

# KEYSTONER

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Newsletter of the American Association of University Women – Pennsylvania

Fall 2006



## In this issue:

- Gateway to Equity Award...2
- Membership Report.....2
- District News.....3
- News in Brief.....4
- MAR Director Report.....5
- Nominees Sought.....6
- LAF Anniversary.....6
- Branch Presidents.....7

## Important Dates

- 9/22** Deadline for AAUW-PA Program and Membership Grant Applications
  - 9/30-10/1** AAUW-PA State Board of Directors Meeting, New Cumberland, PA
  - 12/31** EF and LAF Contributions deadline
- Last day Association can receive dues for members, fees for student affiliates, and names of Emerging Leader interns for inclusion in the 2/1 Membership Count

## SAVE THE DATES

April 27-29, 2007  
PA AAUW Convention  
Scranton

## What's Going on in AAUW?

Dot McLane, AAUW-PA President

**The Problem ... lack of communication.** Many members think they don't really know what is happening in AAUW at the national and/or state level pertaining to available programs, plans for the future, resources, international collaborations, etc. One element of the problem is poor communication at all levels of the organization between the responsible individuals who have the information and the general membership.

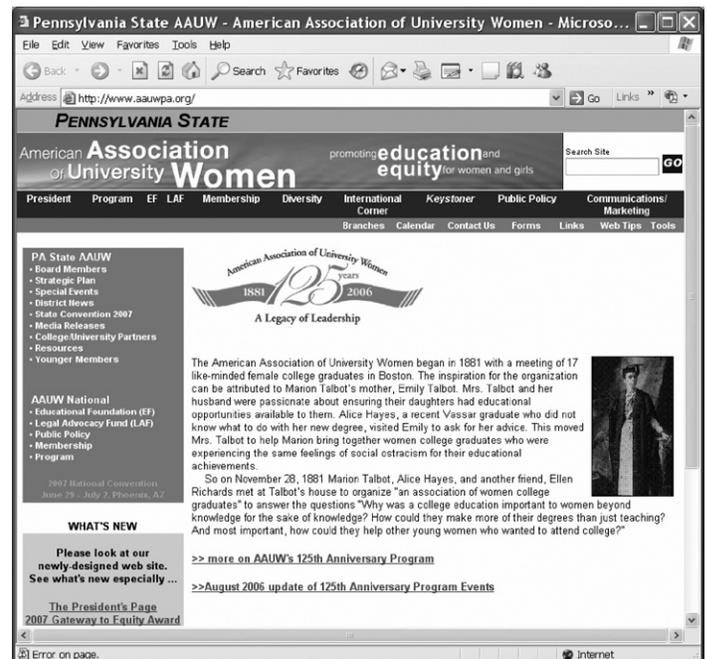
**The Solution ... the state website.** The *Keystoner*, although a wonderful source of information, only publishes four issues a year and that is not frequent enough. Mailing costs are prohibitive for the vast amount of information that needs to be shared. That is why I have decided to use the state website ([www.aauwpa.org](http://www.aauwpa.org)) to try and improve communications at the state level.

**But I don't have a computer!** I know many of you may be saying, "I don't have a computer" or "I have no idea how to get on the internet let alone find the state website". I understand this issue – we are not all computer savvy. I was reluctant to venture into cyberspace when it first became available, but I have seen first-hand that it is the most powerful tool for reaching the widest audience and sharing resources so I need to go in that direction.

**Suggestions for the computer "uncomfortable."** If you do not have a computer or are not comfortable going on-line, here are a few suggestions you might consider:

- 1) Go to your local community library (most have computers with internet access — all college libraries do) and ask a librarian to help you get on the state website ([www.aauwpa.org](http://www.aauwpa.org)) and show you how to navigate around.
- 2) If you have members in your branch who have internet access, you could buddy them up with a member who doesn't. They could either print out items that are important and aren't too large (note: branches may choose to designate some funds to cover printer paper, cartridges, etc. for this purpose) or have the non-computer buddy come to

*continued on page 4*



# "JOIN AAUW!" *Jane Snyder, Membership Vice President*

We are starting out the new 2006-2007 Membership Year with three exciting announcements!

1. Starting in September, a new monthly email newsletter, "Please Re-Member" will be sent to branch Membership Vice-Presidents, and anyone else interested.
2. A new State Membership Brochure and a new State Membership Tool Kit will be ready to hand out at the PA State Convention in Scranton.
3. And, for its 125<sup>th</sup> anniversary, a new campaign from Association challenging every member to recruit at least one new, paid

member through the "Member Get a Member Campaign." This is easy to do and reaps rewards for you, your branch, and the future of AAUW.

Remember the KEYS: Equity, Advocacy, Lifelong Learning through EF and community action projects, Leadership Training, Public Policy, Diversity, and an unmatched legacy.

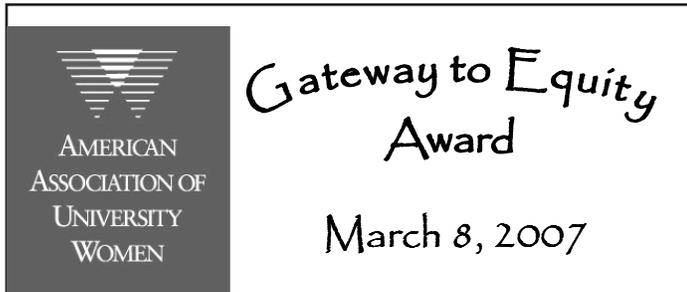
### Member Get A Member Campaign

1. Invite a prospective member to join AAUW.
2. Make sure that your name and membership number are included with the paid application (if the new member is joining as an MAL) or with the Additional Dues Report Form (if the new member is joining through a branch).
3. Make sure that the application or dues form is received by the AAUW Membership Department within one of the three Campaign Phases: June 1 to November 28, 2006; November 29, 2006 to March 15, 2007; and March 16 to June 15, 2007.

You can do this at Shape the Future events...again just follow #2 above, and make sure the Guest/Referral List also gets received by the AAUW Membership Dept. You cannot do this with the Give a Grad a Gift Program because that program involves giving a membership for free. The Member Get a Member Campaign only involves new, paid memberships.

*Rewards:* If you recruit one new member, your name will appear on the website Hall of Fame, and you will receive a Certificate of Recognition. An exclusive 125<sup>th</sup> Logo Award Winner Lapel Pin will go to those who recruit five or more new members. The individual who brings in the highest number of new members will receive a \$100 Amazon.com gift certificate. The branch with the highest number of new members will receive a \$50 Amazon gift certificate. The state with the highest number or percentage increase will receive a "Keys to the Future" banner. Grand prizes, based on cumulative number of members recruited by individuals, branches, and states for the whole campaign will be awarded at the National Convention in Phoenix. See [www.aauw.org](http://www.aauw.org) for details.

125<sup>TH</sup> ANNIVERSARY GOAL -- 100% BRANCH PARTICIPATION .



**Join AAUW PA in celebrating International Women's Day by presenting a Gateway to Equity Award**

The award honors an individual, group or organization that has shown by action and philosophy the promotion of the AAUW Mission of equity for all women and girls, lifelong education and positive societal change.

Examples of awardees: volunteers, coaches, teachers, local businesses, groups and community members. Each branch will select its honoree and notify AAUW PA.

## Start Planning Now!

If you have any questions contact  
Susan Nenstiel  
at 610-965-0663 or by email at  
[snenstiel@usadatanet.net](mailto:snenstiel@usadatanet.net)

The Gateway to Equity Tool Kit  
was included in the August FYI and  
is available on our website at  
[www.aauwpa.org](http://www.aauwpa.org)

# News from the Districts

## District I – Joan Shawgo, Coordinator

Before my recent appointment as District 1 Coordinator, Nancy Weinstein, president of the Fox Chapel branch, organized a get-together of branch presidents and program vice presidents. Representative of North Hills-McKnight, Beaver Valley, Butler and Fox Chapel branches attended the meeting, which was held on Saturday, July 29, at Panera Bread Company in Cranberry Township (north of Pittsburgh). The meeting succeeded in giving the leaders a chance to compare the common issues that face them and the different ways the branches have been handling them.

The participants agreed to hold another meeting on November 11, at which they will coordinate plans for upcoming events like Women's History Month and the Gateway to Equity Program with the goal of gaining more regional publicity as a larger unit. The branches will also share newsletters with each other to publicize each other's events. The November meeting is scheduled for 10 a.m. to 2 p.m. at the same location.

### Branch Activities:

- ⇒ *Fox Chapel* has scheduled a Young Women's Recognition Night, an Ivy Scholarship Luncheon and a Friends of Equity Brunch.
- ⇒ *Beaver Valley* is planning a Fall Luncheon to celebrate the 125th Anniversary of AAUW.
- ⇒ *Butler* has a table at the Butler Fall Festival to promote the Association and State Shape the Future program, and also plans a book sale at the local shopping center. Butler also hosted the Lunafest movies festival, a prepackaged set of short films ([www.lunabar.com](http://www.lunabar.com)) that raises awareness of women's issues. Proceeds from hosting are split between breast cancer research and the branch.
- ⇒ *North Hills-McKnight* paired a computer-savvy younger member with an older member to scan old scrapbooks and identify all the people pictured. The scans were placed on a CD in the form of a slideshow set to music and sold to members for \$10. The branch is also trying Macy's Shop for a Cause on September 16 – participants pay \$5 for a ticket and get \$10 off any item over \$10 and 29% off other items purchased on that day. The branch keeps the \$5 ticket money.
- ⇒ *Beaver Valley* will have its Kitchen Touring and Tasting on October 7. The tour goes to six houses within walking distance of each other. Tickets are \$15 in advance.

## District IV – Wendy Beatty-Burg, Coordinator

### Bucks County

### A Day For All Women

The Makefield Area, Levittown-Lower Bucks and Doylestown branches will have an AAUW table at the annual agency fair held at the Bucks County Community College "Day for All Women" on Saturday, November 4. This is an event co-hosted by the college and the Bucks County Commissioner's Advisory Council for Women and is designed to provide Bucks County women the opportunity to meet and exchange ideas through a series of informative workshops on a variety of topics, including women's health, career and life changes, spiritual well-being, and personal growth.

The traveling Pennsylvania AAUW exhibit will be displayed at the table, which will be cooperatively staffed by members from the three branches. This is a great opportunity to reach out to women in the community and to demonstrate the mission and activities of AAUW. It also will be a significant step to address women who may qualify for AAUW under the expanded eligibility criteria. Last year more than 400 women participated.

### Holiday and Cultural Traditions

The Makefield Area Branch's first get-together of the year will be a program about holiday and cultural traditions. Six members will share some of their special holiday or cultural traditions. Four of the presenters will prepare special foods to accompany their presentations. The holidays include Easter and Chanukah. The presentations will include Russian and Mexican holiday traditions, Ukrainian Easter and Christmas traditions, and Italian Easter and Christmas traditions. Members will also have the opportunity to see a special collection of Nativity scenes from around the world.

## AAUW 125th Anniversary (1881-2006)

AAUW celebrates its 125th anniversary this year. Branches are encouraged to celebrate this milestone in a way that educates the community about AAUW. Association has developed several resources to aid in this effort. Visit the 125th anniversary webpage of the Association website ([www.aauw.org/aauw125th](http://www.aauw.org/aauw125th)) or the Special Events Section of the state website ([www.aauwpa.org/specialevents.htm](http://www.aauwpa.org/specialevents.htm)) for updates and resources that include descriptions of what states and branches are doing to celebrate this milestone.



# News in Brief

## STATE DUES

If your branch hasn't sent in its state dues yet, dues and reports should be mailed to:

Marda Kunkle  
AAUW-PA Finance Officer  
2251 Brigade Road  
Enola, PA 17025



## LAF PLAINTIFF UPDATE

*Violand v. George Washington University*: Those who attended the 2006 state convention will remember Laura Violand, who was the LAF speaker. Violand won her case at the trial court level and the university appealed the decision to the DC Circuit Court of Appeals. Violand also appealed the trial court's decision on attorney's fees. The court heard oral arguments on January 19, 2006, but has not yet issued an opinion.



## ANNOUNCEMENT

Association has created a new tool for branches to use in planning programs, especially around the theme "Education as the Gateway to Women's Economic Security". It is the PROGRAM DEVELOPMENT TOOLKIT and is available on the Association website at :

[http://www.aauw.org/member\\_center/tools/ProgramDevelopmentToolkit/ProgramDevelopmentToolkit.cfm](http://www.aauw.org/member_center/tools/ProgramDevelopmentToolkit/ProgramDevelopmentToolkit.cfm).

## What's Going on in AAUW?

*continued from page 1*

the computer buddy's house periodically and go through the website together.

3) Similar to suggestion 2, you could have a computer member have a group of non-computer members at her home once a month or so to go over the website – it could be a new interest group OR ask an already established interest group to devote a little time once a month while they are meeting to review the website.

4) If your branch has an office with a branch computer you could schedule a time that non-computer members could meet and have a computer member review the website with them.

5) Ask the branch newsletter editor or someone else in the branch with computer access to review the website each month your newsletter is published. If they find anything they feel is important for the branch to know about it can then be included in your branch newsletter.

**What's new on the state website?** The state website has been updated and added to; in fact, the whole site has been redesigned beautifully by the state web administrator, Louise McLeod. There are new pages, including:

*President* – this has issues of *EdEqChange*, the e-newsletter produced by Association with all sorts of news from national; copies of state FYIs sent quarterly to branch presidents which contain branch information, applications, etc.; minutes from state board meetings; information from state meetings (e.g. July Leader's meeting); and so on

*International Corner* – this contains information on current AAUW collaborations/efforts in the international area

*Communications/Marketing* – which will have all manner of tools that the state plans to develop to help branches with visibility and membership recruitment/retention

*Diversity* – a branch toolkit is being developed by our Diversity Chair; College/University Partners – a listing of the colleges and universities in Pennsylvania that are partners with AAUW as well as information on how to start a student affiliate at your local college(s); and more.

**A Place for Sharing Branch News.** There is space on the website for branch news, so if you have an event or program you'd like to publicize, please send it to your District Coordinator. (If you don't know who your District Coordinator is click on Board Members on the website or ask your branch president. If you don't know which district your branch is part of, use the branch map on the website.) Also for those branches that have a website, we want to provide links to them on the state website if they are not already there, so please provide the routing information to your District Coordinator.

**New Information.** In subsequent *Keystoner* editions I will include a notice of "What's New on the Website" and will alert you to any new items of interest that may have been added to the state website or Association website. I have asked all my board members to stay on top of things in their area of responsibility and to post anything they believe should be shared with our branch members.

**Association Website.** Everything I have said about the power of the state website also applies to the Association website ([www.aauw.org](http://www.aauw.org)). Association website is chock full of information and that unfortunately is a problem sometimes when you are trying to find something, there is too much information. If you are comfortable navigating websites, do go to the Association website — it is wonderful. If you aren't that comfortable, we will do our best at state level to post the most important information on the more streamlined state website so it is easier for you to find things. I hope that providing this information on the state website will help you to be more informed about what's going on at AAUW and to better carry out your role as a member of AAUW.

# Let's Celebrate AAUW

By Linda Haigh Tozier, Middle Atlantic Region Director

## AAUW-PA Laurels

Congratulations to AAUW-PA for repeating as a platinum winner in the 21<sup>st</sup> Century Recognition Program for this past year. And further congratulations are offered to our ten branches that received Pennsylvania Star Branch Recognition.



Pennsylvania has much to be proud of with our 2005 fundraising efforts. Pennsylvania was fifth nationally in state total contributions to the Legal Advocacy Fund and eighth in total Foundation contributions. The State College Branch was the #1 branch nationally in total contributions and #7 in per capita contributions to LAF.

## Celebration!

Seventeen women started our beloved organization on November 28, 1881 (read "Founding Mothers," by Jean-Marie Navetta, *AAUW Outlook*, Spring/Summer 2006). The anniversary logo, "125 Years, A Legacy of Leadership," and the related 2007 Convention logo, "Phoenix is Rising in Arizona," can be downloaded from the AAUW website. A complete anniversary calendar of activities will be listed in the Fall 2006 and Spring 2007 issues of *Outlook*. The anniversary celebrations will culminate with "Expanding a Legacy of Leadership," the 2007 Association Convention, June 29<sup>th</sup> to July 2<sup>nd</sup> at the Hyatt Regency in Phoenix, Arizona.

Two distinct 125-year commemorative pins debuted in June. Through the AAUW Development Department, a tax-deductible pin purchase goes to the Leadership and Training Institute (LTI): \$125 for a silver pin and \$1250 for a gold one. All gold level donations will be recognized on the AAUW website and at the 2007 convention. You also can buy enamel AAUW anniversary pins by Lucinda for \$14 (\$12.60 with member discount) and anniversary logo stickers from Shop AAUW. An array of 125<sup>th</sup> anniversary themed items, including mugs, magnets, scarves, t-shirts, sticky notes, a party-in-a-box and a calendar will be available soon at Shop AAUW.

## It's All about Members

AAUW has launched "Keys to the Future – Member Get a Member Campaign" as a way for each of us to ensure that AAUW will continue for the next 125 years. The key to our future is personal involvement. Every member, branch and state is encouraged to participate in this special effort. The three-phase campaign runs until June 15, 2007, with winners being honored at the Phoenix Convention. Please contact our state Membership Vice President, Jane Snyder, for further information on how to participate.

## 2006 - 2007 Association Goals for AAUW

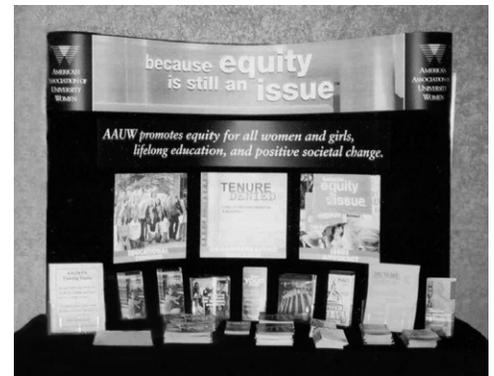
1. Every state and branch celebrate our 125<sup>th</sup> Anniversary
2. Every state and branch send full delegations to the 2007 Convention
3. Promote Pennsylvania students' participation in the National Conference of College Student Women Leaders to be held in June, 2007, in DC
4. Promote state-wide theme teams to advance the programmatic theme, "Education as the Gateway to Women's Economic Security"
5. Participation by at least 50% of our members in the Member Get a Member Campaign

## WANT TO PROMOTE AAUW?

Use this display to promote AAUW at community events and branch fundraisers.

The display is available to all branches in Pennsylvania. The only cost to the branch is the shipping cost to return the display.

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



## BIENNIAL STATE CONVENTION

At the 2007 State Convention, the State Board will be recommending a proposal to move to a biennial Convention format. This change would be put in place for at least 2 cycles (4 years). There would be a 2007, 2008, and 2010 State Convention. If the proposal passes, the Membership VP, Finance Officer and Secretary would be elected for one-year terms at the 2007 convention. All positions would be elected for two-year terms in 2008.

In years without a convention, there would be an annual program meeting in the format of Fall Focus. Any business which needs to be transacted could be handled by branch representatives at the Leaders meeting in July in the "off" years.

Stay tuned for more information.

## Nominations for 2007-2009 Officers Sought

Submitted by Wilma Kennedy, Nominating Committee Chair

AAUW-PA is seeking nominations for the following officers to fill 2007-2009 terms on the State Board.

**Membership Vice-President:**

Responsible for planning, coordinating, implementing and reporting membership activities; collecting information on current membership; and working with branch MVPs on development and implementation of membership activities.



**Finance Officer:** Responsible for maintaining an accurate record of the financial status of the state; preparing the proposed budget; issuing checks in payment of bills incurred by the state; and providing financial reports for state board meetings and conventions.

**Secretary:** Responsible for keeping a record of all meetings of the state; sending copies of the minutes from all board meetings and state convention to each board member and the regional director.

The state board meets four times annually; in July, October, January and at the state Convention. Board member expenses are paid from the AAUW-PA state treasury for attendance at these meetings.

If you are interested in serving on the state board in any of these capacities, please complete the Candidate Form, which was sent to your branch president in the latest FYI and return it to Wilma Kennedy, 713 Drexel Hills Boulevard, New Cumberland, PA 17070 by October 1, 2006. Please include a black and white photo with the form for reproduction in the *Keystoner*. (If you are unable to obtain this form, please contact me and I will forward one to you.)

Participation in AAUW at the state level is rewarding and offers tremendous "self development" opportunities. Members of the state board gain a great deal from the experience of working with other dedicated, talented women to further the goals and Mission of AAUW.

*Note:* If the proposal for a Biennial State Convention (*see page 5*) is passed, these officers will be elected for one-year terms through the 2008 convention.

If you have any questions, please feel free to contact me by e-mail at [wkennedy@mwn.com](mailto:wkennedy@mwn.com).

## LAF's 25<sup>th</sup> Anniversary!!

Sabina Howell, LAF Liaison

This is an exciting year for AAUW and the Legal Advocacy Fund (LAF): while the Association is celebrating its 125th anniversary over the next year, LAF will be celebrating its 25th anniversary at the same time.

You probably know that LAF is the nation's largest legal fund focused solely on sex discrimination in higher education. It provides funding and a support system for women seeking judicial redress for sex discrimination. LAF provides mission-based programming in a variety of ways. However, did you know that:

- Since 1981, LAF's Case Support Program has supported over 100 cases and provided more than \$1.3 million in support.
- Each year the LAF awards recognize innovative program or initiative that advances equity for women students, faculty, and staff on a college or university campus through its Progress in Equity Award. Recipients receive a stipend of up to \$10,000 and public recognition throughout their communities, campus, and AAUW. Since 1987, 23 programs have received this award and 24 others have received a special distinction award.
- The Speaking Out for Justice Award supports LAF's mission by recognizing a nationally prominent individual who has advocated for change on behalf of women and girls. The award is given biennially at the AAUW Convention.
- LAF launched the Campus Outreach Award initiative to work directly with campuses to provide programming and develop action steps toward creating a more equitable campus climate.

These marvelous awards and programs are only made possible by generous donations from each and every one of you. Please give generously!!

