

Leader Log

Dot McLane, AAUW-PA President

The AAUW-PA Summer Retreat topic this year was on membership, diversity, and inclusion. As we begin another AAUW year we are, as always, mindful of our members, how we value the ones we have, how we want to ensure we continue to bring value to our members, and how we want to grow our ranks with diversity and inclusion represented.

The Summer Retreat reminded me about all the great resources the national organization has available for us to use to accomplish these goals. If you go to the national website <http://www.aauw.org/>, and search "member recruitment" you will find results like Growing Membership: A Recruitment Tip Sheet; How to Retain AAUW Branch Members; How to Use the Relational Recruitment Method to Grow Your Branch; and Membership Tips and Tools: Recruitment and Retention. You can also check out the Diversity and Inclusion Tool Kit which is available on the national website and the state website under the "Membership" tab.

Along with the e-newsletter Membership Matters from the national Membership committee and staff, these resources provide an abundance of ideas and tools that we can use to accomplish what we all want. We value the members we have and hope to increase the sphere of influence of our organization, by introducing more women to AAUW and having them join us. Check out the national website for some great resources.

District Meetings Set for October



Branches! The AAUW-PA district meetings planned for October represent a chance to learn more about vital AAUW issues, and to network with nearby branches about common interests. We hope you'll attend.

Central District—Saturday, October 15, 10 am–2 pm at the Shadow Stone Community Center, 106

West Spruce Street in Palmyra. The focus will be campus sexual violence. The cost to attend is \$20 and includes lunch. Reservations are **due October 9** to Pat Kephart, Central District Coordinator, aauwpacentral@gmail.com. Pat will provide menu choices at that time.

Eastern District—Saturday, October 22, 10 am–2 pm in Mandell Hall at Delaware Valley University, 700 E. Butler Avenue, Doylestown. There will be two speakers on campus sexual violence. The cost to attend is \$12 for a box lunch, and reservations are **due October 12** to Brigid Heydt, Eastern District Coordinator, aauwpaeast@gmail.com.

Western District – Saturday, October 15, 10 am–2 pm at the Cranberry Campus of Butler Community College. This meeting will focus on membership nuts and bolts, and more ideas on GOTV (Get Out the Vote). For additional information, contact Linda Tozier, Western District Coordinator, aauwpawest@gmail.com.



Claudia Richards offered some wonderful ideas for increasing membership.

The morning presentation was given by national AAUW staff member Claudia Richards, Senior Manager Branch Relations, who has worked for AAUW for 24 years, the last eight years in membership. Claudia covered the topics of "What Does AAUW Membership Mean to You?," and "Recruitment, Engagement, and Retention." She provided data about AAUW membership, tools, and

July 16 Retreat Focus: Membership

Dot McLane, AAUW-PA President

The AAUW-PA Summer Retreat was held on Saturday July 16. We had our largest attendance in several years with over 70 members from 27 branches represented.

The morning presentation was given by national AAUW staff member Claudia Richards, Senior Manager Branch Relations, who has worked for AAUW for 24 years, the last eight years in membership. Claudia covered the topics of "What Does AAUW Membership Mean to You?," and "Recruitment, Engagement, and Retention." She provided data about AAUW membership, tools, and

(RETREAT, p. 3)

AAUW-Pennsylvania BOARD OF DIRECTORS

President

Dot McLane

aauwppresident@gmail.com

Program Vice President

Sandy M. Homel

aauwpapvp@gmail.com

Membership Vice President

Cathy Wieland

aauwpmembership@gmail.com

Secretary

Susan Wheatley

aauwparsec@gmail.com

Finance Officer

Susan Donahue

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)

Linda Tozier

aauwpaawest@gmail.com

College/University Liaison

Holle Canatella

aauwpacu@gmail.com

AAUW-PA Funds Chair

Rosemary Baker

aauwpaawfunds@gmail.com

Keystoner Editor

Connie Schroeder

aauwpakeystoner@gmail.com

Public Policy Co-Chairs

Barbara Price

aauwpap1@gmail.com

Ann Pehle

aauwpap2@gmail.com

Bylaws Chair

OPEN*

aauwpabylaws@gmail.com

*To apply, contact Dot McLane,
aauwppresident@gmail.com.

(See **BOARD**, p. 3)

Public Policy Impact Grant 2016-17

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

AAUW-PA is proud to announce that we are one of eight states selected to receive a Public Policy Impact Grant for the coming year. This year's award focus, as selected by AAUW, continues to build momentum for equal pay, as well as AAUW's get-out-the-vote efforts (GOTV) for the November elections. AAUW-PA efforts for equal pay will focus primarily on passing the Pennsylvania Equal Pay bills SB303/HB1160 and Minimum Wage bills SB 195/SB 196/HB250 to promote economic self-sufficiency. Sixty-five representatives have signed on as co-sponsors of the house bill and 14 senators have signed on as co-sponsors of the senate bill.

A number of representatives and senators who are not co-sponsors of the equal pay legislation signed on to resolutions declaring April 12 Equal Pay Day this year. We want to get those legislators to sign on to the equal pay bills. Our pay equity plan also includes an advocacy day in Harrisburg as well as branch visits to their legislators in district offices.

Our GOTV efforts began at the July leadership retreat where we distributed materials including our How to GOTV post card with information on what branches can do. This includes asking branches to engage with those running for office at both the state and federal level using the 2016 AAUW Voter Issue Guide. Copies are available in PDF on the AAUW web site <http://www.aauw.org/resource/aauw-voter-issue-guide/>. Members can also find out how their incumbent senators and representatives running for re-election voted on AAUW issues through the AAUW Action Fund Congressional Voting Record at <https://www.aauwaction.org/voter-education/congressional-voting-record/>. A big issue in getting out the vote is making sure people are registered to vote. For those branches that have never done voter registration we will offer a webinar on August 24, 2016. We will post the power point on the state web site. We hope members will engage in GOTV by using the 2016 AAUW Voter Issue Guide to listen for candidate's discussion of equal pay terms and of course VOTE on November 8.



Outgoing Public Policy Co-Chairs Susan McNamara (center) and Toni Hoffman (right) imparted some wisdom to incoming Public Policy Co-Chair Ann Pehle (left).

We will continue the e-newsletter, *Highlights*, alternating with a conference call every other month with branch public policy chairs, with first one scheduled for August 10. We hope this will promote idea sharing amongst branches as to what works, more fully engage members, raise awareness of pending legislation, and mobilize appropriate calls to action to create change for women in Pennsylvania.

We will also offer mini grants that promote AAUW's mission for branches starting or continuing advocacy at the local level.

(**GRANTS**, last page)

(RETREAT, from p. 1)

resources; she modeled outreach and gave guidance on how to accomplish productive recruitment and retention in AAUW. A discussion of being aware of the various segments of our membership and what they are looking for from AAUW as an organization was discussed including the fact that we need to recognize that what members want from their AAUW membership evolves over time – what a member was looking for when she joined as a 40-year-old working mother is different from what she will be looking for when she retires. Attendees worked on their “elevator speech” and examples were given to demonstrate good options.

The afternoon presentation was given by national AAUW Diversity and Inclusion Task Force committee member and AAUW Bethlehem branch member Randi Blauth. Randi began by introducing a Community Agreement, guidelines for having conversations on topics of diversity and inclusion that ensure that the space feels safe for conversation and exploration. She then led an interactive *Creating Inclusive Spaces: Case Studies* activity from the AAUW Diversity & Inclusion Tool Kit. Participants were split up into smaller groups and each was given one of four different scenarios. Each scenario was a case study of exclusion of individual(s) with a set of questions the groups were to explore on how the situation would make that individual feel, what should and should not have been said, and what could be done to make the situation better. Afterwards, each group shared its scenario/approach with the full audience, and solicited other thoughts.



*Randi Blauth
(Bethlehem Branch)
is a member of the
National AAUW
Diversity & Inclusion
Task Force.*



New AAUW-PA Public Policy Co-Chairs Ann Pehle (Carlisle) and Barbara Price (Levittown-Lower Bucks) shared lots of great materials to assist branches in their efforts to promote public policy issues.

Comments from the retreat were very positive. We thank all of you who attended, and especially thank presenters Claudia Richards, Randi Blauth, Barbara Price, and Ann Pehle. Save the date for next year's retreat: **Saturday, July 29, 2017.**

(BOARD, from p. 2)**BOARD of DIRECTORS****Conference Coordinator**

Barbara Zaborowski
aauwpaconfcoord@gmail.com

Archives Chair

Linda Robbins
aauwpaarchives@gmail.com

OFF-BOARD POSITIONS**Conference Registrar**

aauwpaconfregistrar@gmail.com

Leader on Loan Program

Dot McLane
aauwpapresident@gmail.com
Pat Byerly
aauwpaad@gmail.com

AAUW 2016-2017 Fellowship and Grant Awardees

Rosemary Baker
AAUW-PA Funds Chair

CAREER DEVELOPMENT**GRANTS:**

Alessandra Carrillo
Philadelphia College of
Osteopathic Medicine
Emily Frye
Moravian Theological
Seminary
Marissa Heller
Thomas Jefferson University
Anna Schumacher
University of Pennsylvania

**INTERNATIONAL
FELLOWSHIPS:**

Fayezeh Hajittassan
Duquesne University
Ruth Pobee
Pennsylvania State University
University Park

AAUW Fellowships Office

(202) 728-7602
fellowships@aauw.org

At the end of this session, state Public Policy Co-Chairs Barbara Price and Ann Pehle discussed the recent awarding of the national AAUW Public Policy Impact Grant to Pennsylvania, and how it will fund lobby day grants for branch advocacy, GOTV, and plans to continue semi-monthly Public Policy highlights alternating with conference calls with branch Public Policy Chairs.

More July Retreat Memories



Ellen Price-Maloy shared her views on membership at the retreat. She serves as Co-Vice President of Membership at the Lansdale Branch.



New AAUW-PA board members include Barb Zaborowski (Johnstown), the new Conference Coordinator for the April annual meeting and Holle Canatella (Lock Haven), the new College/University Liaison.



AAUW-PA board member Linda Tozier (right, North Hills Pittsburgh) knows nearly every person who regularly attends state meetings. But when asked who the women in this photo are...she didn't know!



Susan Wheatley (Indiana Branch) presented her group's ideas during the exercise on inclusion, which demonstrated that we inadvertently exclude people through our actions and words.

AAUW-PA Call for Nominations

Brigid Heydt, AAUW-PA
Nominations Chair

AAUW-PA is seeking nominations for the following offices to fill 2017-2019 terms on the State Board.

Membership Vice President: Responsible for planning, coordinating, implementing, and reporting membership activities and supporting branches and their efforts to maintain and grow membership.

Secretary: Responsible for keeping the official records of the state, including all meetings of the state, the board of directors, and the executive committee.

Finance Officer: Responsible for planning, directing, and documenting the financial matters of the state and preparing a proposed annual budget for approval at the summer board meeting.

The state board currently meets four times annually: in July, October, January and at the State Convention or Annual Meeting in April. 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, or would like to nominate someone else for one of these positions, complete the Candidate Application which is posted on the AAUW-PA website at <http://aauw-pa.aauw.net/about/nominations/> and return it, along with a good quality head and shoulders photo of yourself, to Nominations Chair Brigid Heydt.

Email submissions are preferred, and they may be sent to Brigid Heydt at aauwpaeast@gmail.com, or mailed to her at 450 Maple Street Jenkintown, PA 19046. Applications are due **NO LATER THAN October 1, 2016**. Questions? Contact Brigid via e-mail or phone— (267) 231-3953.

We practiced writing our own AAUW elevator speech.

To follow is one provided by AAUW National.

“AAUW is a membership organization which is changing the climate for women and girls.

(Next, choose from the key words below the ones that you think might appeal to your listener.)

In CLASSROOMS, on PLAY GROUNDS, on CAMPUS, in WORKPLACES, in BOARD-ROOMS, in CITY HALL, in STATE HOUSES, and in the CAPITOL.

Check us out at www.aauw.org.”

MEMBERSHIP MATTERS!

Cathy Wieland, AAUW-PA
Membership VP

Membership...a word that is on the minds of many branch leaders in AAUW. How do we acknowledge and show appreciation to our members? How do we recruit new members? Will engaging our current members help us retain them? This year, I will address these questions and share ideas with Membership Vice Presidents and Presidents.

Any member can visit our website aauw-pa.aauw.net and click on the Membership tab. The information is currently being updated but still provides a great place to start. Learn about *Shape the Future*, where any public event can be a recruitment tool. Contact me for help or information at aauwmembership@gmail.com.

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.

<http://www.aauw.org/resource/shape-the-future-membership-campaign/>

Diversity & Inclusion: How Welcoming is Your Branch?

Randi Blauth, Bethlehem Branch
AAUW National Diversity & Inclusion Task Force

There's a new kit in town. This toolkit, the Diversity and Inclusion Toolkit, is a must for branches that want to enrich themselves and their branches with new ways to be inclusive, and to attract new members. The AAUW National Diversity and Inclusion Task Force has held two webinars with information taken from the toolkit and more are coming this year.

As part of its commitment to diversity and inclusion AAUW states that an "organizational environment allows people with multiple backgrounds, mindsets, and ways of thinking to work effectively together... in such an environment voices are respected and heard, diverse viewpoints, perspectives, and approaches are valued, and everyone is encouraged to make a unique and meaningful contribution." How well does your branch do this?



Is yours a welcoming branch? Do you encourage diverse perspectives? Do you try new approaches to welcome both returning and new members? Here are some examples:

- When you have a meeting that includes a meal do you offer vegetarian, halal, kosher, or gluten-free options?
- Are your meeting locations handicap accessible?
- Are your programs of interest to a range of ages?
- Do you vary your meeting locations?
- Do you welcome new members at programs? Do you ask them permission before you introduce them to the attendees of a program?
- Do you save seats at for others at programs? Doing so sends a negative message and shows that you are cliquish.
- Do you sit with a new member and introduce her to others?
- Do you look at your membership application critically?
- Is there anything that could be a deterrent to membership?

We must look for things we have in common, and build on those things. AAUW's mission and public policy principles are an excellent and inspiring place to begin.

To learn more about diversity and inclusion at AAUW, visit <http://www.aauw.org/resource/diversity-and-inclusion-tool-kit/>, or just go to www.aauw.org and type in "Diversity and Inclusion Toolkit" under "search."

You will see among the choices, the toolkit, and the two webinars. Start there and see where this takes you and your branch!



Lock Haven Students Inspired by June NCCWSL Conference

Holle Canatella, AAUW-PA College/University Liaison

As incoming C/U Liaison and co-advisor to the SO (student organization) at Lock Haven University, I am pleased to have attended this year’s National Conference for College Women Student Leaders (NCCWSL), held in College Park, Maryland, June 2-4. I was able to meet students from across the country as well as campus professionals and several AAUW leaders.

The conference began with an inspiring welcome session in which the 900+ attendees were able to talk about a variety of issues, such as whether or not they identified as feminists and if they believed there would be a woman president in their lifetimes. Friday night included the impressive Women of Distinction awards ceremony, and the following day featured a performance by the inter-generational women’s Bele Bele Rhythm Collective followed by the first keynote and a series of workshops. Especially popular was the hands-on zine-making workshop. AAUW-PA NCCWSL grant winner Alison Smolinski reported that the workshop “was awesome!” My own students from Lock Haven University, who began a zine last year on campus, made a special edition NCCWSL zine.



LHU students Deray Jones, Kathryn Biddle, Sarah Pixly (back), Amiyra Brodie (front), and Anna Nichols enjoyed the conference.

Opportunity for College/University Students

We are looking for C/U students to apply to become a member of the state Student Advisory Council (SAC). The SAC, mentored by a group of branch members, 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 3**. To learn more or to apply, visit: <http://aauw-pa.aauw.net/colleges-universities/>



NCCWSL state grant winner and Penn State-Harrisburg graduate student Alison Smolinski found the conference “empowering, well-run, and inspiring,” and wrote a piece based on it for the online publication *The Weeklings*:

<http://www.theweeklings.com/alismolinski/2016/06/13/girliguessimwithher-why-hillary-deserves-your-enthusiasm-too/>

Celebrate what you’ve accomplished, but raise the bar a little higher each time you succeed.
—Mia Hamm



Lock Haven University SO President and National SAC member, Theresa Johnson (foreground), keynote speaker Francesca Ramsey (background).

The conference ended on a high note with a performance by the women’s a capella group *Capital Blend* and keynote speaker Francesca Ramsey, a popular intersectional feminist blogger, comedian, and writer for Larry Wilmore’s *The Nightly Show*. I strongly encourage C/U partners, branches, and individual members to consider sponsoring student scholarships to attend this informative and empowering conference in the future. It is well worth it.

AAUW-PA Represented at White House Summit on the United State of Women

Toni Hoffman and Susan P. McNamara
AAUW-PA Public Co-Chairs, 2014-2016



On June 13 we arrived at AAUW’s pre-Summit reception in time to tour the very classy, glassy new AAUW home, to meet

other delegates and to talk face to face with the terrific Field Advocacy team with whom we had worked so closely in 2015-2016!

The next day, excitement began building as we approached the first of a series of police barricades blocks away from the Convention Center itself. “Perhaps signaling some VIPs to come,” we wondered. Feeling very honored to be joining AAUW-PA President Dot McLane and 22 other AAUW delegates from across the country to this Summit, we were just beginning to sense that the day might be...AWESOME. And so it was!

The A team from the White House, President Obama, Vice President Biden, and Dr. Jill Biden, spoke at length. We heard Oprah Winfrey’s interview with Michelle Obama. The “supporting cast” included Amy Poehler, Mariska Hargitay, Patricia Arquette, Connie Britten, Warren Buffet, and Billy Jean King, and many others — corporate CEOs, journalists, public officials, lawyers, STEM experts, academics, and activists were present. The agenda covered issues from Violence Against Women, Health and Wellness; Economic Empowerment and Entrepreneurship & Innovation; Educational Opportunity, to Civic Engagement and Leadership. We had an ambitious program in the 13-hour day!

Women attendees came from across the country, working in many different ways to make the lives of women and girls better. With a loud, collective voice we all celebrated the progress across the seven years since the formation of the White House Council on Women and Girls. We gathered up new ideas, best practices, and strategies for moving forward, gratified to know that 5,000 other women were now energized, as well.

AAUW-PA Financial Statement

7/1/2015—6/30/2016

	2015-16 Actual	2015-16 Budget	2014-15 Actual
INCOME			
AAUW Impact Grant	\$ 1,000	\$ 1,000	\$ 1,000
Dues	19,908	20,000	20,189
Interest Income	41	25	58
Donation-Anthracite	---	---	155
Capital Transfer	3,179	13,615	2,375
TOTAL INCOME	\$24,128	\$34,640	\$23,776
EXPENSES			
Member Activities			
Member Publications	2,450	2,500	2,954
National Convention	---	---	2,500
Grants & Scholarships	2,719	2,840	2,749
Public Policy-Lobby Day	1,006	1,000	---
SAC/EL	614	2,206	43
Education Committee	---	1,250	30
Member Meetings	4,013	6,709	2,536
PA Women’s Conf.	520	520	470
Operations			
Officer Expenses	85	525	281
Board Meetings	11,967	16,000	10,981
Liability Insurance	300	310	295
SurveyMonkey/Website	420	420	420
Banner, Nametags	34	360	517
Funds for later use	---	---	---
TOTAL EXPENSES	\$ 24,128	\$ 34,640	\$ 23,776
Cash & Investments 6/30/2016			
Checking Account	\$ 9,441.58		\$ 12,933.56
Money Market	15,875.42		15,872.24
CD 6-month (renewal 8/5/16)	40,993.02		40,955.34
PayPal	398.24	----	-----
P.O. Bulk Permit	1,144.00	----	-----
TOTAL	\$ 67,852.26		\$ 69,761.14

REMINDER: Your branch’s annual nonprofit tax filing, 990N, is **due in 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. To ensure our branches are in compliance with IRS requirements to maintain nonprofit status, please email a copy of your confirmation of filing to Susan Donahue. If you have questions, please email connect@aauw.org or AAUW-PA State Finance Officer, Susan Donahue, aauwpafinance@gmail.com.

Stay Connected™

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.

Lock Haven AAUW Students Make Mark at NCCWSL



Above: State grant winner Alison Smolinski created this "zine" at the zine-making workshop at this year's NCCWSL conference.



Above: State grant winner Niematulai Jalloh (left) accompanied the beat of the Bele Bele Rhythm Collective group who performed at the NCCWSL gathering.



Left: Lock Haven University students were out in force at the NCCWSL conference, and included Anna Nichols, Kathryn Biddle, Meghan Mausteller, Theresa Johnson, Sarah Pixly, Amiyra Brodie.

To learn more about attending the spring 2017 NCCWSL conference, visit <https://www.nccwsl.org/registration/> later in the fall.

AAUW-PA Vision

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

Branch Photo: Season's Pick



Going Up? Cathy Kotanchik (Bethlehem Branch) practices her Elevator Speech (in an elevator). Send photos for future *Keystoners* to aauwpaakeystoner@gmail.com.

(GRANTS, from p. 2)

Some ideas for grants include voter registration; Candidate Forum; Title IX resource materials; Coalition Building with other like-minded organizations; STEM; Education; Equal Pay Day event; Economic Security; Start Smart or Work Smart salary negotiation seminars.

Applications will be emailed to branch presidents and public policy chairs and will be available on the state website in August. As your new public policy co-chairs, we are excited about receiving the Impact Grant and continuing to build on the wonderful work done by Toni Hoffman and Susan McNamara over the last two years. At the district meetings this fall, we will talk about public policy and why it's important to vote.

Happy Anniversary

Significant Branch Anniversaries

July 1, 2016—June 30, 2017

Huntingdon—90 years

Hazleton—85 years

Lebanon Valley—60 years

Valley Forge—60 years

York—45 years

Keystoner Update

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

BRANCH BITS AND PIECES runs in most *Keystoner* issues, and features a branch from each state district. Submissions should run about 125 words. Associated photos welcome.