



# The Keystone

Advancing equity for women and girls through advocacy, education, and research

## From Our President

As I write this letter in early November, I can't believe how quickly 2021 is coming to a close. Where did the year go? My reaction is the same when I realize this is the second quarter of AAUW's fiscal year.

So before too much more time passes, I am wishing you all the joys of this holiday season and good tidings for 2022.

I was invited to speak at the Fox Chapel Area October branch meeting (via Zoom) on the topic of AAUW Pennsylvania Public Policy. That got me to thinking how important our advocacy at all levels of the political process is to changing the lives for women and girls. To make change, we must engage in the political process. And we do so in a non-partisan manner. Focusing on our issues, we need to advocate no matter the political party or affiliation. I thought the [presentation](#) and [supplement](#) was worth sharing with a broader audience.

I urge you to visit <https://aauw-pa.aauw.net/> to see what issues AAUW Pennsylvania is paying attention to. You will learn of our newest coalition partner—Pennsylvania Coalition Against Domestic Violence (PCADV)—on equal pay. And, resources to keep updated on the historic lawsuit declaring the current state funding for K-12 unconstitutional. Fair funding has been an issue we supported and branches and members have advocated for tirelessly over many, many years.

I hope you joined the celebration of AAUW 140<sup>th</sup> Anniversary on November 17<sup>th</sup>. Celebrate [AAUW's impact over these 140 years](#) and explore our heritage. Knowing where we have been provides context to the future. AAUW, one of the oldest feminist-based institutions in the United States, has a proud tradition on non-partisan advocacy on behalf of women and girls.

Finally, mark your calendars to attend the 2022 State Convention on June 3-5. See page 3 for a preview of: Disruption as Opportunity...It's a Woman's World.

Ann Pehle (Carlisle)  
President

## Nominees for State Board Positions

Next spring, we will vote on candidates for state elected offices. Full voting details will be sent to Branch Presidents in the February FYI and will be included in the March Keystone.

The chair would like to thank the Nominating Committee members for their excellent work: Eastern District: Kathy Quinn, (Makefield Area); Central District: Cathy Wieland, (Lebanon Valley); Western District: Linda Tozier, (North Hills Pittsburgh); and Alternates: Pat Markowski, Carlisle (Central District), and Loretta Seigley, Erie (Western District).

Deb Roney (Huntingdon)  
Chair, Nomination and Election Committee

### PRESIDENT

AAUW PA continues to seek a candidate for president or two candidates for a co-presidency for the 2022-24 term. If you are someone who might be interested or you know someone who should be asked, please get in touch with the Nominating and Elections committee chair, Deb Roney, at [aauwpanominations@gmail.com](mailto:aauwpanominations@gmail.com) as soon as possible. This position is a great opportunity to work toward the mission and provide a vision for the future.

### PROGRAM VICE PRESIDENT Dr. Cynthia Hall (State College)

Cindy is currently the Co-Vice President for Marketing and Communication for her branch, having previously served on the Education subcommittee, as Co-Vice President for Membership (2016-17), as co-president (2017-21), and as immediate past president the following year. In 2017, she was awarded the Member Making a Difference Award and, in 2021, the Outstanding Woman Award, both from State College Branch.

Cindy has attended a state summer retreat, Central District meetings, and two state conventions. She was an alternate for the National Nominating Committee in 2020-21 and is serving on that committee currently.

Cindy retired from her job as Associate Vice President for Strategic Communications and Chief Marketing Officer from Penn State University in 2015. She also taught Public Relations Media and Methods and Public Relations Campaigns as a part-time instructor in the College of Communications at Penn State.

Cindy holds a Ph.D. from Penn State and graduated from the in-residence Management Development Program (MDP), Harvard University Graduate School of Education.

(Continued on the next page)

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*In principle and in practice, AAUW values and seeks an inclusive membership, workforce, leadership team, and board of directors. There shall be no barriers to full participation in this organization on the basis of age, disability, ethnicity, gender, gender identity, geographical location, national origin, race, religious beliefs, sexual orientation, and socioeconomic status.*

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Cindy has significant experience in branding, marketing research, communications, and management. In addition, she managed major political candidate visits for Penn State (Barack Obama, Hillary Clinton).

Cindy has received more than 20 awards from CASE (Council for Advancement and Support of Education), and was selected as one of 25 women nationally to participate in the CASE Forum for Women Institutional Advancement Officers. Cindy participated in a roundtable for Trustee Magazine on Branding, Chicago as well as for PR Week, New York. She has been conference chair for several CASE conferences and a frequent speaker. In addition, Pennsylvania Business Central named Cindy as one of the Top 20 Nonprofit Female Leaders in 2019.

Cindy presented her research titled Gendered Roles/Gendered Relations: A case study of the status and role of women in a research university at AERA (American Educational Research Association), San Francisco.

When asked what she sees as the primary focus of AAUW-PA and how she would work toward that goal if elected, Cindy answered:

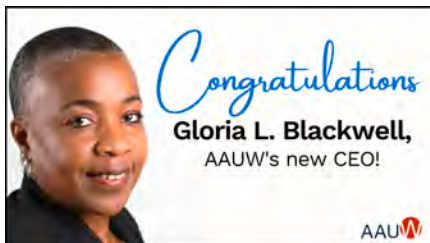
*“Helping to ensure a clear and consistent vision for AAUW by coordinating and communicating effectively with both the state’s branches and national is a priority for AAUW PA. For the organization to remain strong in a highly turbulent environment, AAUW must be recognized for our mission as well as differentiated from the increasing numbers of organizations beginning to share the same space. AAUW-PA can work effectively with branches to increase awareness and clarity of our mission among Pennsylvanians. Likewise, AAUW-PA can provide guidance to branches on how to increase their attractiveness to new members who may have different wants and needs from current members.*

*“The Program Vice President, along with the state board and members, can seek to present programs that are appealing to changing population demographics while not isolating current membership.*

*“AAUW-PA programs play a critical role in strengthening the voice of women in Pennsylvania. If we understand how AAUW is viewed in Pennsylvania markets, we can tailor our programs to appeal to all women. We can reinvigorate our image and increase awareness across the state, and programs certainly play a major role in doing so.”*



## News from AAUW National



AAUW Pennsylvania extended congratulations to Gloria Blackwell, newly appointed AAUW CEO. Gloria’s seventeen years representing AAUW at the United Nations, managing the prestigious fellowships and grants program (awarding more than \$70 million in funding to women scholars and programs in the U.S. and abroad), and spearheading innovative programs, including AAUW’s award winning salary negotiation workshops which have reached more than 190,000 women nationwide makes her well qualified for the position. We worked with Gloria on the launch of the Pittsburgh Gender and Equity Commission’s Work Smart city-wide program.

## This and That

- One blessing of COVID is the virtual webinars and meetings presented by AAUW. Having trouble finding the webinar you missed? Or want to watch one again? Or recommend to someone? Peruse all the offerings by topic on the [new archive page](#).
- Many branches want their mission-centered work to focus on the impact of Covid on the economic security of women. Start your quest by reviewing this toolkit -- [Rebuilding for a Stronger Tomorrow](#).
- AAUW Public Policy department has launched a three-part series examining equal pay from the employer’s perspective. Find out more at [Equal Pay Every Day: An Employer Roundtable Series](#) to learn more and view recordings [here](#).
- If you missed the AAUW Conversation with Dr. Patricia Bell-Scott speaking about her book The Firebrand and the First Lady, you are going to catch up [here](#). And add that to your book club reading list.
- Have you heard about Money Smart—AAUW’s new financial literacy program? Learn more [here](#).

# 2022 AAUW-PA Convention

June 3-5, 2022 Central Hotel & Conference Center, Harrisburg  
“Disruption as Opportunity—It’s a Woman’s World”

Our lives have been disrupted, haven’t they? We have personally changed, and we have seen our culture reshaped. Some issues to ponder:

- During the lockdowns brought about by Covid, several people were forced out of the workforce, a majority being women, who traditionally bear greater childcare responsibilities.
- Covid has had a profound effect on our economy, and women have been greatly affected, especially those who were near retirement.

## Conference Highlights

State Gateway to Equity Award

Informal Book Groups

Meeting with branch counterparts



Plenary and workshop sessions

District meetings

Gift Basket Silent Auction

AAUW update from National

## Call for Program Proposals!

It’s time to show off your great Branch initiatives and programs by signing up to do a presentation at the Convention. Presentations can be by an individual or by a panel of presents. To submit a proposal for a session, click here:

<https://www.surveymonkey.com/r/AAUWPresentationForm>

The deadline for submissions is Tuesday, December 14, 2021

Come to Convention and be inspired by the speakers and workshops that will be presented.

We hope to see you in Harrisburg!



Lee Wolfe (Lansdale)  
Program Vice-President

# AAUW FUNDS



Why did you join AAUW? Because of the many gains in equity for women and girls AAUW members have made over our history and continue to work toward? Because of friendships with people who share the same goals? Because you want to help other women and girls? Because we are a purposeful but fun group? For some other reason not listed here?

Whatever your reasons for joining, celebrate them and revel in the joys, challenges, and fulfillment you have gained from your membership. Then, as we enter the period of giving thanks and giving to others, make AAUW Funds part of sharing your good fortune with others. You can contribute any amount at any time, and every donation is needed, welcomed, and appreciated.

Easy ways to donate to AAUW:

**By Credit Card or PayPal:** Click the DONATE link on the AAUW homepage or go to <https://ww2.aauw.org/donate-gift-new/>. Once there, click the big blue button “Use my gift where it’s needed most (Greatest Needs Fund).”

**By Check:** Make your check out to AAUW Funds with your preferred fund (Greatest Needs Fund--#9110) on the memo line. Send your check to your branch AAUW Funds Chair, if there is one, or to the Finance Officer if there is not. That officer can reference directions on how to submit donations to national here: <https://www.aauw.org/resources/member/contribution-report-form/>.

Thank you, and have a most happy holiday season!

Deb Roney (Huntingdon)  
AAUW Funds Chair

# MISSION & ACTION

AAUW’s newsletter

Monthly updates on AAUW’s work, including gender equity research, legislation, news, events and easy opportunities to take action.

# Time to Update AAUW-PA Public Policy Priorities

Every two years members have the opportunity to suggest revisions to the state public policy priorities. Priorities for 2020-2022 are available at <https://aauw-pa.aauw.net/policy/priorities/>. The update will be for 2022-2024 and will be voted on at the April annual meeting.

Please send suggestions by January 7, 2022, to AAUW-PA Public Policy Chairs, Barbara Price, [aauwppp1@gmail.com](mailto:aauwppp1@gmail.com) or Jacqui Rogers, [aauwppp2@gmail.com](mailto:aauwppp2@gmail.com).



## Office DEPOT. OfficeMax®

With many retail stores vanishing, you may think this AAUW perk isn't valuable to you. On the contrary, you can shop online and receive the discounts. Have those print jobs sent directly to your house. Go to <https://officediscounts.org/aauw/> and click on Shop Online to get started.



Have a Question?  
Need Help?

 [connect@aauw.org](mailto:connect@aauw.org)

 202-785-7700



## Ready to Honor Branch Members? Here's How to Submit Annual Awards!

As your branch chooses members to honor with the Outstanding Woman, Member Making a Difference, or Gateway to Equity awards, you can again submit award information using an online form.

Use one online tool to report your awardees' names, information about their accomplishments, and submit photographs.

To submit information, just click this link:

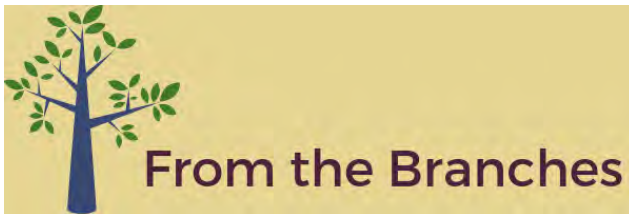
[AAUW PA Awards](#)

We ask that you wait until all your awardees are identified before submitting.

The Deadline for reporting your honorees is February 18, 2022.

Pat Byerly is coordinating this effort and questions should go to her at [AAUWPAAD@gmail.com](mailto:AAUWPAAD@gmail.com)





## From the Branches

### Bradford Branch Celebrates 100<sup>th</sup> Anniversary

The Bradford Branch celebrated its 100<sup>th</sup> anniversary throughout 2021. With the help of the Shape the Future program, we welcomed the largest number of new members in years. To help commemorate our anniversary and increase AAUW's visibility in the region, our branch partnered with Sally Ryan Costik, curator of Bradford Landmark Society, to feature an Extraordinary Women Series in the Bradford Era that appeared every other week throughout 2021. The series featured articles about Bradford born opera great Marilyn Horne, Ella Boyce Kirk, the first female school superintendent in the nation, as well as other lesser-known, but equally extraordinary, local women who dared to be different, defied expectations and in doing so made a difference.



Throughout the year we supported the Bradford YWCA, culminating with our annual Pack the Purses service project in October.



Members packed and donated over 20 purses packed with brushes, toothpaste, soap, shampoo and other personal items to the Victims Resource Center and the Homeless Shelter program at the YWCA. On November 13, the branch celebrated its 100<sup>th</sup> anniversary with a luncheon and special program at the Bradford Club. Our programs, activities, research, conversations and displays of this past year have helped us

all become more aware of our branch's rich history and our connections to the women who came before us.

Holly Spittler (Bradford)

### Murrysville Area Flight 93 Presentation

Murrysville Area AAUW, in partnership with the Murrysville Community Library, began its new program season September 9 with a virtual presentation by Superintendent Stephen M. Clark, director of the Flight 93 National Memorial in Shanksville. Marking the twentieth anniversary of the events of that fateful September 11th, Superintendent Clark chose "Flight 93 Memorial: From Tragedy to Triumph" as the title of his presentation.



Superintendent Clark has managed the five National Park Service (NPS) units in Western Pennsylvania (the Flight 93 National Memorial, Johnstown Flood National Memorial, Allegheny Portage Railroad National Historic Site, Fort Necessity National Battlefield, and Friendship Hill National Historic Site) since 2015. A graduate of Slippery Rock University and Pennsylvania State University, Clark began his career in 1986 at two of the parks he now manages. During his 35 years of federal service, he acquired his law enforcement commission and completed assignments all over the US. The former NPS Chief of Visitor Protection in Washington DC and Chief Ranger for the Northeast US, Clark has led and contributed to national responses for some of the biggest events in recent US history, such as the Mississippi Canyon Oil Spill and Hurricane Maria.

Susan Greenberg (Murrysville Area)

## Increasing and Maintaining Membership It's an all-member project

A panel of membership VPs from branches successful in increasing and maintaining membership discussed this topic on October 14, as part of the virtual programs offered by the district coordinators.

When asked about techniques to increase branch membership, Kim Glavin of the West Chester-Chester County branch said they have success with "prospective member parties" of 15 to 20 people. They started 4 years ago and have about 10 new members a year and retain most. In addition, they have a raffle for free membership with a ticket for each time you bring a guest to an event. They also find involvement in special interest groups results in friendships and retention. In the West Chester branch they are active in community service, promote programs and have Zoom parties with several people gathering to watch and discuss the program.

Virginia Mauk from the Carlisle branch said they are mission focused and partner with like-minded organizations making all programs open to the community. Guests are welcomed, introduced and invited to attend a new member orientation. Ideas for retaining members from the Carlisle branch were: new member social, have a variety of programs, small group meetings such as listening circles with speakers and welcome new members at events.

Susan Wheatley of the Indiana County branch said all meetings are open to the public and they partner with community groups including Indiana University of Pennsylvania (IUP), bringing in student members. They host a "Notable Women" Banquet to honor women (not all AAUW members) who have contributed to the community in ways that align with the AAUW Mission. They also received a Community Action Grant from AAUW in conjunction with their local library to form a girls coding group. The membership VP sends a letter to all members in the spring and the president follows up with phone calls. A suggestion from the Indiana branch is to give new members a job including as a member of the executive board. They also send notices for meetings to about 200 people, many non-members in various community organizations.

One barrier to increasing membership is the education requirement. Someone may have a good prospect but it is difficult to navigate the question about education. Other barriers are the dues increase, and the inability to recruit women in the 30-50 year age range. There is also competition with other organizations.

We also inquired how members can help. Some ideas were talking about the organization, inviting people, networking with like-minded people, and making an effort to make branch more diverse and avoid ableism, ageism and racism. Remember that growing membership is the responsibility of the entire branch as well as the membership VP.

During the Q and A period some other ideas were expressed. They were: have a membership committee, have a Shape the Future event and bring a guest, past and present membership VP's to work together.

Sue Johnston (State College)  
Central District Coordinator



### Student Impact Mini-Grant

The Student Impact Mini-Grant application deadline is February 1, 2022, and will be awarded on a first come, first serve basis. Applications will be reviewed on an ongoing basis. The grant application selected will be eligible to receive a grant up to \$300. Go to <https://aauw-pa.aauw.net/colleges-universities-students/> for information, ideas, resources, and the application.

### 2022 National Conference for College Women Student Leaders (NCCWSL)

AAUW National is currently planning NCCWSL 2022. More information will be communicated once it is available for dates of the conference, location, and prices.

AAUW Pennsylvania is proud to offer opportunities for leadership development for university and college women from all backgrounds and identities in Pennsylvania through grants to attend the National Conference for College Women Student Leaders (NCCWSL).

AAUW PA will be awarding four NCCWSL grants for 2022. To add more grants, AAUW PA is offering the option for branches to support NCCWSL grant recipients through donations to the state. You can send your funds to AAUW PA in increments of \$500 (estimated cost if conference is held in person) and the state will use these funds to support a Pennsylvania student through our application process.

If you choose this option, your branch will not get credit as a branch from national for a donation to NCCWSL, as the funds will go from the state to the student directly and not through national AAUW. Funds need to be received by the state no later than February 23, 2022.

Branches may also individually provide a Branch NCCWSL grant. If your branch does this, please report it to state C/U Liaison Peggy Schmiedecke [aauwpacu@gmail.com](mailto:aauwpacu@gmail.com) for record keeping purposes.

Peggy Schmiedecke (North Hills Pittsburgh)  
College/University Liaison

### Juniata AAUW Student Organization - Get Out the Vote Tabling

AAUW Huntingdon Branch, AAUW @ Juniata Student Organization, Juniata's Office of Community Engagement, and Beeghly Library (Juniata) all partnered on Get Out the Vote Tabling. They offered AAUW Action Alert signups.

They handed out sample ballots and information on statewide judicial races and local candidates in contested races, how to get a PA mail-in ballot. They also had info about AAUW.

Deb Roney (Huntingdon)



CHARLOTTE RIDGE, DEB RONEY,  
INDIA THAKAR, EMMA  
HERNANDEZ, TALIA BERTRANDO

## AAUW-PA BOARD MEMBERS

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## World of Human Trafficking

Dickinson College Student Organization on November 10, 2021, hosted guest Speaker Ms. Rhonda Hendrickson, Vice President of Programs at the YWCA Greater Harrisburg, and Adjunct Instructor at Penn State Harrisburg teaching Homeland Security. Ms. Hendrickson provides program management expertise in public health issues related to domestic violence, sexual assault, and human trafficking. Since 2009, Ms. Hendrickson has been actively involved in anti-human trafficking efforts in PA and was part of forming the one of the first human trafficking response teams in the state, the South-Central Human Trafficking Response Team. Ms. Hendrickson also manages one of the first federal human trafficking grants in Central Pennsylvania that provides victim services, training, and outreach. Ms. Hendrickson speaks on the national, state, and local levels as an expert in domestic violence, sexual violence, and human trafficking.



## FREE online AAUW Work Smart salary negotiation course

Everything you need is in one place on the AAUW Pennsylvania website at <https://aauw-pa.aauw.net/aauw-work-smart/>. There you will find ideas for individuals and branches.

Haven't taken the course? Go to <https://salary.aauw.org/> to see for yourself how life-changing it is.

## Website Submissions

Please send news for the AAUW PA website to [aauwpaad@gmail.com](mailto: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:

Branches, please send an updated address list for paper subscribers when they occur to: [aauwpaad@gmail.com](mailto:aauwpaad@gmail.com)

We're always looking for news from AAUW branches! The best submissions will be between 100-250 words and include a photo (well-focused and at high resolution, please!)

### Deadlines for submissions are:

November 1 (for the December issue)

February 1 (for the March issue)

May 1 (for the June issue)

August 1 (for the September issue)

Send to the Keystoner editor at [aauwpaakeystoner@gmail.com](mailto:aauwpaakeystoner@gmail.com)

Please put "For the Keystoner" in the Subject line!

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