September.
6. Find at least one person in your branch to join our new “Voices” group of op-ed writers and bloggers.
5. Take at least one of Cynthia d’Amour’s suggestions for strengthening your branch.
4. Continue the relationships with your elected representatives whom you met on lobby day.
3. Use AAUW’s Two-Minute Activist to let your senator and congressman – or woman – know which legislation you support or oppose.
2. Refer to the “Your AAUW” workbook and take action on at least one of the ideas from your group.
1. And don’t forget... while you are doing all of these important and wonderful things... HAVE FUN!

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GLORIA FELDT, AUTHOR AND ACTIVIST, FORMER PRESIDENT AND CEO,  
PLANNED PARENTHOOD FEDERATION OF AMERICA



The 9 Ways

1. know your history.
2. define your own terms.
3. use what you’ve got.
4. embrace controversy.
5. carpe the chaos.
6. wear the shirt.
7. create a movement.
8. employ every medium.
9. tell your story.

Exclusive Content  
[www.GloriaFeldt.com](http://www.GloriaFeldt.com)

[gloriafeldt.com](http://gloriafeldt.com): lots of downloadable information and a free newsletter.

[Gloria Feldt's Taking AAUW Home](#)

McKinsey and other consulting firms: Companies with more women on the board and in senior leadership positions make more money.

World Bank: parliaments that have 30% or more women make better decisions.

51-54-17: Women are 51% of population, 54% of the voters, and 17% of the legislature

60-50-18: Women are 60% of the college graduates, 50% of the workforce, and 18% of the leaders.

85-15-3: Women purchase 85% of consumer purchases, are 15% of company boards, and are 3% of top executives in media companies.

15-15: Women get 15% of the bylines in op-ed's, but women only submit 15% of the op-ed's

When your issues become controversial, that means they are important.

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LISA MAATZ, DIRECTOR OF PUBLIC POLICY, AAUW

Get Out the Vote 2012 will be a huge focus. Toolkits will be coming.

New public service announcement. There will be a series.

AAUW national will be working in 15 states.

## BOOK SALE NOTES AND CONTACTS

State College Pennsylvania branch grossed \$140k. They have 50 people working year round and 300 volunteers for the sale. They use it as a membership tool.

Buffalo grossed \$70k in their book sale. They have six members in attendance. I met Sherry, Phyllis, .....

Some branches provide popular books where they have too many copies to other branches for them to hold a scaled down sale.

Met Mary Lou Mellon, Branch President from McLean, VA. They do a big book sale, and it sounds like they have challenges similar to ours.

Wheaton-Glen Ellyn, IL (West Chicago suburbs) does a book sale.

Some branches still get a percent of proceeds on the books picked up by another seller at the end of the sale.

## REGIONAL MEETINGS

Jan Koellen from Baton Rouge suggested a regional meeting with multiple southeastern states.