

## **AAUW – PA Summer Retreat July 22, 2017, Williamsport, PA Branch Sharing Summary**

The following transcript is from the discussion on the topics of Mission-based Programming and Membership.

### **Mission-Based Programming Branch Sharing**

**Holle Canatella** (Lock Haven) EVENT: Had a post card writing party invited folks to come and share on AAUW issues that needed to be addressed.

**Nancy Sigrist** (Carlisle) EVENT: program is called Topic Talks which is done in book club format. Steps are to send out the topic to engage interest and to bring in guests to increase membership. Experts on topics speak and use AAUW topics.

EVENT: Barriers and Bias (AAUW Research report). They have a topic leader experts and articles to share.

**Cindy Hall** (State College) EVENT: Focus on charter schools, local legislative panels, educated voters of PA, PSBA leaders, and letter writing. Getting support on cyber schools and charter and tax implications. Always ensure that any positions you take on public policy using the AAUW name, that you check national's position/policy on the issue.

**Sue Royer** (Carlisle) EVENT: Meet and Greet the Candidates for school board election. Questionnaire for the candidates, compile and post.

**Dot McLane** (Lansdale) EVENT: Local successfully elected female candidates talk about what it was like to run as a woman candidate. Ensure topic is about the process and not any political party position (nonpartisan).

**Deb Roney** (Huntingdon) EVENT: Multigenerational brunch on college campus. Event: For CU's: women and work and one on women and education in various fields.  
EVENT: Biology talk, STEM field, etc.

**Brigid Heydt** (NEMCO) EVENT: Program in a Box on Diversity and Inclusion from national AAUW website. Their one-hour programs turned into a 3-hour discussion due to interest level.

**Peg Pennepacker** (State College) EVENT: TOTALLY RAD: Myths and Truths of Radiation. Held on campus as a Science Pub program.

**Dot McLane** (Lansdale) EVENT: Intersectional Feminism All women do not experience inequality the same way. An understanding of how women's overlapping identities – including race, class, ethnicity, religion, and sexual orientation – impacts the way they experience discrimination. A place to start looking for a presenter would be a female civil rights lawyer.

**Dot McLane** (Lansdale) EVENT: Genetically Modified Organism (GMO), Local college/university scientist can speak to what they are and if they are safe.

EVENT: In general colleges and universities often have speaker bureaus for their faculty, you can get some great speakers this way.

**Dot McLane** (Lansdale) EVENT: Top Secret Rosies: The Female Computers of World War II. Documentary about the women who calculated ballistics manuals and developed early computer programming in the Philadelphia area. AAUW Fellowship recipient Leann Erickson, professor at Temple University, made the documentary which is available on Amazon, etc.

**Betsy Uslenghi** (Beaver Valley) EVENT: Speaker on “Olders and Elders”, flip reversal of older women, age membership.

**Dot McLane** (Lansdale) EVENT: Title IX. Women’s Law Project (Philadelphia and Pittsburgh) have attorneys who prosecute these cases and can speak to the issue; all school districts are required to have a Title IX officer, AAUW national website has information on how to find your school’s Title IX coordinator and resources you can share with them, <http://www.aauw.org/resource/find-your-title-ix-coordinator/>.

**Peg Pennepacker** from State College EVENT: ATIXA (Association of Title IX Administrators) <https://atixa.org/> has many resources online.

**Cathy Wieland** (Lebanon Valley) EVENT: Green Dot program <https://www.livethegreendot.com/>. Green Dot is an organization built on the premise that we can measurably and systematically reduce violence within any given community.

**Various Members** EVENT: Human Trafficking. Good source for speakers are local attorneys, State Attorney General’s office (often will send out speakers on this topic as they prosecute these cases).

**Various Members** EVENT: Sexual Violence on Campus. Film “[The Hunting Ground](#)” (available on YouTube, Amazon Video, etc.) and discussion. The Hunting Ground is a documentary film about the incidence of sexual assault on college campuses in the United States and what its creators say is a failure of college administrations to deal with it adequately.

**AAUW National Website** EVENT: Screening a film like The Invisible War, Miss Representation, or Granny’s Got Game is an outstanding way to engage your community in a conversation about women’s issues. Showing a movie is also an excellent recruitment opportunity because people get to learn about what you do and how important AAUW’s work is. Films that resonate with AAUW’s mission are now available through [Tugg](#), a website that lets you host screenings at local movie theaters (<http://www.aauw.org/resource/screen-a-movie-program-in-a-box/>)

**AAUW National Website** Programs in a Box <http://www.aauw.org/resource/programs-in-a-box/>. Step-by-step directions on topics such as “Women, Their Rights, and Nothing Less: Spread Women’s History in Your Local Schools”, “Spark Discussion and Action on Global Issues”, “Start Your Own Adelante Book of the Month Club”, etc.

## **Membership Branch Sharing**

### **Linda Tozier Presentation – Some Highlights**

#### **WHAT DO YOU OFFER YOUR MEMBERS?**

1. Professional Development
2. Mission activities – career nights, tech nights,
3. Giving back to communities – networking, assisting new citizens for ESL, etc. food banks
4. Personal growth – volunteer recruit, learning and exploring new things (February, March) Ex. Black history month, stem opportunities

**Sue Royer** (Carlisle) EVENT: Covered dish bring a guest. Theme is make membership grow. Practice the elevator speech. Write personal note cards to visitors. Contact members who have not been seen lately. Don't always sit with your friends. Offer a goodie bag with name on it.

**Debi Breit Adams** (Beaver Valley) EVENTS: Gardening, lunches, kitchen handouts make invites 'get to know us' with a speaker, someone from Fair Districts PA <https://www.fairdistrictspa.com/> will speak, Girl's Recognition night, make sure you get publicity.

**Cindy Hall** (State College) EVENT: Wine Tasting, to attract a wider demographic, bring a friend. AAUW National Shape the Future Membership Campaign <http://www.aauw.org/resource/shape-the-future-membership-campaign/>. The Shape the Future membership campaign is a recruitment tool for current members to offer a discounted rate to prospective members. With this campaign, new members and students can take 50 percent off the national dues rate when they join on the spot during an AAUW public event. Branches also earn one free national membership to give away for every two newly recruited members, with a maximum of five free memberships annually.

**Judy O'Neill** (NEMCO) EVENT: Great Decisions – facilitated discussion on World Affairs.

**Sandy Homel** (Doylestown) EVENT: Brown bag luncheon - bring your own. Speaker, author is usually there, time to meet new friends, pot luck lunch in winter months come and bring what you have to eat. Bring a new item you don't use to donate to a Chinese auction to raise money.

**Hazelton** – Book Club, a historical tea to attract new members

**Linda Tozier** (North Hills Pittsburgh) EVENT: Spice up your Program handout in the packet (posted on AAUW-PA website) – guide to assess if your program is mission-based, if it will grow the branch, and if it will engage current members.

EVENT: MomsRising <https://www.momsrising.org/>, MomsRising takes on the most critical issues facing women, mothers, and families by educating the public and mobilizing massive grassroots actions to: Bring the voices and real-world experiences of women and mothers straight to our local, state, and nation's leaders; Amplify women's voices and policy issues in the national dialogue & in the media across all platforms (from print, to radio, to blogs, social media, and more); Accelerate grassroots impact on Capitol Hill and at state capitols across the country; Hold corporations accountable for fair treatment of women and mothers & for ensuring the safety of their products.

EVENT: Start Smart ( <https://salary.aauw.org/start-smart/>) and Work Smart (<http://www.aauw.org/article/aauw-work-smart/>) Salary Negotiation Workshops. Workshops teach attendees how to negotiate salaries for a new or current job.

**Joanne Borgesi** (Pittsburgh) EVENT: Heinz History Center Museum, teamed up with the museum as a volunteer to promote an event on girl's confidence.

EVENT: History project with the Girl Scouts that was STEM related.

#### Quick Takes

- Invite local National Members (formerly known as Members-at-Large) to an Open House or Meeting
- Continue to send newsletters to shut-ins
- Hand out to your members a pre-addressed envelope to the branch Finance Officer/Treasurer so they can easily pay their dues
- Print business cards for your members so they can hand them out to recruit new members