

KEYSTONER

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In this issue:

Membership Report.....	2
Program Grant Winners....	2
Diversity News	2
News from Association.....	3
EF Report.....	5
Public Policy.....	6
2007 State Convention	6
District News.....	7

Important Dates

12/31 EF and LAF Contributions deadline

Deadline for members' dues, student affiliate fees, and Emerging Leader interns names for 2/1 Membership Count

Get the Keystoner On-line

Sign up at
<http://www.aauwpa.org/keystoner.htm>

FOCUS on the MISSION

"AAUW advances equity for women and girls through advocacy, education and research"

Dot McLane, President

At the Conference for State Leaders in Washington last June, Association addressed the question "How is AAUW to sustain its membership and recruit new members"? Part of the answer from Association to the branches is that we need to "focus on the mission." What does this really mean?

AAUW's mission is our strength. It is what makes us unique as an organization and the reason many of us joined AAUW. Some of our branches in Pennsylvania have started to drift away from our mission in their branch programs and projects, and in some cases interest groups have become the primary focus in the branch. This does not help our efforts to recruit younger members, professional women or busy moms who are interested in making a difference in their lives, their family's lives and their community. If we want women to come out to an AAUW meeting or to volunteer their limited time to a project, it has to be something they are passionate about. Our mission can provide these opportunities for these women but only if we are actively programming around the AAUW mission.

A quick way to tell if your branch is focusing enough on the AAUW mission is if someone who does not know anything about AAUW asks you what your branch does? What would you answer? If the first five things that come to mind are activities such as programs on sexual harassment on campus, programs on bullying, Sister-to-Sister summits, scholarships for nontraditional women students, and literacy programs in the schools, then you are focusing on the mission. If, on the other hand, the top five things you think of are such activities as book groups, gourmet groups, bridge groups, trips to museums, and Elderhostel travel tips, then you are not focusing enough on the mission.

Don't misunderstand what I am saying. I am not suggesting branches discontinue interest groups, social outings, or the like. These are great ways to make lasting friendships, network and enrich our personal lives. What I am suggesting is that you view these types of activities in your branch as member benefits and not your primary focus. Your primary focus should be educating your members and the community about education and equity for all women and girls. This can take many forms – voter education, school programs for girls, financial literacy for women, professional development, scholarships, and so on.

continued on page 4



Keeping the Wheels Turning into the Future

AAUW-PA State Convention
Friday - Sunday, April 27-29, 2007
Scranton Hilton

**More
on
page 6**

“Join AAUW!”

Jane Snyder, Membership Vice President

On behalf of the PA State Board, I am pleased to announce the winners of the AAUW-PA Membership Grants for 2007. There was a total of seven applicants, with two applicants from District I, one applicant from District II, four applicants from District III, and no applicants from District IV. The board reviewed the applications and awarded one grant per district, with District IV’s grant going to a wild card vote recipient among the remaining entries. Congratulations to the following branches:

- **District I- Fox Chapel**
- **District II- Sayre-Athens**
- **District III- Lansdale and West Chester-Chester County**
- **District IV- None**

Winning entry projects and activities were highlighted in the October issue of the monthly Membership newsletter, “Please Re-Member”, while projects and activities of the other outstanding branch entries from Beaver Valley, Easton, and Makefield Area, will be highlighted in next month’s “Please Re-Member”.

Please note that the deadline for the “Emerging Star” nominee, and for the “Younger Member Convention Scholarship” application will be due on March 15, 2007. Look for application information in the next FYI.

Everyone, please try to recruit at least one new member this year, to celebrate AAUW’s 125th anniversary through the Member Get a Member Campaign, explained in the Fall Keystoner. Both recruiters and new members should be honored at end of the year events!

Success Story

The West Chester-Chester County Branch (WC3) welcomed many new members this fall at its *Getting to Know You* Potluck Supper. The Branch developed a membership brochure that was placed in real estate offices, libraries, and other community places where educated women are likely to find copies.

It has also had success with potential members finding information using its new website. WC3 formed this plan as part of its successful application for the District V Membership Award last fall. Kudos to Membership Vice-President Barbara Leone!

Program Grants

Anita Duvall, Program Vice President

This year a record number of our branches submitted applications for the four program grants. Eleven branches from three districts described a wide variety of interesting programs. Selecting the four winners (one from each of the three districts with applications and one wild card winner) was very difficult. The voting leaned toward programs that seem to represent most directly the principles that AAUW stands for.

The winners of \$100 each were:

- **District 1 (West): Fox Chapel Branch, Community Traffic and Cost Impact of the Heinz VA Expansion**
- **District 3 (East): Makefield Area Branch, Women in Politics: Citizen Lobbying**
- **District 4 (South): York Branch, Living History Presentation**
- **Wild Card: Carlisle Branch, Women’s Symposium - Women Together: Women of Vision, Women of Action**

Congratulations to all our winners.

Diversity Means

Different
Individuals
Valuing
Each other
Regardless of
Skin Color
Intellect
Talents or
Years

Diversity news is now on the web. A mailing recently went out to all Branch leaders and Diversity Chairs.

For Leader on Loan and additional resources or ideas, contact Linda Robbins, Diversity Chair.

125 Years – A Legacy of Leadership

News from Association

by Linda Haigh Tozier, MAR Director



Key Messages Adopted at Joint Board Meeting of AAUW and Foundation Directors – October 13-15, 2006

Mission Statement: AAUW advances equity for women and girls through advocacy, education and research.

Vision Statement: AAUW will be a powerful advocate and visible leader in equity and education through research, philanthropy, and measurable change in critical areas impacting the lives of women and girls.

Principles for Change that will guide the work to come:

1. Commit to a single mission as the cornerstone of the organization.
2. Transform the organization's demographic composition.
3. Undertake a strategic restructuring of both the association and Foundation that directly supports achievement of the mission and vision.

National Conference for College Women Student Leaders

Start now to promote participation in this exciting annual event. The 2007 NCCWSL, scheduled for June 7-9, 2007, in Washington, DC, will feature four conference tracks: leadership training, career development, advocacy and self-reflection. States and branches are encouraged to sponsor registrations of outstanding college women. Please promote this event to your local colleges and universities, especially C/U institutions.



Campus Action Projects – Part II

The theme of the 2006-2007 CAP Projects is "Planning for an Economically Secure Future." The Leadership and Training Institute will select ten projects in mid-November that must be implemented during the Spring of 2007. Projects can include speaker series, workshops, surveys, art exhibits and web-based

activities to name a few. CAP teams must partner with a local AAUW branch member who serves as community advisor. Both Pennsylvania and New York had 2005-2006 CAP projects based on the initial theme of "Building a Harassment-Free Campus." CAP Projects can be a great resource for state and branch programming. The 2006-2007 winning CAP Projects will be showcased at the 2007 Association Convention.

Phoenix is rising in Arizona AAUW 2007 National Convention

Please join fellow AAUW members from June 29 through July 2, 2007 in a tremendous 125th anniversary celebration. The calendar, the party in a box, the pins and the press kit are ready and waiting for you. The complete convention website will be launched in November 2006. The site will include five key elements: about convention, program activities, plan to go, registration, and sponsors/exhibitors. Sixty-two exciting workshops will be presented covering four workshop tracks: Action for Equity, Economic Empowerment, Global Perspectives, and Uniquely AAUW. The 2007 Convention will feature a marketplace of member booths where states, branches and individual members can showcase their goods and services. Come to convention to be informed, be inspired, be engaged with members from all ten regions, and be part of the kickoff of the next 125 years!



News in Brief

LAF DONATION DEADLINE



Since its inception in 1981, the Legal Advocacy Fund (LAF) has become the largest fund for supporting sex discrimination litigation in higher education. In that time, LAF has played a role in many important and visible cases in the American courts regarding sex discrimination on campus.

LAF's ability to lead the fight for gender equity in higher education, as well as to proactively engage in activities with like-minded partners, has been critical to its past success and is critical in its future. The board of directors of the AAUW Educational Foundation, of which LAF is a key program, is committed to ensuring that LAF continues to lead the way, and thrive, in all of its programmatic efforts. In this year, the 25th anniversary of LAF, please join in to help provide funding, support and technical assistance in the struggle to end sex discrimination and tear down barriers for women in higher education.

The donation cycle ends on December 31st. Please be sure to get all individual and branch contributions to Sabina Howell before then. Those individuals who contribute \$100 or more will get a commemorative pin.

COPIES OF KEYSTONER AVAILABLE

Copies of the *Keystoner* are available for tabling. Contact *Keystoner* Editor Kathy Quinn and let her know how many you want.

FOCUS on MISSION

continued from page 1

In June, Association talked a lot about the AAUW brand. When you represent AAUW in your community what you do is what people will associate with you – your brand. Candidate forums, computer technology programs for girls, leadership training for young women, pay equity programs, etc. are all consistent with the AAUW mission and help strengthen our organization's brand. Community programs in recycling, gardening programs, museum tours, etc., although interesting and worthwhile, are off-mission programming and weaken our organization's brand.

When polled during the Strategic Process, AAUW "partners, allies and potential members state that AAUW has a vague identity" or that "AAUW has lost its way," which "is really saying that AAUW has no effective BRAND" (Mission Possible! Plenary AAUW CSL June 2006). "There is no way to be neutral about branding: either you build the branch or you tear it down" (Mission Possible! Plenary AAUW CSL June 2006). I would like to think our branches want to build the branch, so I encourage you to take a critical look at your branch and determine if you are, in fact, sufficiently focusing on the mission. If you are, then keep up the great work; if not, then consider making some changes.

The State Board and Association are here to help. There are some great tools available from the Association website (www.aauw.org) in the Member Center under Program (left column selection) where you can find many resources for Mission-Based Programs, including a Program Development Toolkit. There are additional tools on the state website (www.aauwpa.org) under Program. The state Program Vice President, Anita Duvall, intends to reach out to branch Program Vice Presidents to form a State Theme Team whose goal will be to help implement mission-based programming in the state. If you are asked, please consider participating in the State Theme Team. Even if you aren't asked and are interested, please contact Anita. Help build AAUW's visibility, credibility and future. **FOCUS ON THE MISSION.**



What's New on the State Website

- Branch Leader's Tools (President)
- Diversity Resources (Diversity)
- International Corner Updates
- Association Program Development Toolkit (Program)
- EF Information
- LAF Information
- Gateway to Equity Materials

EF Report

Rosemary Baker, Educational Foundation Chair

The end of the year is fast approaching and so is the deadline for the 2006 recognition year for Educational Foundation contributions. As you prepare your contribution report forms and collect checks for the national office, please keep in mind that the deadline for getting gifts in to the **national office** for the 2006 recognition year will be **January 10, 2007**.



Any contributions received after the January 10 deadline will be counted towards the 2007-giving year. National will be standing firm with the deadline to avoid delays in reporting as well as in determining Top Tens.

Contribution report forms can be downloaded from the AAUW PA website, www.aauwpa.org. Just click on the EF link at the top of the page. Contributions to EF are tax deductible.

The 2006-2007 Directory of Fellowship and Grant Recipients is now available on the AAUW website. The deadline for applications for the fellowship grants is January 15, 2007. Applications and additional information are available at the Association website, www.aauw.org.



Have you ever needed to find an EF research initiative quickly or had a question about an EF fund? For your easy access and quick reference the EF link on the PA website has compiled and summarized this information for you.

Leadership and Training Institute

Despite gains over the past decades, women and girls are still underrepresented in leadership and key professional positions.

In 2003, AAUW launched the **Leadership and Training Institute**, a 501(c)(3) organization within the Association, to increase its commitment to these issues. Through institute programs, women and girls acquire the skills they need to succeed and assume leadership roles in their academic, professional, and personal lives.

The institute offers programs to promote the total woman: economic self-sufficiency, leadership development, career advancement, and technical skill development.

To learn more about the institute go to the Association website at www.aauw.org, click on "AAUW Leadership" on the drop-down menu under "About Us," and then click on Leadership and Training Institute. The institute relies on contributions and grants to support its work.

AAUW DISPLAY

Remember that the new state display is available for branches to use to promote AAUW at community events and branch fundraisers. The only cost is return shipping.

Branches may reserve the display by contacting Wilma Kennedy at wjkbird@comcast.net and wkennedy@mwn.com (use both addresses) or Susan Nenstiel at snenstiel@usadatanet.net at least 30 days in advance.

PUBLIC POLICY CHAIRS

All Public Policy Chairs or designees who have not yet sent me an e-mail address, please do so now. I am trying to communicate regularly, but briefly, electronically. It is fast and efficient and less costly than paper. If any PP Chair has not been receiving my e-mails, I may have an bad address. Please send me a correction.

Any member is welcome to get on the Public Policy e-mailing list. Just send me an email with your request.

Bobbie Warshaw

LEADER ON LOAN

The Leader on Loan program seems to be well received as a way of providing quality programs for your branch. Branches can have a visit from the president once during her two-year term. Branches can have another person on the list once a year.

You can find the list on the web page. Susan Nenstiel is also available.

Good Education, A Top Priority

Roberta Warshaw, Public Policy Chair

One of our top priorities is to work to create a strong, fair and equitable system of public education. With good education women can gain self sufficiency. To those ends we have resolved to work with Good Schools Pennsylvania toward securing a quality public education for every Pennsylvania child. Good Schools PA would like to be a resource for our branches, providing us with programs and speakers. We are also welcome at any of their events or workshops.

Returning the state to full partnership in public education requires a strong grassroots voice committed to supporting both fiscal and educational policies. Our collaboration can help guarantee that all our children and grandchildren are given the opportunity to achieve a good education. Pennsylvania currently does not provide funding necessary to provide

all children the chance to achieve high standards.

I have spoken with Janis Risch, the Executive Director of Good Schools Pennsylvania and have met with David Smith, their Central Pennsylvania Regional Manager. Both have assured me that they will be available to work with you. Feel free to contact Good Schools Pennsylvania through their toll-free number, 1-866-720-4086, by email at info@goodschoolspa.org, or contact one of the offices below:

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Keeping the Wheels Turning into the Future AAUW-PA Convention 2007

Sara Barron

All aboard for Scranton! The 2007 convention will be held April 27 to 29, 2007, at the Hilton Scranton Conference Center, within blocks of historic Steamtown. The Erie branch, with help from the Pocono and Hazleton branches, will be hosting the event. They are working up a special AAUW Anniversary Party for us.

We have made plans to offer more workshops this year. Topics include branch branding and marketing, membership development, a Pennsylvania National Guard general's account of her experience in Iraq, some shocking information about international women's health, and a college professor's take on women studying science and math.

Speakers for the event are still being finalized, and may include Penn State University staff discussing their Education Foundation-funded Campus Action Project on sexual harassment.

In addition to our pre-event social outing, we will also offer

a hands-on computer workshop, "Basic E-mailing for Branch Communications & Surfing AAUW Websites." The presenters will cover using common e-mail programs, setting up address books and distribution lists, attaching files and reading attachments, finding information on the web, and bookmarking web pages. Personal assistance will be provided.

Another change is in the EF/LAF fundraiser. This year expert yoga instructor and program vice president, Anita Duvall, will be leading early morning yoga. Contributions and sponsorships of the participants will go to the AAUW Education Foundation and Leadership Training Institute.

Come along to Scranton! Networking with your peers from all over Pennsylvania is extremely worthwhile and energizing. This is a great opportunity to learn new approaches to common problems. Talk directly to PA board members, and get the latest information on Association's new goals and actions.

News from the Districts

Branches Expand Let's Read Math Program in Many Varied Venues



Parents and children attend Let's Read Math celebration at the Yardley Library. Children received awards for doing reading and math. The event was sponsored by the Makefield Area Branch in March.

Let's Read Math (LRM) is a project developed by Dr. Claire Passantino of the Makefield Area Branch. It is being used in a variety of AAUW-sponsored venues. Its purpose is to use many of the wonderful stories of children's literature to promote mathematical comfort in the minds and hearts of the story-tellers and children of primary age. Dr. Passantino has developed training, fun lessons, and creative activities to accompany each of the books selected.

The effort was initially funded by AAUW-PA, the Philadelphia Area Interbranch Council, the Makefield Area and West Chester-Chester County Branches, and the Educational Foundation. Additional funding has come from Wachovia Bank and Verizon. Programs are easily adaptable to audiences with differing demographics.

The project is versatile and can be implemented in several ways. The West Chester-Chester County Branch continued its program as part of the Summer Enrichment Program at the YWCA of Chester County using trained

Branch volunteers. An additional venue was the Honey Brook Library, where the program was initiated by the Director, who is a Branch member. This model used trained library volunteers. A third implementation is in the West Chester Area School District, where trained professional teachers are using the materials in each of 10 schools at the second-grade level.

In all cases, Dr. Passantino provided the lesson materials and training for the workshop staff.

The Eastern Delaware County Branch started two projects this summer. The YWCA in Chester uses trained Branch volunteers. Two Branch members, who are retired school teachers at the Lansdowne Elementary School, have started workshops at the school.

This year, the Makefield Area branch will sponsor a *Let's Read Math* reading club at the Yardley library. A series of Let's Read Math workshops will be followed by a month of independent reading,

where children read math books on their own and complete pages in a newly published *Let's Read Math* Funbook 2. Proceeds from sales of the Funbook are used to purchase books for the library. This plan is a follow-up to last year's successful reading contest at the library, where children and their parents read books and completed pages in the *Let's Read Math* Funbook 1. Following a month of independent reading, there will be a "celebration" where children receive certificates and small prizes for their hard work. AAUW members run this celebration.

Last year, over 80 children participated in the contest and over 100 people showed up at the celebration, including 50 participants with their parents and siblings. More information about Makefield Area activities are on the branch website at www.aauwmakefield.org.

The *Let's Read Math* Funbooks were written by Dr. Passantino. Information about the Funbooks is on the website, funded by the Education Foundation of AAUW. The *Let's Read Math* website is used to disseminate information to AAUW branches and other groups interested in doing reading and math with children, or with parents and children together. For more information visit that website at www.letsreadmath.com.



Julie Phem, President of Sayre/Athens Branch of AAUW (seated, left), and Linda Chernosky, Program Vice President for Towanda AAUW (standing) at the 83rd Joint Banquet/Meeting of the Sayre/Athens and Towanda branches, held October 24th at the Towanda Gun Club. The branches celebrated AAUW's 125th Anniversary.