

**PRESIDENT:** Cynthia Hall, State College Branch

Cindy is currently serving her second year as AAUW PA President. Prior to her role on the state board, she served the State College branch for four years as Co-President, one year as Immediate Past President, one year as Vice President for Membership, and one year as Vice President for Marketing and Communications. She was awarded the State College Branch Member Making a Difference Award and the Outstanding Woman Award. Cindy is currently serving her third year on the Nominating Committee for AAUW National.

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. She has significant experience in branding, marketing research, communications, and management. In addition, she managed major political candidates' (Barack Obama and Hillary Clinton) visits to Penn State.

Cindy holds a Ph.D. from Penn State; her doctoral dissertation received the Martin V. and Carrie Martorana Award for Outstanding Doctoral Research. She graduated from the in-residence Management Development Program (MDP), Harvard University Graduate School of Education. She 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 reelected, Cindy answered:

- Helping to achieve a clear and consistent vision for AAUW by coordinating and communicating effectively with both the Pennsylvania branches and national is a priority for AAUW PA. For the organization to remain strong in a highly turbulent environment, AAUW must be differentiated from the increasing numbers of organizations beginning to share the same space.
- The AAUW PA President, working closely with state and branch leaders, must ensure AAUW's mission is both understood as well as acknowledged and respected across the state. We must continue to advocate for increased understanding as to how our mission is vital to the success and advancement of the Commonwealth.
- The past few years presented major membership and financial challenges for many branches. We need to rebuild any ground that has been lost due to diminished in-person interactions and activities. We should remind ourselves of the critical role we play in achieving our mission-specific goals. The President and all leaders must reinvigorate members to address these challenges and invite others to join us in our mission.

**PROGRAM VICE PRESIDENT:** Lori Woods, Indiana County Branch

Lori has served as the Program Vice President for AAUW Pennsylvania for the past two years. As Program VP, she organized a webinar series that covered issues such as the impact of the Dobbs decision upon Pennsylvania reproductive rights; the rise of disinformation and how to tackle fake news; what we can do to strengthen and protect voting rights; and, understanding the causes of the Ukraine War and the toll of this conflict upon women and girls. She has worked closely with the State Public Policy Committee, Diversity & Inclusion Chair, District Coordinators, and Branches to develop unique mission-critical and DEIB programming for members across Pennsylvania. Lori has also helped to develop programming for AAUW PA's 2023 Summer Retreat (Gettysburg) and 2024 Spring Conference (Harrisburg).

Lori is very active in her own branch. She is currently Acting President, as well as Public Policy Chair and College-University Relations Liaison. Previously, she served as Program Vice President, for which she received the "Member Making a Difference" award in 2017. As Branch Program VP, Lori organized a panel discussion on women's health needs in rural areas; chaired a forum focused on the economic security of women and their families; and participated in Start Smart workshops. She also assisted with her branch's planning of the 100th Anniversary of Women's Suffrage in Indiana County, and teamed up with the Alice Paul House for Sexual Assault Awareness Month.

A strong advocate of interdisciplinary education, Lori is an Associate Professor of History at Saint Francis University (Loretto, PA). She has taught the history of medicine and science, and women and gender history for fifteen years. In addition to teaching, she was an Associate Dean for ten years. Lori also served as National Secretary of the Association of General and Liberal Studies (AGLS) and as Branch Secretary of the NAACP in Indiana County, PA. In recognition of her service with the NAACP, she was awarded the "President's Award" in 2022.

Lori has advocated for women in STEM fields, mentoring girls in her community through her volunteer work with the local NAACP. In her teaching, she emphasizes the unique lives and experiences of women in the past, seeking to instill life-long learning in her undergraduate students. Lori has published in the field of women and gender history, having worked with pioneers such as Barbara J. Todd (her mentor) and Natalie Zemon Davis, a recipient of the National Humanities Medal.

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

- The primary focus of AAUW PA is to be a strong advocate for effective public policy that supports women and families throughout the commonwealth. In my view, one of the challenges is to find ways to motivate the next generation to get involved. This requires reaching out to the community at large, meeting people where they are, including those whose voices are often not heard.
- I will use my knowledge and experience as a teacher, as well as my involvement in the leadership of organizations that work to effect good, strong public policy, in order to develop a robust program that will motivate an audience who is moved to get involved in the mission of AAUW, ultimately to build coalitions to help address the gaps in public policy.

**MARKETING AND COMMUNICATION VICE PRESIDENT:** Rebecca Gardner, Harrisburg Branch

I accepted Cindy Hall's offer to create the position of Marketing and Communication Vice President. The role encompasses Keystoner editor, all communication to members, AAUW-PA social media, and public facing communication. I have served in this position since July 2022.

A large part of the position is the regular distribution of the Keystoner. As a part of recommended changes, the Keystoner was moved to an electronic format and the number of newsletters was increased from four to six per year. Other responsibilities include regular contributions to the AAUW PA Facebook page, production of the annual yearbook, as well as the promotion of the 2023 Summer Retreat in Gettysburg and the upcoming 2024 conference, serving on the planning committees. I have attended regular board meetings since the fall of 2022.

Rebecca holds a BA in History from Hanover College in Hanover, Indiana and an MBA from Ball State University, Muncie, Indiana. A career at Penn State, Rebecca had responsibilities at the University and college level where she was responsible for providing ongoing strategic analysis and communications support for the Senior Vice President of Commonwealth campuses of Penn State. Rebecca recently retired from Senior Director of Strategic Communications, Penn State Harrisburg where she served as a chief strategist with oversight of strategic planning, institutional planning, accreditation support and strategic communications and messaging.

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

- The primary focus of AAUW PA is support and promotion of branch activity that advances gender equity for women and girls in the Commonwealth.
- I would work closely with the AAUW-PA board to identify opportunities to increase awareness of the organization and the good work being done across Pennsylvania with the goal of increasing membership and visibility.