

KEYSTONER

Vol. 78, No. 1

The newsletter of AAUW – Pennsylvania

Fall 2010

In the News

AAUW -PA in Ninth Place in total state giving to Leadership Programs

The national association has recognized and congratulated AAUW PA's giving to develop other women's potential to lead in their schools, communities, and country. The top ten fundraising awards are among AAUW's highest honors. Thanks to all members who made this recognition possible, and supported other women toward leadership, education, and economic security.

Let's Read Math News

Chair of "Let's Read Math," Fran Bentkowski, reports that the LRM program team has been presenting the program this summer. Children attending the day camp at the Allentown YM/YWCA enjoyed the activities.

During one program, the woman who oversees the Y's school season afterschool program walked up to ask if our team (AAUW Allentown and Bethlehem branches) would be available to present again in the fall. Fran is currently contacting additional client schools to arrange for programming. Fran and the team invite all branches to think about participating.

Call for State Board Nominations

AAUW-PA is seeking nominations for the following officers to fill the 2011-2013 term on the State Board.

Secretary: Is specifically responsible for keeping the official records of AAUW-PA; keeping a record of all meetings of the state board of directors and the executive committee; compiling, printing and distributing meeting minutes to the president and board members.

Finance Officer (FO): is specifically responsible for planning, directing, and documenting the financial matters of AAUW-PA and maintaining an accurate record of the financial status of the state organization. The FO prepares budgets, provides financial reports to the board for meetings and as requested, chairs the finance committee, and submits financial reports for publication in the Keystoner.

Membership Vice President (MVP): is specifically responsible for planning, coordinating, implementing, and reporting membership activities of the state; collecting information on current membership, trends, and target markets for use in planning. MVP is also responsible for coordinating the work of the membership committee with other committees, working to develop marketing plans, as well as, program and membership activities that can be used by branches.

The state board typically meets four times annually: in July, October, January, and at the State Convention or Annual Meeting. Board expenses for attendance at meetings are paid by AAUW-PA.

If you are interested in serving on the state board in any of these capacities, please complete the Candidate Form that is posted online in the latest FYI, and return it, along with a photo, to: Toni Ann Simmers, 10 Countryside Ct., Camp Hill, PA 17011 or email it to tonisimmersaauw@gmail.com by October 1, 2010.

(For questions or more information, contact Toni Ann Simmers at (717) 737-9981 or tonisimmersaauw@gmail.com)

Western District to meet Sat. Oct. 30

AAUW-PA Western District, which is comprised of branches in western Pennsylvania, has planned a gathering on Saturday, October 30, 10 a.m. to 12:30 p.m. at the Butler County Community College (BC3) Cranberry Center in Cranberry Township, to learn

Continued on Page 7

President's Message

Off To An Excellent Start

While the President's term starts July 1, the real launch was at the first Board meeting and Leaders meeting on July 17.

The presentation on "**Mentoring Future AAUW Leaders**" was a real hit. Attendees learned, for example, that for Generation Y (born 1977-1994), a year is a long time, and while they may accept a discrete task, they'd worry about accepting a "long-term" job. Selling the AAUW positions, rather than assigning them, was a good reminder.

The second presentation, on a possible **parents' guide to charter schools**, hit "below the radar" on growing public school alternatives. However, more background on the current public alternatives was needed by most participants. Another takeaway was that a parents' guide should comprehensively include all public alternatives in guiding parents to "Finding Our Way" for a good fit for children.

Of course, no Leaders meeting would be complete without interactive sharing, learning, discussing, socializing, and exploring new ideas.

The Board built on their own experiences as well as discussions with other leaders, and launched several new initiatives:

"Conversations with" more frequently

Many branch leaders are familiar with the format of "conversations with" a state board member. This board will reach out in that fashion every few months, to listen and to dialogue about needs for collaboration, support, and encouragement.

New PA Districts approved

The four Pennsylvania districts have been streamlined into three: East, Central, and West, with branches placed where the Board felt the branch had the most affinity. Each district has a District Coordinator who will coordinate activities and facilitate communication in her area. Find your district and coordinator elsewhere in this publication.

Priorities for 2010-12.

The Board started discussions of its strategic plan and priorities. While not complete, three key priorities were agreed upon:

- **Embrace the Future:** The state Board recognizes that e-mail and web searches are now mainstream, and that the inability to use this technology will be a barrier to a member's ability to communicate with the world, and may affect her well-being. We hope to dialogue about the resources, training, and support needed to help members adapt and learn.
- **Foster Interbranch Cooperation:** More is possible "with a little help from my friends", so the state Board will foster communication and cooperation.
- **Focus on Successes:** Branches have requested information about other branches' successes and contact information for branch representatives who can share their "secrets.". Success breeds success.

I'm looking forward to an exciting year of mutual and continuous learning.

Margaret

Parents hand-book studied

Whether Pennsylvania AAUW should pursue creation of a parent hand-book for the evaluation of charter and cyber charter schools was discussed at the July leaders meeting.

A presentation on the preliminary exploration was given by the Fox Chapel Area Branch committee.

"It's not just for students, charter schools affect the whole community, presenter Dr. Jacky Territo said. Unlike private schools, which are funded privately, charter schools receive per pupil funding from their students' public school districts, she explained.

Charter schools are exempt from many state regulations, providing flexibility to "fill a need that school districts are not nimble enough to fill," Dr. Territo said. On the down side, this can result in little reporting and parents not being aware of what the test scores are.

The Fox Chapel Branch's preliminary exploration of the subject touched on numerous criteria on which parents should focus when selecting a charter school for their child. These include how classes are presented, what materials are provided, and how student progress and use of technology are monitored. Also targeted for inclusion would be information on each school's faculty and administration, the school environment, school partners and supporters, course rigor and breadth, student participation and a guide to questions parents should ask.

Leaders attending the meeting asked why the guide should be done by AAUW when statistics and data are available through the U.S. Department of Education; Territo noted that the guide would be less intimidating to parents. "Parents not comfortable with education themselves would not go to Department of Education websites."

If some version of the project were to go forward it would require funding and participation by the branches, state president Margaret McGrath said. A funding request from AAUW National was not awarded. To make the project a reality, branches would have to take on some of the responsibility of contacting the charter schools via follow-up interviews, helping with publicity and doing grant writing. A website keeping information current would have to be created and regularly updated.

Feedback from leaders was to be evaluated later in 2010-2011 year.

Membership News

By Jean Macaluso

AAUW-PA Membership Vice President

As we begin another year in AAUW, our attention is called to membership. How successful have we been in recruiting new members and retaining former members? A very helpful resource has been sent to all branch membership vice presidents to help in this regard. By now, they should have received the 2010 *AAUW Annual Starter Kit* containing the latest resources, materials, and information, compiled into a comprehensive binder for quick and easy reference. Branch MVP's, please take the time to become acquainted with the *Starter Kit* and share it with branch members, especially the topic of Membership Campaigns.

Of particular note is the brochure, "Quick Guide to the Shape the Future Membership Campaign". These events could be discussed at branch meetings as ways to recruit new members and student affiliates, for there are rewards for both new members and branches. A 50% discount off the national membership dues and state dues is offered to anyone who joins at a Shape the Future event, and for every two new members who join, the branch earns one free national membership, up to a maximum of three free memberships per year.

The Member-Get-a-Member campaign is an excellent companion piece to a Shape the Future event. A current member's ID number is attached to the new member's application so that the current member can receive credit for the recruitment. The branch will still receive up to three free memberships as in the regular Shape the Future campaign. Detailed information in a summary form is available on the state website aauwpa.org, under Membership, and on the national website, www.aauw.org, under Membership Campaigns.

Another effective way to recruit new members is with the Give-a-Grad-a-Gift program. Only an AAUW member can give a recent graduate—one who has graduated within two years—a gift of a FREE AAUW membership. THIS IS AT NO COST TO THE MEMBER OR GRADUATE. State and local dues need to be paid. This gift exposes the graduate to the power that comes from belonging to a national women-led organization of more than 100,000 members who believe in and advance equity and education for women and girls; it expands her networking opportunities; it keeps her current, through the publications, on events and people that affect her life; it increases her buying power with access to discounts, and most of all, it introduces her to the branch.

Continued on page 5

A look at the leader's conference

Overcoming challenges to cultivating new branch officers and members was presented by trainers Debra Patrick of Leadership Designers Inc. and Kathleen Guinn, an AAUW member who is a retired organizational development consultant. The presentation took place at the July leadership conference.

The speakers highlighted the differences in motivation and background of four generations active in AAUW today: the traditionalists (born 1945 and earlier) who are among the branch stalwarts; the Baby Boomers (1946-1964); Generation X (1965-1976) and Generation Y (1977-1994).

Traditionalists are hard workers, value formality, respect authority, and want to build a legacy, Deb Patrick said. Baby Boomers live to work, believe in face time, and acknowledge hierarchy.

Gen Xers, on the other hand, are independent and have a disdain for hierarchy, demand work/life balance and want to build a portable career. "If they don't see value they are not going to engage or stay; they need to be recruited every day," Ms. Patrick stressed.

Gen Ys consider themselves to be working to live and consider continuous learning a way of life. They are independent when they want to be, want meaningful roles with meaningful work, and want to work for an organization with a positive reputation.

The preceding traits sometimes appear to clash and can make communication between groups difficult, explained Ms. Patrick, who is herself Ms. Guinn's mentee.

Yet their differences can help build stronger branches. Often, traditionalists would be happy to teach younger members. "Traditionalists want to leave a legacy," Ms. Patrick explained, "Pair them with Ys. Who better to learn from than the 'experts?'"

She suggested that branches look for things that attract different generations. "Determine what's important to people, how to get attention from the media, other local organizations. They are great sources of Xs and Ys."

To further communication, the speakers highlighted general traits displayed by the age groups.

The Baby Boomers are motivated by public recognition, titles, being the recognized expert, and flexibility. "Body language is important when communicating, and speak openly and directly but avoid being controlling," Ms. Guinn said.

Gen Xers enjoy using their entrepreneurial spirit and receiving skills training and coaching – not lecturing. They require some sort of performance feedback at least weekly. It's best to keep them in the loop. They like short informal communication – emails, sound bites.

Gen Ys prefer assignments with immediate responsibility. A one-year commitment is considered long-term. They enjoy development opportunities, flexibility to accommodate their need for collaboration and quicker and even less formal communication.

When approaching a member for a specific position:

- § Identify what motivates the member. "People want to do what's right, they may just not know how to do it," Ms. Patrick said.
- § Create leadership opportunities in areas that motivate the individual;
- § Recognize when the member is ready for development slightly before she requests additional responsibility;
- § Communicate the value to her and AAUW that comes with accepting additional responsibility (no closed questions);
- § Provide encouragement; reiterate you are accessible for questions and advice;
- § Identify what success looks like.

For mentors, they recommended the following:

- § Be a coach, not a controller;
- § Provide opportunities for feedback;
- § Compare actions and efforts to what ultimate success looks like;
- § Provide positive reinforcement and problem solve with the individual when issues arise and specifically say what the member is excelling at;
- § Schedule status updates;
- § Celebrate successes.

AAUW-PA State Dues 2010-2011

State dues remain unchanged at \$10 per member (free for 50-year members). Checks should be made out to AAUW-PA and sent to:

Leslie Wachob
1201 Porter Street
Chester Springs, PA 19425

Finance Officers are reminded to file 990s for the last fiscal year (7/1/09 – 6/30/10) before November 15, 2010.

Western Region meeting set

Continued from Page 1

more about the National Girls Collaborative Project and STEM Education (Science, Technology, Engineering, and Math) in western Pennsylvania.

Katherine Weber of California University of PA will discuss the activities of the National Girls Collaborative Project, which strives to bring together organizations throughout Pennsylvania that are committed to informing and motivating girls to pursue careers in STEM.

She will be joined by representatives of the Northwest and Southwest Pennsylvania STEM Networks.

Linda Tozier, AAUW Director-at-Large, will be providing an update on AAUW activities at the national level, and Margaret McGrath, AAUW-PA President, and Jean Macaluso, AAUW-PA Membership Vice President, will share information from Pennsylvania AAUW.

Jacky Territo of the Fox Chapel Area Branch will expand on her presentation from the July Leader's Meeting regarding the AAUW-PA Education Initiative. (See article on Page 3)

There will be an opportunity to network with members of sister branches throughout western PA and also to publicize branch events that may be of interest to other AAUW members.

Butler County Community College Cranberry Center is located near the intersection of the PA Turnpike and Rt. 79.

Pennsylvania Governor's Conference for Women October 14, 2010

David Lawrence Conv. Center, Pittsburgh

AAUW PA is a Supporting Organization for this seventh annual conference. As a result, members are eligible to attend for \$125 each. After September 11, the rate increases to \$135 per person.

Register and enter **PATSU2** in the 'Promotional Code' box. For more information, visit **the website**.

Membership News

Continued from Page 3

Forms are available in the *Starter Kit* or on-line at www.aauw.org: click on Member Center, Membership Campaigns, Give-a-Grad-a-Gift, then General Forms. Give-a-Grad-a-Gift cannot be combined with the Member-Get-a-Member campaign.

Best wishes for a year filled with exciting events that bring new members
NOTE: Members-at-Large (MAL'S) are now referred to as National Members.

Please note!

82nd AAUW-PA Annual Meeting

**April 30, 2011 at the Days Inn
State College PA**

AAUW Convention

June 16-19, 2011

Renaissance Hotel Washington, DC

President

Margaret McGrath

president@aauwpa.org

Board Members

Kristine Lang McDonald

Program Vice-president

program@aauwpa.org

Jean Macaluso

Membership Vice President

membership@aauwpa.org

Cathy Wieland

Secretary

secretary@aauwpa.org

Leslie Wachob

Finance Officer

finance@aauwpa.org

Nancy Weinreb

Administrative Director

admindir@aauwpa.org

Toni Simmers

Public Policy Chair

publicpolicy@aauwpa.org

Katie Cibort

Social Media Chair

sm@aauwpa.org

Deb Roney

Immediate Past Co-President

debroneyaauw@gmail.com

Kate Sweeney

Immediate Past Co-President

katstep2@verizon.net

Claudia Mosso, *KEYSTONER* Editor

keystoner@aauwpa.org

2010—2011



Members of the 2010-2011 board gathered at the July Leaders Conference, in Lewisburg. Among those attending were (first row, from left): Toni Simmers, Margaret McGrath, Cathy Wieland, Suzanne Kerlin; (second row) Claudia Mosso Fran Pierce, Toni Hoffman; (third row): Susan McNamara, Leslie Wachob, Katie Cibort; (top row): Barb Wheatall, Kathy Shaginaw.

Embrace the future.
Foster inter-branch cooperation.
Focus on Successes.

District Coordinators

Barbara Wheatall

District Coordinator (West)

west@aauwpa.org

Susan McNamara

District Coordinator (East)

east@aauwpa.org

Stacie Chandler

District Coordinator (Central)

central@aauwpa.org

Off Board Positions

Kathy Shaginaw

AAUW Funds Chair,

Leader on Loan Chair

lol@aauwpa.org

Fran Pierce

Bylaws Chair

bylaws@aauwpa.org

Suzanne Kerlin

Conference Coordinator

Outstanding Woman Award Chair

conference@aauwpa.org

Louise McLeod

Website Coordinator

webmistress@aauwpa.org

Sherry Crassweller

Conference Registrar

conferenceregistrar@aauwpa.org

Kathy Quinn

Annual Meeting Yearbook coordinator

yearbook@aauwpa.org

Phebe Trimble

Student Affiliate (SAF) Database Coordinator

saf@aauwpa.org

Demystifying the New AAUW Funds

By

Kathy Thrush Shaginaw, AAUW-PA AAUW Funds Chair

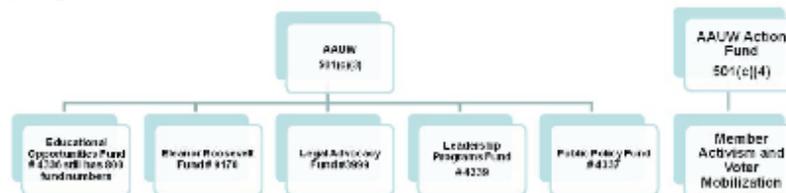
Many of you may be confused by all of the changes in AAUW in the last couple of years, especially the changes that have generated the AAUW Funds. During this program year, my goal is to demystify these changes through a number of articles and e-mails. My aim is to help you understand all of the giving options, inform you about where your donations are making a difference, and encourage you to be generous to the AAUW Funds.

AAUW's new mission statement reads: "Advancing equity for women and girls through advocacy, education, philanthropy, and research. The mission statement has been expanded to specifically include philanthropy. Without your donations the important work of our organization would be severely hampered.

I would like to start with a discussion of the changes in the structure of AAUW. Before the restructuring we were organized as follows:



The restructuring has isolated the activism and voter mobilization efforts into the AAUW Action Fund – a 501(c)(4) organization. This now allows AAUW, including all of the pieces of the AAUW Funds, to be a 501(c)(3) organization. The new AAUW structure is:



Although AAUW has restructured, our philanthropic purpose, goals, processes, and activities remain exactly the same—and so do our fellowship and grants funds, the Legal Advocacy Fund, the National Conference for College Women Student Leaders, Campus Action Projects, research, and all the other programs that help us advance equity for women and girls. You can still make contributions to support the programs that you have supported in the past. The only thing that has changed is the terminology we use to refer to the destination for our charitable giving, which is now called AAUW Funds (#9110). As before, you can designate your gifts to one or more of the funds of AAUW, and you can use the same fund names and identification numbers that you have always used. Undesignated (unrestricted) giving will continue to be especially appreciated, because this type of donation makes it possible for AAUW to use your contribution where it is most needed. Wherever your philanthropy is directed, your gifts will be acknowledged and recognized according to your intent and designation — and they will be immensely appreciated.

In the coming months I will focus on each of the fund categories.

AAUW Member Helpline: 800-326-AAUW

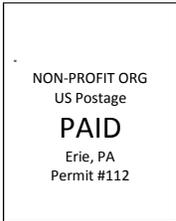
Weekdays 10 a.m. – 5 p.m. or email connect@aauw.org

Send change of address to: AAUW Member Records,
1111 16th Street, NW, Washington, DC 20036

Get the Keystoner
online!

Sign up at
www.aauwpa.org

Check the AAUW-PA calendar for an upcoming meeting with Lisa Maatz, a national government relations spokesperson, who will be visiting Chatham College, Pittsburgh, on Oct. 12. AAUW discounted tickets will be available.



New AAUW -Pennsylvania Districts

In July, the Board approved the reorganization of the state districts into three new districts: Western, Central, and Eastern. Under the current, flexible rules, we were able to place branches in districts where they'll have the most affinity.

Eastern District

Coordinator:

Susan McNamara

Allentown
Bethlehem
Doylestown
Eastern Delaware County
Easton
Hazleton
Lancaster
Lansdale
Levittown-Lower Bucks
Makefield Area
NE Montgomery County
Philadelphia
Pocono
Pottstown
Reading
Scranton
Valley Forge
West Chester-Chester County

Central District

Coordinator:

Stacie Chandler

Anthracite
Carlisle
Clearfield Area
Franklin County
Gettysburg
Harrisburg
Huntingdon
Lebanon Valley
Lock Haven
State College
Susquehanna Valley
Towanda
York

Western District

Coordinator:

Barb Wheatall

Beaver Valley
Bradford
Butler
California
Erie
Fayette County
Fox Chapel Area
Greensburg
Indiana
Johnstown
Murrysville Area
N. Hills-McKnight
Pittsburgh
Punxsutawney
Washington