New Tool for Legislative Action

It is not often that AAUW gets an opportunity like this! I have great news and need your help in spreading the news to all branch members.

At the recent AAUW-WI convention board meeting, it was decided that Wisconsin should become the second state to sign-up for the new statewide Two-Minute Activist. Let me tell you about the program designed just for Wisconsin legislative action.

The AAUW Association has offered to pay the “start-up” fee charged to install the program. We hope to have it operating by July 1st. As the Wisconsin legislature, governor and judiciary make decisions that affect our lives, we will be activating an alert system that will notify you of the opportunity to have some input. Most of our WI AAUW members have used the Two-Minute Activist system on the federal level. We have had a great impact nationally on major issues decided in Washington D.C. – the Lilly Ledbetter bill, the health care debate, the social security system and much more. Now we can use a similar system to impact Wisconsin issues. The first time you use the system you will put in your personal information – signature name, address and zip code. The system can identify your legislators from this information and will remember it each additional time you write to ask for action on a particular issue. You will receive an e-mail alerting you to the need for action.

As AAUW members, we know that we can make a change for the benefit of ourselves and those that come after us. It is our American right and responsibility to let our representatives know our thoughts and concerns about potential legislation. This new system will make it much easier to communicate with your Wisconsin legislators. As a group of 1800 AAUW members across the state, we can have a great influence of legislation passage.

Please help us spread the news about this system. We hope that each branch will discuss this at your meetings, include the information in your newsletters and encourage members to get acquainted with the system. Let’s help our representatives understand that AAUW is a progressive organization with an eye on their votes on important issues.

Contact me if you have questions. lbpeters@dishup.us

Barbara Peterson, Public Policy Coordinator
“Thanks for the Memories”

With “face to face” as my mantra, emailing, leaving the projector in the case, and having District Coordinators as additional contacts with Branch Presidents, there has been one-on-one networking. Personal contacts remind others that they are important. I feel that no input is too small to ignore. It might be the spark of something special. Look at the way Pennies for Peace has grown from Greg Mortensen speaking in Phoenix to the Defense Department. Many branches and communities have heard his story and support CAI.

Association Membership Chair Ann Gustafson shared Revitalization, Retention, Recruitment, and took us “fishing” at the right spot, with the right bait, and for good fish. Imagine that metaphor for membership.

Advocacy has been recharged with three major accomplishments:

- Receiving an Association Public Policy Grant increased public policy activities.
- Providing a successful Legislative Day thanks to the leadership of Public Policy Coordinator Barbara Peterson, Monona Branch hosts, and member participants.
- Committing to two years of a Wisconsin Two-Minute Activist program! Development, implementation, and timely use of this important tool should simplify and increase member’s communication with representatives in Madison.

College/University Partnerships continue to develop. Association has waived fees for e-student affiliation and increased options of involvement on campus and within branches. A network will be developed for C/U contacts.

Though at first somewhat contentious, Association bylaws became the focus for increased discussion and clarification of purpose for our organization. Bylas were approved, leaving the open membership issue for future dialogue and consideration for every member voting.

Branches now have more latitude in organizing and implementing what works for them, including their connections with the state level.

Program VP Elma Anderson, Wisconsin Rapids branch chaired by Anne Lee, and Sheboygan branch chaired by Kathy Ignatowski coordinated two successful conventions. Finance was in Kay Montgomery’s very capable hands. Rachel Hirsch has helped double the hits on our website. Diversity Chair Barbara Munson helped open our eyes to the needs for diversity, including passing last year’s resolution. Bylaws Chair Lois Helland brought state and branches on board with revised bylaws. Carol Ebel saw that we received attractive Badger Briefs. Our appreciation goes to all board members for the great teamwork and very enjoyable time together.

Convention keynote speaker Laurie Benson has a talent for achievement and worthy values including “enabling others to realize their potential and giving back to our communities.” She challenged us to take a woman or girl with us when we go to meetings, concerts, whatever. This connected for me when branch members met with students in our C/U Partnership last week. One student said that she needed someone to help her learn social skills. Needless to say we have provided that connection.

By the way, my current reading is Daniel Pink’s A Whole New Mind” and then “Drive.” Watch for the increased attention to the right side of our brains. Did you notice that the new Prime Minister in the United Kingdom is left handed?

Members, you each have much to offer. Some time and effort can make a big difference in the lives of others. Thank you for your commitment to AAUW.

Marian Seagren Hall,
marabill1@msn.com
715-842-7464
Message from Anne

In another part of this edition of Badger Briefs, Marian Seagren Hall has an article entitled “Thanks for the Memories!” She has so much to report. There have been some wonderful AAUW changes while she has been president. There are many more innovations to come and so I look forward to in two years to write a column by the same name!

This is a wonderful time to be a member of AAUW! We have a new, much easier to navigate and read website at aauw.org. On there, we can find Programs in a Box which should help almost anyone be able to offer an interesting meeting to your branch members. There are news releases and information articles about AAUW activities. News articles and entries to the AAUW blog are also there. You can make donations directly to AAUW funds and there is a tremendous amount of information for members. Forms can be filled in and sent to AAUW or can be copied and printed off. There is so much more! It is simply a wealth of information. I encourage everyone with access to the internet to take a look at this great website. Speaking of which, check out the aauw-wi website. If you need it, it is probably there, thanks to Rachel Hirsch, our Wisconsin web-minder.

Now I know not all of us use computers. This is an exciting time to belong to AAUW! Each one of us now has one vote in matters affecting AAUW. We can vote on paper through our fantastic, award winning Outlook magazine (after we have read the edition that is!). And, by the way, have you noticed the redesign of Outlook? It is a more open and easier to read magazine now. Does your Branch have a partnership with a nearby college? If not, encourage reaching out to your neighborhood school. Once you have that relationship established through the College/University program, the young people on campus can become E-Student Affiliate members for FREE! Everyone can benefit from the energy and good ideas of college students.

And regardless of whether you are a member or not, it is an exciting time to know about AAUW! Young girls can benefit from our partnership with the National Girls Collaborative Project. Many of our branches are offering STEM programs to students in their communities. AAUW-WI also offers two scholarships for college women to attend the National Conference for College Women Student Leaders (NCCWSL) and some of our branches are also partially funding students to attend this great meeting. Watch the Badger Briefs and Outlook for more about this event. And do not forget about the fellowships and grant awards AAUW provides.

It is a good time to be part of AAUW! I’m glad I am a member. Aren’t you?
The New AAUW.org

Here is a quick tour of the new AAUW website. While this article is by no means exhaustive of everything available at aauw.org, it should hopefully provide an introduction to what it has to offer. During the re-launch there were some changed links and pages. If you come across broken links or have questions they can be submitted to webmaster@aauw.org.

In the upper left corner is the AAUW logo; clicking on that logo at any time will take you back to the home page. Just below the logo are the series of the three major categories, as seen below. Also worth noting is at any time under LEARN are smaller links called breadcrumbs, to show you where in the heirarchy of pages you currently are.

LEARN
Under this rubric are links to five sub topics: Research, Publications, Leadership Programs, Fellowships and Grants, and Scholarships and Awards.

Research
Here are current and archived research reports, and an interactive tool regarding the gender pay gap.

Publications
A wealth of information is stored here about AAUW, fellowships and grants, magazines and newsletters, guides for AAUW officers, brochures, public policy position papers, and research.

Leadership Programs
Links to pages about the National Conference for College Women and Student Leaders (NCCWSL), campus action projects, national student advisory council, the elect her initiative, and Start Smart salary negotiation workshops can be found here, as well as a link to provide financial support for these programs.

Fellowships and Grants
As the name states, this is where information regarding current support opportunities and a list of past recipients is stored.

Scholarships and Awards
This heading features branch and state scholarships, as well as the Eleanor Roosevelt Fund and Women of Distinction Awards.

ACT
Public Policy and Advocacy
The heart of what we do, this section provides everything involving ways to keep informed, AAUW positions on issues, tools to contact representatives, and Voter Education.

Two Minute Activist
Using your zip code and selecting issues currently being debated, you can send an email or printed letter to the appropriate representatives. The Two Minute Activist prepopulates the contact information, talking points, and space to provide your own comments.

AAUW Action Fund
Clicking on the link shows a message that the page has moved to aauwaction.org. Going there provides information about the AAUW Lobby Corps, Voter Ed, and about the Action Fund in general.
Legal Advocacy Fund
This section covers topics available the previous site: Case Support, Legal Referral Network, Resource Library, Travel Grants, and Campus Outreach Fund.

CONNECT
Online
Here links are available to AAUW's social media outlets such as Twitter, YouTube, Facebook, as well as links to the blog, RSS feed, ecards, and other online communities. Do note that many of the links are off site and will look different than the AAUW site.

In Person
This section provides the Branch Locator, a link to the 2011 Convention in Washington DC, events calendar (AAUW Member Showcase), and the National Girls Collaborative Project.

On Campus
Links to pages with resources for programs and projects for colleges and universities.

MEMBER CENTER
In the upper right corner of each page are a series of links which includes the Member Center. As before, there is the member ID lookup if you don't remember your member number.
Why exploring the Member Center is important are the additional resources available to branch leaders and members looking to see what more is available.

College/University
aauw.org/member_center/branches_states/colleges.cfm

Development/Fundraising
aauw.org/member_center/branches_states/fundraising.cfm

Finance
aauw.org/member_center/branches_states/finance.cfm

Forms and By Laws
aauw.org/member_center/forms/index.cfm

Leadership Tools
aauw.org/member_center/tools/index.cfm

Membership
aauw.org/member_center/branches_states/MVPResources.cfm
aauw.org/member_center/membership_growth/index.cfm
aauw.org/member_center/forms/upload/Shape-the-Future-Application-for-Free-Branch-Memberships-PDF.pdf
aauw.org/member_center/tools/MembershipToolkit/index.cfm

Program in a Box
aauw.org/member_center/programs/index.cfm

Public Policy
aauw.org/member_center/branches_states/publicPolicyResources.cfm
Branch Public Policy Chair Manual: aauw.org/member_center/tools/loader.cfm?url=/commonspot/security/getfile.cfm&PageID=4076
State Public Policy Chair Manual: aauw.org/member_center/tools/loader.cfm?url=/commonspot/security/getfile.cfm&PageID=3543
Tech Notes

Communications and Web
AAUW style guide along with logos, graphics, and information for state and local communications: aauw.org/member_center/resources/index.cfm

Development/ EF/LAF
aauwaction.org/

As mentioned this is by no means comprehensive, and doesn't broach the virtual reality tour, but do explore and see what is useful and interesting. Talk about your findings at branch meetings. Follow the steps to take action on issues listed. Add the site to your regular reading. Questions and comments can be sent to webmaster@aauw.org or to me at web@rachelhirsch.com.

Bylaws

BYLAWS

The completely revised AAUW-WI state bylaws were accepted at our state convention with no questions or dissenting votes! Some of the changes were mandated by AAUW, such as the name, purpose, and membership. Some details were moved to policies and procedures documents to create a more flexible and streamlined structure. The wording is simpler and less legalistic. You can find the state bylaws by going to our website at AAUW-WI.org. They are worth a read.

There were mandatory changes for branch bylaws as well, so I have not been the only one busy this year. A big thank you to all branches who sent me their revised branch bylaws! One of my duties is to send a document to AAUW listing all branches in Wisconsin whose bylaws are in compliance with AAUW's bylaws.

The most important thing any branch can do is to provide AAUW-WI with their list of officers, including current and correct contact information as soon possible. It can be particularly helpful to have a contact person specified for specific types of information, even for bylaws! AAUW-WI is here to help you at the branch level, but that is difficult if we don't know who to contact and how to reach you.

It has been a pleasure working with you.

Sincerely,
Lois Helland,
Outgoing AAUW-WI bylaws chair
LOOKING FOR NEW GROWTH

Spring is the season of renewal and new growth and is a great time to grow your branch’s membership. Consider planning a special event next year before annual dues are due to both attract potential new members and remind current members of the benefits we enjoy together in AAUW.

A year ago at the State Convention, we passed a resolution to create branch Action Plans to increase the number of younger and diverse members at each branch. This was deemed not just a good idea, but necessary for our future.

REVERSING THE TREND

A review of branch membership reports over the past 10 years shows a downward trend. In 2001, we had nearly 2,500 members in Wisconsin. By 2005, we had lost 400, and as of 2010 we have lost another 400 for a current total branch membership of 1,700. Some of this decline is demographic and it reflects general population shifts.

Many branches do show blips of “good” years where membership is up, but often that interest quickly dissipates. Women have more pressures on their time today and an array of opportunities that compete with AAUW. We need to get year-over-year continuous growth to reverse the general decline. Our national AAUW office offers a lot of ideas and help which you can easily access on the website.

ACTION PLANS WILL HELP

I urge you to do as we resolved and create an Action Plan for growth with specific strategies to attract younger and more diverse new members to your branch. Your Action Plan and what your branch does with it to get new members will be the focus of next year’s Gumption Award.

Your Action Plan should have at least three major components that will map out what you are going to do in a way that can be repeated and adapted by other branches:

- LEADERSHIP – Who is going to organize the effort?
- PROGRAMS - (activities or events) – What can you do that will be attractive to younger and more diverse new members?
- OUTREACH (marketing) – How are you going to find these women and ask them to join AAUW?

* * * *

GOOD NEWS

AAUW-Geneva Lake Branch, with a growth rate of nearly 30% in the past few years, won the 2010 Award for Outstanding Membership Growth. Geneva Lake has been growing over the past 10 years and its rate is accelerating.

Six branches located across the state and of different sizes were recognized at the State Convention for achieving a Decade of Double-Digit Growth:

- Beaver Dam
- Eau Claire
- Geneva Lake
- Monona
- Racine
- Rhinelander-Northwoods

Congratulations go to all of these branches for their outstanding efforts.

Joyce Hoffman
Membership VP
Another Successful Basket Auction

This year’s 2010 auction was another success! MUCH THANKS to the Sheboygan branch for hosting this year’s convention and staffing the auction. Also, thanks to Kay Montgomery – your state Finance VP for helping with the check-out.

$2,564 raised for the Legal Advocacy Fund

<table>
<thead>
<tr>
<th>Branch</th>
<th># of baskets</th>
<th>$ raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eau Claire</td>
<td>3</td>
<td>$87</td>
</tr>
<tr>
<td>Fort Atkinson</td>
<td>13</td>
<td>$203</td>
</tr>
<tr>
<td>Hartford</td>
<td>4</td>
<td>$63</td>
</tr>
<tr>
<td>Janesville</td>
<td>6</td>
<td>$122</td>
</tr>
<tr>
<td>La Crosse</td>
<td>3</td>
<td>$58</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>2</td>
<td>$67</td>
</tr>
<tr>
<td>Milwaukee N. Shore</td>
<td>9</td>
<td>$186</td>
</tr>
<tr>
<td>Monona</td>
<td>9</td>
<td>$335</td>
</tr>
<tr>
<td>Oshkosh</td>
<td>2</td>
<td>$20</td>
</tr>
<tr>
<td>Racine</td>
<td>29</td>
<td>$552</td>
</tr>
<tr>
<td>Rhinelander – Northwoods</td>
<td>1</td>
<td>$60</td>
</tr>
<tr>
<td>River Falls</td>
<td>3</td>
<td>$75</td>
</tr>
<tr>
<td>Sheboygan</td>
<td>7</td>
<td>$341</td>
</tr>
<tr>
<td>Wausau</td>
<td>10</td>
<td>$193</td>
</tr>
<tr>
<td>Watertown</td>
<td>2</td>
<td>$47</td>
</tr>
</tbody>
</table>

A great basket, come have a look!

Thanks for shopping!

Sarah says, “bid higher.”

Marge & Kay, happy to take your donation.
Strategic Planning Can Increase Giving

As you look towards summer, it's also a good opportunity to develop creative, engaging and fun ways to maintain or increase our level of giving. The reorganization of AAUW at the national level has streamlined giving, simplified the contribution form, and still offers a variety of funds you can select for your donation. All contributions are tax deductible; the only exception is the Action Fund #2011 (not to be confused with Public Policy #4337).

For those unable to join us in Sheboygan, here's a recap of our 2009 giving:

### Wisconsin Funds (as of Jan. 31, 2010)

<table>
<thead>
<tr>
<th>Fund</th>
<th>Goal</th>
<th>Current Total</th>
<th>Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fort Atkinson’s Founders Fund #4270</td>
<td>$100,000</td>
<td>$67,329 (67%)</td>
<td>$32,671</td>
</tr>
<tr>
<td>Katherine Teska Memorial #4320</td>
<td>$75,000</td>
<td>$26,896 (36%)</td>
<td>$48,104</td>
</tr>
<tr>
<td>Madison Branch #1374</td>
<td>$35,000</td>
<td>$20,230 (58%)</td>
<td>$14,770</td>
</tr>
</tbody>
</table>

### 2009 Wisconsin contributions to all four fund areas $81,439.

A break down for each of the four areas:

- **Leadership**
  - 2009 Total WI Contributions = $2,150
- **Legal Advocacy Fund**
  - 2009 Total WI Contributions = $13,743
- **Education Foundation**
  - 2009 Total WI Contributions = $61,903
- **Association – unrestricted support**
  - 2009 Total WI Contributions = $3,643

If you have questions about giving to the different AAUW Funds – please refer to the following web site, it offers great answers to often asked questions:

http://www.aauw.org/contribute/faq.cfm

You'll find helpful explanations to such questions as:
- How can I continue to support the work that was managed by the AAUW Educational Foundation?
- What funds are included in AAUW Funds (#9110)?
- Are my contributions tax deductible?
- How can I make a gift that will accomplish the most good?
- I have a particular program, fellowship, or grant that I want to support. How can I restrict my gift?
- What if the check is not made payable to AAUW Funds or to the AAUW Action Fund?
- What should branch officers’ titles be under the new structure?
- How do we send in branch gifts?
- In the past, states and branches most generous to EF and LAF were recognized as Top Ten Branches and States. How will branches and states be recognized now?

Happy summer! Kim Wellnitz, Development VP

kimwellnitz@yahoo.com
I am passing the role of Diversity Chair of the AAUW-WI State Board on to Jodi Simek from the Eau Claire Branch. I look forward to supporting her vision.

Thanks to all of you for growing the “Doing Diversity” dialogue over the years that I have served. Special thanks to the membership for unanimously passing the resolution of support for the Race-based Logo, Mascot and Nickname Bill at last year’s convention and for all of you who followed up with advocacy throughout the year that led to the enactment of Act 250 of the 2010 Wisconsin Legislature. Please continue to provide educational support to school districts as they negotiate logo and name changes. You can find support materials at http://www.Indianmascots.com

Again thanks to Cheryl, Marge and Marian for providing me the opportunity to serve.

Osk^n^su,

Barb
**AAUW-Wisconsin State Board Meeting Minutes**

**Summary**

Friday, April 23, 2010, Blue Harbor Resort, Sheboygan, WI

**Present:** Elma Anderson, Carol Ebel, Marian Seagren Hall, Lois Helland, Rachel Hirsch, Joyce Hoffman, Kathy Ignatowski, Carolyn Krebs, Anne Lee, Mary Jo McBrearty, Kay Montgomery, Barb Munson, Jan Robertson, Nancy Schulz, and Kim Wellnitz.

**MOTION:** Minutes of January 16, 2010, meeting approved.

**Board Reports**

**Leadership:** Mary Jo McBrearty reported awarding two $500 scholarships for attendance at NCCWS from the three applications received.

**Public Policy:** MOTION: Made by Barbara Peterson, second by Lois Helland that we initiate AAUW-WI’s Wisconsin Two-Minute Action Network starting July 1, 2010 – June 30, 2012 at a rate of $2,000 per year. **MOTION PASSED.**

**Nominations:** Jan Robertson reported that Kim Wellnitz has agreed to remain Development VP, Janet Quail is the nominee for Finance VP, and we still need a Program VP. **MOTION:** Made and seconded to nominate Janet Nortrom of Northshore Branch as 2010-2011 Nominating Committee Chair. **MOTION PASSED.**

**Badger Briefs:** Summer issue deadline, Wednesday, May 12, 2010

Next State Board meeting: Saturday, July 24, 2010, location to be determined.

Respectfully submitted,
Nancy L. Schulz, Administrative Services Coordinator

**AAUW Value Promise**

“By joining AAUW, you belong to a community that breaks through educational and economic barriers so all women have a fair chance.”
AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability, or class.

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