

Leader Log

Dot McLane
AAUW-PA State President

What does your AAUW membership mean to you? What value does it have? These are questions only you can answer. Maybe you feel strongly about pay equity, Title IX, education, charter schools, human trafficking, and other AAUW public policy priorities.

Perhaps your passion is reaching out into your community and positively impacting women's and girls' lives through your AAUW work. What about working with other members who believe as strongly as you do in advancing equity for women and girls?

Think about how AAUW is unique among organizations. Sure, there are plenty of women's organizations focused on various aspects of equality, such as NOW, Soroptomist, Equality Now, Association for Women's Rights in Development, and more. AAUW stands alone in its comprehensive work to advance equity.

AAUW's does outstanding gender equity research, advocacy nationally and locally resulting in legislative change, supporting legal cases that have long-term impact on equity in the workplace, funding the next great female leaders through graduate women's education and community projects, teaching women to negotiate their salaries, and so very much more.

Try to take a few minutes to stop and think about what belonging to AAUW means to you.



AAUW-PA Membership VP Linda Tozier (right) welcomes State College member Wendy Vinhage to the retreat.

AAUW-PA Public Policy Co-Chairs; and membership recruitment ideas from Linda Tozier, AAUW-PA Membership VP.

Each presentation was followed by an open discussion and sharing of ideas from the attendees about successful programs in their branches. Feedback from the retreat echoed the importance of "getting ideas out of your head and into the world." The PowerPoints, handouts, and ideas shared by the attendees are posted on the state website <https://aauw-pa.aauw.net/>.

AAUW-PA Summer Retreat Offers Tools for Success

The July 22 AAUW-PA Summer Retreat was packed with information, including mission-based programming from Dot McLane, AAUW-PA President; public policy approaches with Ann Pehle and Barbara Price, AAUW-

AAUW-PA State Programs Update

As announced earlier, AAUW-PA is planning collaborations with branches on state programs, to increase branch visibility in their communities, potentially leading to increases in their membership. The two programs are "Draw the Lines PA" and "Deeper in Debt: Women and Student Loans."

To maximize this effort, the state will NOT be offering district meetings this fall. We hope that branches will instead engage in one of these programs. A branch or group of nearby branches can request to offer a program at <http://aauw-pa.aauw.net/state-programs/>. The state has set aside funding for branches to implement community programs.

Save the Date: April 13-15, 2018

"When women get involved, the conversation changes."

Plan to join AAUW-PA for our Annual Meeting and Convention at the **Seven Springs Mountain Resort** in southwestern Pennsylvania. The all-season resort covers 5800 acres and offers a great opportunity to include family in your weekend. **Be part of the conversation and learn how to make our voices heard.** Details forthcoming over the next two issues.

AAUW-Pennsylvania BOARD of DIRECTORS

President

Dot McLane
aauwpapresident@gmail.com

Program Vice President

Sandy M. Homel
aauwpapvp@gmail.com

Membership Vice President

Linda Tozier
aauwpamembership@gmail.com

Secretary

Joanne Borgesi
aauwpasec@gmail.com

Finance Officer

Mary Jo Buckwalter
aauwpafinance@gmail.com

Administrative Director & Keystoner Distribution

Patricia Byerly
aauwpaad@gmail.com

District Coordinator (Central)

Pat Kephart
aauwpacentral@gmail.com

District Coordinator (East)

Brigid Heydt
aauwpaeast@gmail.com

District Coordinator (West)

Debi Breit Adams
aauwpawest@gmail.com

AAUW-PA Funds Chair

Rosemary Baker
aauwpaaauwfunds@gmail.com

Keystoner Editor

Connie Schroeder
aauwpakeystoner@gmail.com

Public Policy Co-Chairs

Barbara Price

Ann Pehle
aauwpapp2@gmail.com

Conference Coordinator & Registrar

Barbara Zaborowski
aauwpaconfcoord@gmail.com

Archives Chair

Linda Robbins
aauwparchives@gmail.com

See **BOARD**, p. 3)

AAUW National Convention 2017 Update

The national convention was held June 14-17 in Washington, DC. The best event was by far Lobby Day when hundreds of AAUW members, including 20+ Pennsylvanians, stormed the halls of the congressional office buildings to advocate on the issues of Women and Student Debt, and Title IX Compliance. It was an awesome site.

Election results included the passage of all Public Policy Priorities proposed, passage of some of the bylaw proposals (moving sections, change in the Nominations Committee, Voting Methods specifics, board members serving on committees, and changing the name of Public Policy Program to Priorities). Bylaws that did not pass were the proposal of an "Advocate" category of membership, eliminating the education degree requirement for membership, and reducing the quorum from 5% to 3%. For a full report on the National Election Results, please visit the national website <http://www.aauw.org/resource/national-election/>.

An announcement was made at the Convention business meeting that the AAUW National Convention which would typically occur in 2019 is being postponed until 2020 at which time we can have a multi-generational celebration of the 100th anniversary of the passage of the 19th amendment giving women the right to vote. The date and location of this convening has not been determined yet.

Resources and materials from the many workshops and events at Convention are now posted on the national AAUW website:

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

—Dot McLane

Reflections from Dot McLane, AAUW National Board Director-at-Large

Recently there have been many changes in AAUW. Going through change in an organization is often difficult but is always necessary. As a national board member, I was involved in the logical evolution of the process and supported the decisions made, including my board decisions. For those not directly involved, it may be more difficult to understand some of these changes, but I encourage you to evaluate and understand them for yourself so you may also see them as the right decisions.

What happens next is as important as what has gone before. As a re-elected national board member, I have a continuing and clear responsibility to act in the best interest of the organization and its members and to achieve the purposes of our mission, vision statement, value promise, diversity statement, and strategic plan. Going forward as the board develops a new strategic plan and sets policy from that road map, my role will be to ensure that each step benefits the membership and the long-term survival of the organization. At the end of the day, keeping AAUW the impactful organization it has become for women and girls while safeguarding financial stability is what matters to all us who have invested our time and talent into this organization.



AAUW-PA Public Policy Initiatives

Pennsylvania on Capitol Hill

Twenty-three members attending the AAUW Convention in June participated in the AAUW Lobby Day. During the morning, we met with aides of Senators Toomey and Casey. In the afternoon, everyone met with their Congressman or aide, nine in total. You can read more about it and see pictures at [AAUW-PA in DC](#).



Our visits focused on two topics, [Title IX](#) and AAUW's new research report [Deeper in Debt: Women and Student Loans](#). We asked our members of Congress to support increased funding for the Department of Education's Office for Civil Rights to continue their vital work to ensure schools comply with our civil rights statutes, including Title IX and its current regulations and guidance. Current student debt in this country is \$1.3 trillion and women hold almost two-thirds of it. AAUW estimates that women take two years longer to pay off their student debt than men do. Regarding student debt, we asked members of Congress to support protecting and strengthening federal financial aid programs such as Pell Grants, Public Service Loan Forgiveness, and Income-Driven Repayment. These programs are critical to the success of women in higher education and can help curb the student debt burden they experience.

It was fun storming the Hill with over [700 AAUW members](#)—you saw our white t-shirts everywhere.

Lobby Corps: A New Advocacy Opportunity

One strength of AAUW is our grassroots advocacy—working at the state and local level on issues advancing the AAUW Public Policy Priorities. In Washington, DC., AAUW has a reputation of being a trusted, nonpartisan source of information on issues. Our goal is to create that same reputation in Pennsylvania. We must be a consistent presence, not simply contacting our state Representatives and Senators through Action Alert emails and phone calls. If we develop a relationship with them and their staff to discuss AAUW priorities, they will know our issues and trust our nonpartisan position.

To accomplish this, we are launching AAUW-PA Lobby Corps. Our goal is to have at least one AAUW-PA member assigned to each state Representative and Senator. Your responsibility will be to meet with them in their district offices, throughout the year. Don't worry—we will provide you with all the materials and information you need. Want to get involved? Get more information and directions on how to sign up at <http://aauw-pa.aauw.net/lobby-corp/>.

Equal Pay Legislation We Can Support

We can enthusiastically support HB1243, pay equity bill sponsored by Representatives Brian Sims and Tina Davis with 25 additional co-sponsors. Read the [Equal Pay Bill](#) to see co-sponsors and learn more about it. Of all the equal pay bills introduced in Pennsylvania, HB1243 offers the most robust remedies to Pennsylvania law and covers all but one item on the AAUW Equal Pay Road Map for Pennsylvania. For more information and how to take action, check out [Equal Pay Advocacy in a Box](#). This page will be updated frequently as our strategy takes shape.

(PUBLIC POLICY, p. 7)

(BOARD, from p. 2)

OFF-BOARD POSITIONS

Bylaws Chair

Susan Nenstiel

aauwpabylaws@gmail.com

College/University Liaison

Holle Canatella

aauwpacu@gmail.com

Leader on Loan Program

Dot McLane

aauwpapresident@gmail.com

Pat Byerly

aauwpaad@gmail.com

AAUW-PA Funds Report \$\$\$

Good news! Twenty-four Pennsylvania branches have donated to AAUW Funds through the first quarter of 2017. Total giving was **\$12,425**, an increase of \$7,625 over last year. Please keep AAUW Funds in mind as you think about your charitable giving this year. Every donation, large or small, is appreciated.

The 2017-2018 Fellowship and Grant Awardees have been announced and are listed below.

—Rosemary Baker

AAUW-PA Funds Chair

COMMUNITY ACTION GRANTS:

Girls on the Run

Philadelphia, PA

Public Management Corporation

Philadelphia, PA

SELECTED PROFESSIONS FELLOWS:

Tiffany Hodges

Temple University

Danni Xie

University of Pennsylvania

July Retreat Memories



About 45 women representing 17 of the 38 Pennsylvania branches attended the AAUW-PA summer retreat. Branch members enjoyed exchanging notes and hearing some new ideas.



Barbara Price and Martha Czop, Lower Bucks members, enjoy a moment during a meeting break.



Ann Pehle, AAUW-PA Public Policy Co-Chair, provided some public policy programming ideas that hit the spot.

Proposals Requested for AAUW-PA 2018 Conference

Does your branch have an exceptional program? Are you great at fundraising? Have you had successful public policy events? Are you engaging your members in new and innovative ways? If the answer is “yes” to any of these, we want to hear from you!



The 89th Annual AAUW-PA conference will be held at Seven Springs resort next April 13-15, and as part of the program there are opportunities for branches to present on topics that could be shared and replicated by other branches. Concurrent sessions will be 45 minutes, with time for questions and answers.

If you have questions about the presentations, please contact Barb Zaborowski, Conference Coordinator at zbabor@pennhighlands.edu or via phone at (814) 262-6425. To register to present at the conference, just complete this online form by September 30th: <https://www.surveymonkey.com/r/AAUWPresentationForm>

Recruiting New Members

Linda Tozier, AAUW-PA Membership VP

It's a new AAUW year. What plans has your branch made to grow your membership? The national website has some wonderful ideas to increase membership, found at <http://www.aauw.org/resource/recruitment-tip-sheet/>. Highlights include the following:

Be prepared – Develop a recruitment plan that engages all your current members and understands your target market. Following the link above, access webinars that are custom-gearred to attracting different audiences.

Manage expectations – Use mission-based programs and promote volunteerism for younger women who have limited time. Show the value of joining.

Use proven recruitment tactics – Organize events open to the public and use the Shape the Future campaign. Seek out your closest College/University Member institution to involve both students and faculty—I can send you this list. Consider inviting former members. Have an information table at community events.

Be welcoming and inclusive – Hold programs in

(NEW MEMBERS, p. 5)

Help for Branch Websites

If you are one of the branches in Pennsylvania that does not have a working website but would like one, now you can request some help. Barb Zaborowski has agreed to work with any Branch that would like to get a website established or have updates posted to their pages.

To create a new website, Barb will work with the Branch and Site Resources at AAUW National to get the new site

(WEBSITES, p. 8)

Significant Branch Anniversaries

(July 1, 2017 – June 30, 2018)

Johnstown

95 years (1923)

Towanda

95 years (1923)

Eastern Delaware Cty

85 years (May 3, 1933)

Lansdale

55 years (Jan. 9, 196

Pottstown Area

45 years (July 27, 1972)

Congratulations, All!

(NEW MEMBERS, p. 4)

accessible places, appeal to the interests of attendees, and respect any financial limitations. Assign specific members to welcome and sit with guests.

Recruitment Considerations

<http://www.aauw.org/resource/relational-recruitment-method/>

Set recruitment goals – SMART GOALS are Specific, Measurable, Achievable, Relevant, and Time-Bound. Many types of diversity exist in every community: race, ethnicity, age, ability, sexuality, class, religion, and gender. Is your branch primarily homogeneous? Then decide who you want to recruit and set achievable ways to do this.

Why do people get involved with AAUW? – *A belief in the mission, professional development, to give back to the community, and social interaction.*

Identify recruitment tactics – *Direct recruitment activities* include tabling, flyer, contacting national members, making announcements at other meetings and events. *Indirect activities* are hanging posters, posting on Facebook, emailing your branch's other organizations' networks or listservs, contacting local media and other membership organizations.

How to ask people to join – *Ask, Inform, Involve, and Thank.* **Ask:** Learn the person's values, passions, interests, hobbies and expectations. **Inform:** Share what your branch does with a tailored focus on how this relates to their interests. **Involve:** Ask them to join and offer to help them sign up on-line or on paper. **Thank:** Always thank them, whether they say yes, no, or maybe. Ask the no's and maybe's if you can contact them in the future about a branch event. You know that AAUW is great. Potential members will realize that too, if you keep on asking.

Branch Donation Option to Fund NCCWSL Students



AAUW-PA is offering the option for branches to support NCCWSL (National Conference for Collegiate Women Student Leaders) grant recipients through donations to the state. You can send your funds to AAUW-PA in increments of \$500 and the state will use these funds to support a Pennsylvania student through our application process.

Donations can be from a single branch or combined branches but must be in increments of \$500. If you choose this option, your branch will not get credit as a branch from national for a donation to NCCWSL, as the funds will go from the state to the student directly and not through national AAUW.

Any branch(es) interested in this option please contact the state C/U Liaison Holle Canatella aaupacu@gmail.com. **Funds need to be received by the state no later than February 28, 2018.**

AAUW-PA College Connections

Holle Canatella, AAUW-PA College/University Liaison

2017 has been an exciting year on the C/U front thus far, and we have three new AAUW student organizations— the **University of Philadelphia**, **Lehigh University**, and **Millersville University**. I am happy to help branches reach out to these groups to plan joint programming and provide mentorship.

NCCWSL Update

We sent seven women to this year's National Conference for College Women Students Leaders (NCCWSL) and received more applications for our AAUW-PA grants than ever!

NCCWSL grant winner Olivia Kelley (University of Pittsburgh) commented that she loved hearing about how different AAUW groups on campuses have found success, adding "I plan on taking their success stories and using them in my AAUW group."

Alison Simmons of Brown University (right) said that one highlight was meeting with women on Capitol Hill and learning how their education and work experiences led to leadership positions there, with roles in developing federal budgets and legislation.



Student Advisory Council (SAC)

We are looking for C/U students to apply to become a member of the state SAC. The SAC advises the state board about student concerns and perspectives, works locally to promote AAUW, and develops and presents a session for the state annual meeting in April. **Applications are due by October 4.** Visit <http://aaupacu.aauw.net/leadership-opportunities-nccwsl/> for details.



Branch Bits and Pieces

WESTERN DISTRICT—Beaver Valley



We're gearing up for our 16th Annual Kitchen Tour, to be held on **Saturday, September 30**. Patrons tour fabulous kitchens and taste some excellent cuisine from local chefs. Tickets to this event are \$15,

and each member is expected to sell or purchase at least two. This event raises over \$10,000 for scholarships and mission-based programs. We also host a "Marketplace" the same day as the tour, where patrons can visit vendors selling a variety of items, enjoy a catered lunch (tickets sold separately in advance), browse our gently used handbag and accessory table, purchase delicious baked goods at the bake sale, and participate in a basket raffle.

We have several interest groups and committees are extremely active. Our interest groups explore literature, culture, investments, antiques, gardening, and we also have a monthly lunch group. Our Community Committee hosts Girls' Recognition Night in partnership with the Beaver County Community College. We recognize 8th grade girls for their ability in math and/or science. They are recommended by their teacher for this award and are presented with beautiful certificates and a copy of the teacher's recommendation which is read at the ceremony.

EASTERN DISTRICT—Lower Bucks

Small But Mighty—Gaining five new members this year was definitely connected to our 11 public policy events. We worked in conjunction with our Bucks County GoTV (Get Out the Vote)

group, we did three voter registrations and sponsored a candidate forum for our congressional district.

We made a presentation to the Girl Scouts on the importance of voting and how few people vote, leaving decision-making to those who don't. The girls earned two merit badges as a result. A letter to the editor encouraging women to vote was adapted from one provided by the state public policy chairs (that ran in the *Philadelphia Inquirer* and *Bucks County Courier Times*.)

We co-sponsored *HOW TO RUN FOR LOCAL ELECTED OFFICE* with The Women's Political Network and the League of Women Voters of Bucks County. We visited out legislators in Harrisburg on Equal Pay Day.

Most importantly, we didn't do it alone. We maximized our influence by working in coalition.

Advocacy



We had the installation of branch officers on Flag Day, and celebrated with patriotic swag bags filled with red, white, and blue candles, candies, beads, and of course, flags. We also voted to send \$100 to the backpack program. It helps students who might not have food on the weekends during the school year.

CENTRAL DISTRICT Towanda

This spring, the Bradford County primary election for District Magistrate was an important one; so we hosted a *Meet & Greet* for those running for the post. It was very well attended and many of the people stayed for dinner, which helped out the small town restaurant owner.

On June 13th we held our annual Banquet at the Wyalusing Hotel in Wyalusing.

(PUBLIC POLICY, p. 3)

Advocacy in a Box

Our goal is to make it easy for branch members to be grassroots advocates. Advocacy in a Box is one-stop-advocacy. On a single webpage, for a single public policy issue, you will get the background, resources, AAUW-PA position and (most importantly) suggestions for individual and branch advocacy. Topics include: [Campus Sexual Assault](#), [Cyber/Charter schools](#), [Education Funding](#), [Equal Pay](#), [GOTV](#), [Redistricting Reform](#), [Title IX K-12](#). Look here first, before taking action, to make sure you have the most up-to-date information.

AAUW is Unique

Every two years, AAUW members review and adopt the public policy priorities from which the federal action priorities are established. The issues we work on are member endorsed, not dictated from above, and this makes AAUW unique. The nonpartisan advocacy work at the federal, state, and branch level is guided by the AAUW Public Policy Priorities.

Members voted to pass all the proposed changes for the 2017—2019 Public Policy Priorities. The new pamphlet will be available in August. Highlights of the changes (underlined words) are:

- AAUW recognizes that gun violence is a public health crisis
- Pay equity and fairness in compensation and benefits
- Policies that promote work-life balance, including quality and affordable dependent care
- Changes throughout to support diversity and inclusion, with emphasis on racial justice and updated LGBT language
- Two resolutions: Equal Rights Amendment Human Trafficking

Want an easy way to participate in AAUW Action Alerts? Text [AAUW to 21333](#) to [Join Two Minute Activist Mobile](#). This great tool will allow AAUW to send more timely and targeted communications straight to your cell phone via text message.

Looking for Public Policy information? Make <http://aauw-pa.aauw.net/policy/> your first stop.

Ann Pehle and Barbara Price
AAUW-PA Public Policy Co-Chairs

AAUW-PA Financial Statement

7/1/2016—6/30/2017

	2016-17 Actual	2016-17 Budget	2015-16 Actual
INCOME			
AAUW Impact Grant	\$ 1,000	\$ 1,000	\$ 1,000
Dues	19,264	19,000	19,908
Interest Income	46	40	41
Capital Transfer	9,551	16,527	3,201
TOTAL INCOME	\$29,861	\$36,567	\$24,150
EXPENSES			
Member Activities			
Member Publications	2,877	2,945	2,875
National Convention	2,000	2,000	---
Grants & Scholarships	3,475	3,500	2,719
Public Policy Lobby Day	782	1,000	1,006
Student Advisory Council	1,662	2,760	614
Student Orgs/eSAF	0	1,800	---
Member Meetings	4,837	6,572	3,610
Pa. Women's Conf.	699	570	520
Operations			
Officer Expenses	219	300	85
Board Meetings	12,541	14,000	11,967
Liability Insurance	300	300	300
SurveyMonkey/Website	420	420	420
Banner, Nametags	49	400	34
Funds for later use	---	---	---
TOTAL EXPENSES	\$ 29,861	\$ 36,567	\$ 24,150
Cash & Investments 6/30/2017			6/30/2016
Checking Account	\$ 7,746.45		\$ 7,337.72
Money Market	8,568.22		15,875.42
CD 6-month renewal	41,034.01		40,993.02
PayPal	---	---	398.24
P.O. Bulk Permit	596.83	---	1,144.00
TOTAL	\$ 57,945.51		\$ 64,604.40

REMINDER: Your branch's annual nonprofit tax filing, 990N, is **due no later than October**. National encourages using the group tax exemption form in the Member Services database. In the past, several branches have had some issues with filing this important document and have had their nonprofit status revoked. To ensure our branches do not incur this situation, please email a copy of your confirmation of filing to Mary Jo. If you have questions, please email connect@aauw.org or AAUW-PA State Finance Officer, Mary Jo Buckwalter, aauwpafinance@gmail.com.



Website Submissions

Please send news for the AAUW-PA website to Patricia Byerly:

aauwpaad@gmail.com

Address Changes

E-News Subscribers:

Send e-mail address changes and additions to the branch person who manages the e-mail list.

Paper Subscribers:

Once a year, we ask branches to send an updated address list for paper subscribers to the *Keystoner*. The rest of the year, members send their own updates to aauwpaad@gmail.com.

More AAUW-PA Summer Memories



LEFT: A highlight of this year's AAUW national convention was Lobby Day, where 23 Pennsylvania members participated.

BELOW: The bathroom at Genetti Hotel in Williamsport, where the AAUW-PA summer retreat was held, was a magnificent surprise. It was truly fit for a queen!



Carlisle Branch members Virginia Mueller and Sue Royer enjoyed representing their branch at the AAUW-PA summer retreat.



AAUW-PA Vision

AAUW-PA will be a welcoming and inclusive organization that serves as a significant resource and powerful advocate for Pa. branches and members in their work toward achieving AAUW's mission and vision.



Keystoner Deadline

The article deadline for the next *Keystoner* is **November 1**, and the issue will be delivered by **December 1**.

Branch Newsletters Sought for Website

AAUW-PA requests that branches send us a pdf copy of their published newsletters, to be posted on the state website under our "Branches" tab. This is a good way to inform the general public about what is happening in the local branches.

If you publish private information such as addresses or phone numbers of your members/officers, please mask these before sending it to the state as we will be posting them in a public space.

We are not able to accept paper newsletters. Send your newsletters to Pat Byerly, Administrative Director at aauwpaad@gmail.com.

AAUW-PA Strategic Plan

The state board has adopted a new Strategic Plan for 2017-2018, focusing our efforts on increasing the visibility of AAUW-PA branches. To view, visit <http://aauw-pa.aauw.net/files/2016/07/AAUW-PA-Strategic-Plan-2016-2018.pdf>.

(WEBSITES, p. 4)

up and operating, after which she is willing to update information for Branches that do not have the technical experience to do so. If you are interested in having a webpage, please contact Barb Zaborowski at bzabor@pennhighlands.edu, (814) 262-6425.



Visit NewseumED

NewseumED is an online news source for educators, where AAUW has sponsored two collections—one on the 2016 election and a second on the suffragette movement! <https://newseumed.org/our-edcollections/>

State Newsletter/Yearbook Editor Needed

We are seeking someone familiar with Publisher software to join the state board as the *Keystoner* and yearbook editor starting July 2018. For details, contact Connie Schroeder, aauwpaakeystoner@gmail.com.