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# Badger Briefs

*breaking through barriers for women and girls*

Volume 69, Issue 1

Fall 2012

## AAUW-WI Receives Grant to Recruit Young Voters

Do you remember your college days when your greatest concerns were weekend plans, the next test or paper due and little else?



Barbara Peterson  
Public Policy  
Coordinator

Could you imagine back then being concerned about health care, retirement costs, equal pay or just finding a job?

If those issues weren't tops on your list, then it probably won't surprise you that today's 18 to 30 year-olds don't think about those issues either. However, during those years we were concerned about our reproductive health since we realized that so much of our

lives would be influenced by the spacing and number of our children.

What we know about 18-30 year-olds (millennials) is that, in general, they don't vote regularly, and they may not have had a reason to think about some of the issues that will eventually affect them.

Because Wisconsin is a swing state and the presidential and Senate vote could go either way, you are going to hear a lot about Wisconsin in the news during the election cycle. Paul Begala wrote in *Newsweek*, "Pollsters tell us swing voters are mostly women. They are younger . . . and are more persuadable. Many swing voters have a high school diploma but no college degree. And a chunk of them are Hispanic."

That may be why Wisconsin was given an AAUW Impact Grant aimed at getting the younger voters to the polls on November 6<sup>th</sup>. Across the state, each branch should be preparing to contact millenni-



als, engaging them in discussions about issues like women's health,

equal pay, student loan repayment, education, and campaign finance reform while never advocating for a particular candidate or party.

In October, 2011, each branch was invited to attend training in Stevens Point. Branches

*Continued on page 2*

## Scholarship Available for Wisconsin Student Leader

Even the wild weather in Washington DC last spring did not deter attendees at the 2012 National Conference for College Student Women Leaders—NCCWSL, affectionately known as "nick whistle" by some—the annual fast-paced, 2 ½ day conference that addresses the needs of current and aspiring women student

leaders.

Since the event's inception in 1985, AAUW has been deeply involved in the organization and sponsorship of this prestigious conference (it even has roots in Wisconsin).

Next year's conference will be held May 30-June 1, 2013, at

the University of Maryland, College Park. Young women from across the country and around the world



Mary Jo McBrearty,  
Leadership  
Development VP

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## Wisconsin Get Out to Vote campaign organizer hired

[www.aauw-wi.org](http://www.aauw-wi.org)

*Grant to recruit voters from page 1*

that missed this training are welcome to contact me for instructions. AAUW has a grand plan for taking this information to young voters, but it involves some planning for September, October and early November, so we should be starting now! I can help you get this rolling. These efforts will be conducted on college campuses and with young working professionals. While the aim is to get 18-30 year olds to vote, we certainly will welcome older adults, too.

It is of key importance that names and contact information be gathered from attendees at each meeting. This information will be used in November to get-out-the-vote (GOTV). It can also be used by your membership person to expand your branch numbers.

The AAUW Impact Grant gave us \$1,000 to make these meetings possible. The state board voted recently to help branches pay for expenses incurred in conducting programming aimed at GOTV. We will accept reimbursements for meeting rooms, food, speaker costs including mileage and other reasonable costs. We will not reimburse for beverages.

Each branch may be reimbursed up to \$75 on a first come basis until the money runs out. Copies of invoices must accompany requests for reimbursement. Copies of the form can be found at [www.aauw-wi.org](http://www.aauw-wi.org) under the public policy tab.

AAUW headquarters in D.C. has also just hired a WI campaign organizer, Catherine Emmanuelle, from Eau Claire, WI. With extraordinary credentials, Catherine is likely to be a great addition to our GOTV efforts. Branch public policy chairs and presidents will be in contact with Catherine during these months. She will be talking to them about branch efforts and the contact names they are submitting. She will be keeping a database and reporting to AAUW in D.C. about our progress. She is going to help us get them to the polls in November.

So you ask, "Why is this important?" It is important because women's issues have stalemated in Congress, because we want our young adults to understand that the future depends on them. It is important because voting is our democracy's most basic right, one that we fought hard to gain. And, it is important that a voter is informed on issues. You are the key to that happening. I thank you in advance for the work you will do to get out the informed voter.

*Barbara Peterson,  
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*Scholarship from page 1*

will participate in a wide variety of workshops and networking opportunities. 2012 participants were able to spend a morning on Capitol Hill, attend a Graduate School Fair, and even enjoy a pizza and movie night with other aspiring student women leaders.

AAUW-WI is offering one \$500 scholarship for a Wisconsin student woman leader who would benefit from attending. Undergraduate and graduate students are eligible for nomination. Candidates must be nominated by an AAUW Branch with a limit of one nominee per Branch. Branches are also encouraged to support their nominees; women who want to be leaders should not be left out of this important conference because they cannot afford to attend.

Eligible nominees must be currently enrolled in a program leading to an Associate degree (or equivalent), Bachelor's degree, or Master's degree at a technical school or other two- or four-year public or private college. Branches are asked to provide the following:

- Name, educational institution attending, and enrollment status of nominee
- Awards, recognition, or honors received by the nominee
- Major area of study being pursued by nominee and why
- How attendance at the conference would further the nominee's goals
- Name and contact information for the Branch member

*Continued on page 3*

## President's Message: It's Time to Take Action

Now is the time to inspire women – especially young women – to make use of their right to vote in the upcoming presidential election. We have received another AAUW Impact Grant that makes funds available to local branches to help Get Out the Vote in 2012.

Then get ready for a rousing Legislative Day in Madison in January, soon after the General Assembly convenes. This is a prime opportunity to investigate key areas of AAUW public policy and the lobbying efforts done at the State Capitol on your behalf. You will become better acquainted with advocacy tactics that you can use in person or through the convenient Two-Minute Activist, which is available at [aauw-wi.org](http://aauw-wi.org), to influence your elected officials.

Spring will bring the 2013 State Convention in Racine on April 26-27. We got a positive response from the shorter “one day” format, which starts with a gathering on Friday night and runs all day Saturday, so we plan to do it again. We also hope you will be inspired to attend the AAUW National Convention in New Orleans, June 9-12, entitled “Leading Across Generations.” Conventions provide great branch leadership training.

Some call it “going green,” while others emphasize the \$\$ cost and time savings – both are important – but it is time for AAUW-WI to deliver a digital version of its *Badger Briefs* to our members through their own email. You will still get a printed copy of *Badger Briefs* in the mail, but only two issues. We will be using the website, [aauw-wi.org](http://aauw-wi.org), and our social media for more timely postings and branch info exchanges. Alert us to your branch activities and events.

It is an exciting time to be a member of AAUW and have a real influence on Wisconsin. Let's continue to take action on behalf of women and girls across the State.



Joyce Hoffman  
AAUW-WI President

**“Get ready for  
a rousing  
Legislative  
Day in  
Madison in  
January”**

making the recommendation

Please email nominations to Mary Jo McBrearty, AAUW-WI Vice President, Leadership Development at [mmcbrearty@charter.net](mailto:mmcbrearty@charter.net) by December 15, 2012. The winner will be notified and payment sent as soon as possible to qualify for Early Bird Registration.

Conference details are being finalized as of this writing, and further information—including videos, comments, and photos of the 2012 conference—can be found on the AAUW website.

## State Convention: April 26—27, 2013



Wind Point Lighthouse in Racine, WI. Come early for the convention and see what Racine has to offer.

The Racine Branch and District III welcome you all to a great Wisconsin State Convention, filled with inspiring speakers and motivational gatherings at the Racine Marriott Hotel, 7111 Washington Avenue, Racine, on Friday, April 26 and Saturday, April 27, 2013.

Your branch will shortly be receiving a needs survey so that we can make this convention most meaningful to you.

Plan to come early on Friday to take advantage of special Racine Branch offerings: you may want to visit the new Racine AAUW Book Store, or take in special features of downtown Racine. Registration opens at 4:00 pm Friday afternoon; the Convention program begins at 6:00 pm Friday evening. It will be a great time to strengthen our connections as we lead off into future generations of smart, passionate and creative women.

*Karen Urben, Local Arrangements Chair*

***“We are all marketers! We have a great thing going, and we need to share it.”***

## Show Some Gumption! Ideas to Increase Membership

We are all in AAUW for many reasons. We like the programs, the friendships, the social interaction, the study groups, and we just like



Judy Phillips  
Membership  
Vice President

being with a group that means something to us.

However, the most important and basic reason we join AAUW is because we believe in its mission --- breaking through barriers for women and girls.

The best way to widen our vision is to increase our membership in our Branch and in our State. The more people we have working toward our AAUW goals the greater the possibility of reaching these goals.

**We are all marketers!** We have a great thing going, and we need to share it. We as

branches need to show some “gumption” to work at increasing our Membership.

### Some ideas for each member and Branch

- Talk to friends, convince other groups.
- Help the Membership Vice-President and other officers to get the word out to the public.
- Have Prospective Member Picnics, Cocktails and Conversation parties, etc.
- Plan “Kick-off” meetings inviting prospective members
- Hold a November Membership Recruitment gathering after your initial events.
- Invite guests to your Fall meetings so they can see what you are doing.
- Have contests among your members to see who can bring in the most names and help prospective members see the wisdom in joining AAUW.
- Optimize technology.
- Use the “Tool Kits” you

received from the Association.

- Continue these activities throughout the year

I will be sending the forms for the Growth and Gumption Awards to all Membership Vice-Presidents. I am also willing to visit Branches so we can share other ideas. It is my sincere hope that all the Branches will be so busy doing everything they can to increase their membership, that I will be flooded with Growth and Gumption Award applications and all Branches will be eligible for awards.

Because of the enthusiasm of everyone, membership will increase. There will be many projects for Voter Education, many STEM projects to help our young girls, many letters written to the men and women in Congress and many will see the influence of AAUW in Wisconsin. Am I dreaming? Yes, but please dream with me and get to work. Show us your “gumption” and we will all be rewarded.

***“Please send me your take on the silent auction, the giving campaign and ideas you always wanted to see at convention...”***

## Seeking Ideas on Fundraising

Transitioned into the Fund Development VP role—that’s what I did on my summer vacation. I have to offer thanks to Kim Wellnitz for her help in sharing materials, advice, documents and more to help me fill the very big shoes she’s left behind.

After watching her for a few years, I know the first step is to remind all of you that there are many ways to support AAUW and AAUW-WI through your giving. My plan for service is to continue to feature those funds in this space.

First and foremost, however, is an invitation. I am full of ideas for our fundraising opportunity at the 2013 convention, but I suspect many of you are as well. Please send me your take on the silent auction, the giving campaign and ideas you’ve always wanted to see at convention and we’ll add them to the list as convention planning is already underway! You can most easily reach me—Julie Ferris Ph.D. at [jferris05@gmail.com](mailto:jferris05@gmail.com).

## MINUTES FOR AAUW-WI BOARD MEETING

Saturday, August 4, 2012, 9:30 am – 2:30 pm

Cherokee Country Club, Madison, WI

Attending: Janet Nortrom, Connie Polley, Barbara Peterson, Rachel Hirsch, Mary Jo McBrearty, Joyce Hoffman, Peggy Crane, Marlene Salley, Janis Scharnott, Judy Phillips

Excused: Fran Kavenik, Janet Quail, Julie Ferris, Margot Bouchard, Camille Thibaudeau-Meyers, Donna Weidman, Karen Urben

Guest: Pat Ehlert

Administration – Peggy Crane

**Motion:** Mary Jo McBrearty moved to approve minutes of 4-27-12. Passed.

### Reports

President – Joyce Hoffman

- A. Theme: “Next Generation Now” We need to reach younger women through AAUW programs directed at them. 2012 Bylaws – mandatory changes – Mary Jo noted the State bylaws were revised recently to take out organizational detail and put the detail into the policy document. Now, the mandatory changes AAUW issued would require that detail to be put in again. Joyce said the D.C. law changed, so the AAUW bylaws must reflect those changes. Mary Jo will investigate.

Finance – Janet Quail (Sent proposed FY2012-13 budget)

Janet was absent, but she will give full financial reports in Oct.

Joyce reported that all current FY 2011-12 bills are paid; no carryover expenses. Revenues/expenses are not coordinated in time, so the Actual tech support and printing cost represents 2 years. We have \$19,000 in reserve. Most revenue is from dues and the budget assumes 1,560 renewing members. Mary Jo corrected the budget on p. 4 under NCCWSL scholarships: the expense was \$1,000 for two scholarships. The total Actual expenses amounted to \$31,419.79. Budget tabled.

Leadership – Mary Jo McBrearty

- A. Strategic Plan - Mary Jo reviewed document.
- B. Fall workshop suggestions were discussed. The April 27 proposal was for social media training in GOTV, with use of computer labs in different parts of state. The current urgency is to reach millennial (18-30 yr-old) voters during a presidential election. We need to urge young women to register to vote, use the Impact Grant we have received to cover branch costs of meetings with these millennials and hold a Legislative Day in Jan/Feb.

Mary Jo said we should tell all branches to continue working on GOTV and that effort will be in lieu of a Fall Workshop.

**Motion:** Barbara Peterson moved, Janis Scharnott seconded, that we hold Legislative Day in Jan. in Madison. Passed.

Program – Frances Kavenik (report)

**Motion:** Mary Jo moved that the state convention be in the short format. Passed.

- A. Pat Ehlert, Racine Branch president, reported for Karen Urben, Local Arrangements chair for the State Convention, which will be held in Racine. Racine Branch is discussing preconvention activities and hospitality options, including a possible Book Store open house, Racine tour events, and Frank Lloyd Wright attractions, among other things.
- B. Joyce Hoffman reported that in Janesville, 113 attended and used 40 rooms, more than previous year. The survey showed that attendees preferred the short convention and the fund raising donations/drawing rather than the basket sales. One of the goals of the convention is to raise money for the State and last year’s AAUW Funds donation event was very successful. Next year we need to think about, and focus on, enhancing commitment to AAUW and increasing public awareness of AAUW statewide.

Membership – Judy Phillips reviewed her printed report and asked for suggestions on how to contact members-at-large to get them to join.

*Minutes continued on page 6*

Public Policy – Barbara Peterson reported that branches have been having trouble arranging candidate forums because AAUW is known as liberal group. We have been told by National that if all candidates have been invited and one refuses, we can still hold forum, as long as all are invited. Kimberly Fountain (GOTV) interviewed candidates for the Wisconsin p/t position that would collect names and contact numbers of new millennial voters before the election. No employee yet. The Impact Grant (GOTV) staff is encouraging branches to work with League of Women Voters, Planned Parenthood and other groups to get names and phone numbers/email addresses of newly registered voters.

Development VP – Julie Ferris, no report

Communications Plan – Marlene Salley reviewed her report, comparing an organization's Mission as heart, Vision as eyes, and Brand identity as our face to the world. The brand is an expression of who you are.

*Badger Briefs* redesign – Marlene Salley, deadline for fall issue is 8/20. She is trying to shorten articles (keep to 200 words) and use more visuals. Joyce reported that *Badger Briefs* will go electronic soon and we must have plan for sending hard copies to those who aren't online. The plan is to publish 2 issues, Fall and Winter (convention). Such a change requires that we align publications with business notification requirements in the bylaws.

**Motion:** Judy moved, Mary Jo seconded, that we limit the publishing of *Badger Briefs* to 2 issues annually and begin transition to sending the newsletter electronically. Passed.

IT Manager – Rachel Hirsch reported that she will optimize website for mobile devices.

Joyce voiced concerns about storing documents, archiving for future. Rachel said she can store documents on web site by year.

Finance – **Motion:** Mary Jo moved, Janet Nortrom seconded, that the 2012—13 budget be adopted as submitted with Mary Jo's change. Passed.

College/University Coordinator – Janis Scharnott, no report.

#### District Coordinators

District #1 Coordinator – TBD

District #2 Coordinator – Janet Nortrom reviewed her written report.

District #3 Coordinator – Camille Thibaudeau-Meyers, no report

District #4 Coordinator – Donna Weidman, no report

District #5 Coordinator – Connie Polley - Appleton Branch will host a panel discussion of the film *Iron-Jawed Angels* for Constitution Day on 9/25 and 9/26 at For Valley Technical College and will post the discussion on You Tube. They will use this event to register new voters.

#### Unfinished Business

Judy reported that Appleton is celebrating 100 years in 2013. They are seeking to fund an AAUW fellowship to honor the Appleton branch. The members will be asking for donations from other branches to reach their goal. They are holding different events to celebrate their anniversary, concluding with a luncheon gala in Sept 2013.

**Fall *Badger Briefs* deadline – Marlene Salley - week of Aug. 20**

#### Next Board Meetings:

**Oct. 20, 2012 - Stevens Point**

**Jan. 19, 2013 -- Madison**

**Apr. 26, 2013 - Racine**

#### Adjourn

**Motion:** Mary Jo moved to adjourn, Rachel Hirsch seconded. Passed at 2:25 pm.

*Peggy Crane, Administrative Services Coordinator*

## Branch Dues Have Been Processed

Thanks to all the finance officers for sending the dues in a timely way. The challenge for finance officers is that state dues may vary depending on the **membership campaign, type of membership or when** a new member joins. I developed a **Table of State and National Dues** which includes different membership types that are available throughout the year. The **Table** includes 21 categories. Both the national and state dues amounts are listed in the **Table**. The **Table** will help finance officers determine what amount is paid to the state.

Before dues are sent to be processed, please check the

**Table** to be sure the dues amount is correct. Below are guidelines that finance officers may use more often:

1. If national dues are half due to a membership campaign such as Shape the Future or a new member joins between 1/1/13 – 3/15/13, state dues are also half or \$6.50
2. **Honorary Life Members (MBHL) do not pay state dues.** The state follows national's policy of not charging dues for anyone who has been a member for 50 years.
3. If a new member is

joining through the **Give a Grad a Gift** campaign, the state dues are \$13.00.

You may always email (janet.quail@gmail.com) or phone (414-213-9161) if there are any questions regarding processing of dues or dues amounts.

Below is the proposed budget for next year. If we are able to maintain our membership, the revenue will be similar to last year's revenue. The board hopes to reduce expenses so that there is a proposed net income of \$520.00.

*Janet Quail, Finance VP*

***“The challenge for finance officers is that state dues may vary depending on the membership campaign, type of membership, or when a new member joins.”***

2012 -2013 Budget	
<u>Sources of Revenue</u>	<u>Budget</u>
<b>Dues</b>	\$18,715.00
<b>Events</b>	\$4,850.00
<b>Interest</b>	\$0.00
<b>Miscellaneous Revenue</b>	<u>\$0.00</u>
<b>Total Sources of Revenue</b>	<b>\$23,565.00</b>
<u>Expenses</u>	
<b>Program &amp; Action</b>	\$2,475.00
<b>Membership Development</b>	\$310.00
<b>Communications &amp; Visibility</b>	\$4,030.00
<b>AAUW Funds</b>	\$50.00
<b>Leadership Development</b>	\$50.00
<b>Board Administration</b>	\$4,580.00
<b>Events</b>	\$2,350.00
<b>Travel</b>	<u>\$9,200.00</u>
<b>Total Expenses</b>	<b>\$23,045.00</b>
<b>Net Income</b>	<b>\$520.00</b>

**POSTMASTER: Address Service Requested: Send changes to AAUW, 1111 16th St. NW, Washington DC 20030-4843**

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## Breaking through barriers for women and girls

### Branch Events

#### Appleton Branch Celebrates 100

To celebrate its 100th anniversary, the Appleton Branch is planning a year-long celebration culminating in a GALA on Saturday, September 14, 2013, at Butte Des Morts Country Club in Appleton.



Appleton had its first meeting in Miss Emma Corkhill's room in Main Hall at Lawrence University on

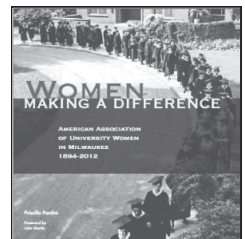
April 12, 1913.

The Appleton branch will be our first Branch of the Month on our website, [www.aauw-wi.org](http://www.aauw-wi.org).

#### Milwaukee Branch Writes History

The Milwaukee Branch recently completed a two-year project of gathering historical documents; local author Priscilla Pardini was commissioned to write the branch history.

*Women Making a Difference: American Association of University Women in Milwaukee, 1894-2012* documents 118 years of pursuing AAUW's mission.



The book features a Forward by historian John Gurda and more than 200 images. To purchase a copy, call the Milwaukee Branch at (414) 276-6820 or email [aauwmilwaukee@gmail.com](mailto:aauwmilwaukee@gmail.com). The price of the book is \$20.00.

### Making AAUW More Visible in Wisconsin

At the August state board meeting, I presented a communication plan designed to make AAUW more visible to both members and non-members. But, to be successful, we're going to need your help. The plan basically calls for



Marlene Salley—  
Communication  
Chair

- Making the Badger Briefs and website more visually attractive—We will be asking you for photos of your branch activities. We are also establishing a Branch of the Month.
- Inviting the person in charge of communication in each branch to be part of a virtual group that exchanges marketing ideas.
- Encourage each and every member to be a marketer for AAUW.

Please contact me at [marlenesalley@hotmail.com](mailto:marlenesalley@hotmail.com) to let me know who from your branch should be part of the marketing group. Meanwhile, check our website—[www.aauw-wi.org](http://www.aauw-wi.org) often—and we hope you will decide to *like* us on Facebook—[facebook.com/aauwwi](http://facebook.com/aauwwi).