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State Convention April 25—26



Catherine Hill,
AAUW Director of
Research

What are your plans for April 25 – 26? Hopefully, those plans include joining us in Eau Claire at the Holiday Inn South for two days of networking, gathering new ideas and learning more about AAUW.

The convention kicks off on Friday with \$tart \$mart facilitator training. \$tart \$mart workshops, a collaboration between AAUW and the WAGE Project, teach college women how to negotiate for a fair and equitable salary when they enter the workforce.

Then, on Saturday you'll have the opportunity to meet Catherine Hill, AAUW Director of Research and author of many AAUW reports including *Women in Community Colleges: Access to Success* (2013) and *Graduating to a Pay Gap: The Earnings of Women and Men One Year After College Graduation* (2012).

There will also be a panel of AAUW grant and fellowship recipients; workshops on Smart Media Use, It's My Vote! and C/U 101: Create Campus Partners; and the showing of the film *Girl Rising*. *Girl Rising* uses the power of storytelling to show that educating girls can transform societies.

All the information you need to register for the convention and to make your hotel reservation can be found in this issue of the *Badger Briefs*. We'll look forward to seeing you in April!

Become Part of the AAUW Legacy Circle— Ann Gustafson, WI Legacy Circle Chair

Have you considered making a legacy gift to AAUW? Your gift will help ensure that the work of AAUW continues long into the future. By providing for AAUW in your estate plans, you can become part of the distinguished AAUW Legacy Circle.

Each Legacy Circle member has an individual story about when and why she decided to include AAUW in her estate

plans, but the bottom line is that every one of them wants to ascertain that AAUW will continue to be a dynamic organization that breaks through barriers for women and girls. My decision to make that commitment came when I realized that including a donation in my will would be a way to advocate for increased educational, leadership, and research opportunities for women in the future. As the Wisconsin

Regional Legacy Chair, I would love to speak with you about how to make your gift a reality. You may contact me at agus_mbrshp@yahoo.com. My goal is to not have the Legacy Circle be the best kept secret in Wisconsin.

Apart from leaving AAUW as a beneficiary in your will or charitable trust, many donors find that giving through other ve-

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College/University Partnerships



Kathy McCarville
C/U Coordinator

My personal thanks go to Jennifer Dillard, our state organizer, for pulling together our November webinar: C/U 101: Make the Most of Your AAUW Membership. The entire presentation is available for those who missed it by going to <https://drive.google.com/file/d/0B6tBLb6ZTA9yRXA0a0JXeTJDcFE/edit?usp=sharing.webinar>

Viewing this webinar educates you to advocate for partnerships with colleges and universities near your branches. It gives a comprehensive overview of programs to benefit students including free e-affiliate memberships, *Elect Her* programs for women running for student government leadership positions, *Start Smart* salary negotiation workshops, and access to research reports on topics important to women.

Efforts to increase our branch partnerships with local colleges and universities continue throughout Wisconsin. Jennifer Dillard is visiting several higher learning institutions during February and March to inform students of the benefits of an e-student affiliation AAUW membership, free for all partner undergraduates.

Many branches are working with their partners to design Equal Pay Day events for April 8. As you know, it takes women an extra three months to make up the 23% pay gap as women earn 77 cents for every dollar men earn.

You'll see an article in this issue about the Centennial Celebration of the Oshkosh branch. One thing to note is the remarkable scholarship connection between the AAUW Oshkosh branch and the University of Wisconsin, Oshkosh (UWO)). Over the past 40 years, the Oshkosh Branch of AAUW has funded \$35,000 in scholarships for women at both UWO and Fox Valley Technical College.

Looking ahead to our Wisconsin AAUW convention, we are planning a break-out session specific to C/U partnerships packed with ideas about how to get the partnership form signed and possible joint projects with C/U partners.

I'm looking for examples of your branch partnership successes to share and present at this session. Please contact me if you'd like to share at the convention. If you can't come to the convention, send me information about your successful projects and I'll share them with the participants.

Kathy McCarville
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"Looking ahead to our Wisconsin AAUW convention, we are planning a break-out session specific to C/U partnerships"

www.aauw-wi.aauw.net

hicles like *legacy from page 1* retirement plans, life insurance policies, and charitable gift annuities can provide a simple avenue to create a legacy within AAUW.

Designating AAUW as the beneficiary to your life insurance policy or retirement plan can be as easy as filling out a change of beneficiary form with your insurance company or 401(k)/IRA advisor. Additionally, the AAUW Charitable Gift Annuity program offers a way to make a gift to AAUW while providing tax savings and income during your lifetime. More information about these deferred gifts is available by calling Catherine Heffernan in the AAUW Planned Giving Office at 877.357.5587 or by emailing heffernanc@aauw.org.

Information about the AAUW Legacy Circle, potential giving options, and the Legacy Circle brochure and forms will be available at the Wisconsin State Convention during the Branch Exchange on the evening of April 25. Information is also available at www.aauwlegacy.org. Please let us know how we can help you create a lasting impact.

Start Smart, Stay Strong

Convention Has Something for Everyone

Start Smart, Stay Strong!

On April 25-26, we will gather for the 94th Annual State Convention in Eau Claire – a UW university town with more than 11,000 students. As in many other Wisconsin locales, the university dominates. This is a great place for us to consider the many ways all of our branches can strengthen themselves and start connecting to local campuses.

NEW: Leadership training on Friday afternoon

How many of us could have used some salary negotiation training before graduating? Probably everyone. In an effort to close the pay gap, we will be offering \$tart \$mart facilitator training from the WAGE Project. Let's speed the spread of \$tart \$mart to campuses across Wisconsin.

I was inspired by a conference for AAUW state presidents to tackle the special issues and obligations that are required of the person who heads a branch. Branch Best Practices is an orientation and update designed for current or incoming branch presidents. The session will be led by leaders-on-loan David Kirkwood, AAUW-National Board of Directors, and Jennifer Dillard, AAUW State Organizer (OH, KY, IA, WI). You will meet peers, find resources and brainstorm possibilities.

Get to Know Catherine Hill

State Convention allows us to showcase the ongoing efforts of our AAUW-National association. We have invited Catherine Hill, AAUW's Director of Research, to give us greater insight into the work behind the published AAUW studies and how these reports continue to forge change in public policies that affect our lives and the cultural expectations of women and girls. Catherine is a popular and entertaining advocate who has authored many well-known reports, including *Mom's Retirement Security*, *Drawing the Line: Sexual Harassment on Campus*, and *Public Perceptions of the Pay Gap*.

GIRL RISING will inspire us to do more



GIRL RISING is a film, the result of a global movement to increase girls' access to education, that captures the girls' determination despite heartbreaking circumstances. Let's talk about it. Narrated by Meryl Streep, Anne Hathaway, Cate Blanchett, Liam Neeson, Selena Gomez.

Stay Strong with some new ideas

We have been going back to college a lot recently to increase our contacts with those on campus. Take advantage of these workshops and learn new ways to engage young and not-so-young women: 1) Smart Media Use, 2) It's My Vote!, 3) C/U 101: Create Campus Partners.

I always look forward to State Convention as a time we can gather and get to know each other better, plus meet those who benefit from our AAUW fundraising efforts. Let's work to empower women for a whole lifetime.

See you in Eau Claire!



Joyce Hoffman
AAUW-WI President

"I always look forward to State Convention as a time we can gather and get to know each other better, plus meet those who benefit from our AAUW fundraising efforts."

Five Steps for Branch Financial Health

**“Take
advantage of
connect@aauw.org when you
have
questions.”**



Janet Quail
Finance VP

Greetings. In the Fall 2013 Badger Brief issue are five steps A-E to Branch Financial Health. Below are five additional steps I learned at a workshop at the national convention in New Orleans.

Step F – Once a year review accounts before you develop a budget. Remove old/obsolete accounts and when appropriate add new accounts. On p. 12 in the *Branch and State Finance Tool Kit* is a list of typical accounts for both revenue and expenditures that a branch may use. *Branch and State Finance Tool Kit* is on the state web site, aauw-wi.aauw.net, and national web site, www.aauw.org.

Step G – Develop and use a budget. Budgets are important for planning purposes. Chapter 2 in the *Branch and State Finance Tool Kit* describes the fundamentals of budgeting. The presenter in the workshop stated, “A budget is your friend.”

Step H. – Set up and maintain vendor and paid bills files. Make sure to keep copies of invoices or receipts. Stamp or write paid. Record the account name and/or account number, check number and date paid on the invoice or on a reimbursement form.

Step I – Keep membership files up to date. Check the branch member roster in the Membership Services Database two weeks after a branch check has cleared. The membership services database is located on the web site www.aauw.org in the Member Tools.

Step J – Take advantage of connect@aauw.org when you have questions. Experienced professionals with expert guidance are available to answer questions and help you.

I look forward to seeing everyone at the state convention in Eau Claire. It has been my pleasure to serve the state as Finance VP. My term will end June 30, 2014. Thanks to the branch finance officers and members who support and make AAUW an effective and passionate voice for women and girls.

Janet Quail
AAUW-WI Finance VP

April 8 is Equal Pay Day

Save the date! AAUW-WI will host an Equal Pay Call-in Day on April 8. This is a scheduled day to call your elected officials and urge them to support equal pay. Stay tuned for more details.

If you would like more information about Equal Pay Day and activities you can do with your branch, please contact Jennifer Dillard at dillardj@aauw.org.

Membership and You!

It is time for all membership chairs and branch boards to evaluate the progress of your membership campaign. How many new members were you able to add to your branch? How many members did you keep from last year? Soon it will be time to start collecting dues for the next year. Decide on the best approach to getting all the returning member dues in early so you can then concentrate on a spring new member campaign.



Joyce Gregg
Membership VP

Have you checked the Association web site for publications that you might use to enhance your membership recruiting? Be sure you have the latest membership brochures. Perhaps you would want other brochures to inform members of our public policy, fellowship programs, research reports, etc. These are all available to your branch at no cost except shipping. Remember to present the total picture of AAUW to prospective members.

The President, Finance Officer, and Membership VP receive updates from the Association Membership VP several times a year with the latest information about membership issues. If your branch is near a college or university, try to make a connection there with the administration and/or the students. Students can become an e-affiliate at no cost. This is also the time of year to consider the "Give a Grad a gift" – you can give a grad a one year free membership to the association – add the state dues and branch dues and involve them in your branch.

Plan now to attend the State Convention in Eau Claire. In addition to learning more about what is happening in AAUW, we will have an opportunity to share our successes and brainstorm future strategies to bringing in more members to share in our AAUW mission.

***"Plan now to
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State President Interviewed on Madison TV

Joyce Hoffman, AAUW-Wisconsin president, represented AAUW in a live TV news interview in Madison on December 11, 2013. The link below goes to the video and the story. Also, below is the WKOW.com text of the story.

This interview was shared by Dr. Chris Stephenson, Executive Director of the Computer Science Teachers Association on the CSTA blog for its 16,000 members. Dr. Stephenson stated the importance of computer education for young women, "We are delighted to have a wonderful organization such as AAUW-WI as a partner in this critical effort."

<http://www.wkow.com/story/24198140/2013/12/11/stem-education-for-girls>

MADISON (WKOW) -- Governor Scott Walker proclaimed this week as Computer Science Education Week to highlight the impor-

tance of science, technology, engineering, and math (STEM) education for women and girls in Wisconsin.

The American Association of University Women (AAUW) of Wisconsin

says it supports strengthening STEM education, especially for girls and other underrepresented populations.

Joyce Hoffman, the president of AAUW-Wisconsin, says AAUW is dedicated to breaking down barriers for



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Oshkosh Celebrates Centennial

March 4—6:00

p.m.—8:00

**p.m.: Suffrage
in Sawdust
City**

April 12—

10:30 a.m.:

**Centennial
Celebration,
Oshkosh
Country Club
Contact**

cookb@uwosh.edu

**about
attending**

www.aauw-wi.aauw.net

In February and March 1914, ten women gathered to form the Oshkosh Division of the Fox River Valley Branch of the Association of Collegiate Alumnae, which became a separate branch in 1915. Under the able leadership of Barbara Cook, the Oshkosh Branch Centennial Committee has organized a series of activities constituting a celebration that will make 100 years of history come alive.

Our first centennial project was to publish a new edition of the branch cookbook compiled for our 75th anniversary in 1989, updating it by adding new recipes contributed by current members. Sales of **Stirring Up Memories Again** have been brisk, but copies are still available at only \$15 each! Contact us via email at auwosh-kosh@gmail.com.

A silent auction held at our Holiday luncheon in December raised enough money to fund our Centennial Giving Project, donating one \$100 check each month of 2014 to a different non-profit organization that actively supports the AAUW mission of advancing equity for women and girls. Beginning with the Boys and Girls Club of Oshkosh and the Winnebago County Literacy Council, we will be helping organizations that provide low income children with clothes (Take Five), books (Dolly Parton Imagination Library) and school arts programs (SOAR), in addition to seven other worthy causes.

At our January meeting, we toured the Morgan House, a lovely restored Queen Anne style mansion in downtown Oshkosh, across the street from the home where our founders met a hundred years ago. Using both our well-preserved branch records and 21st century tools like Ancestry.com, we researched the lives of our ten founders, and ten current members introduced them to us. We found that most of our founders were in their thirties or forties in 1914, and that 60% of them lived to be at least 88, with only one woman dying before age 60, clearly disproving misogynist claims that education was bad for women's health. Half of our founders were associated with the Oshkosh Normal School, as either faculty or graduates, previewing a consistent connection between the Oshkosh Branch and our Community/University partner and AAUW institutional member, known today as the University of Wisconsin Oshkosh.

That connection has grown stronger in recent years, as our University Liaison MaryBeth Petesch has forged ties with the UW Oshkosh

Women's Center and its director, M. Geneva Murray, a certified AAUW *Start Smart* facilitator and an Oshkosh branch member. Geneva obtained funding to hold an AAUW *Elect Her* workshop on February 15 that several branch members will assist with, hoping to generate more female student leaders.

Through that program, and with branch Centennial funds matched by UW-Oshkosh Chancellor Richard Wells, two UW-Oshkosh students will attend the AAUW National Conference for College Women Student Leaders in June for the first time.



On March 4 from 6:00 p.m.-8:00 p.m. at the Reeve Union Theatre on the UW-Oshkosh campus, the Oshkosh Branch and the Women's Center are co-sponsoring "Suffrage in Sawdust City," a free performance depicting a fictionalized debate about tactics between Oshkosh's own prominent suffrage lobbyist Jessie Jack Hooper, portrayed by the author, and Doris Stevens of the National Woman's Party, a radical suffragist jailed for protesting for the vote, portrayed by Geneva Murray. Since the suffrage struggle was intense when our branch was founded, this seemed an especially appropriate Women's History event for our centennial year. See the Facebook page about this: <https://www.facebook.com/events/223374627840064/>

The culminating event for 2014 will be our Centennial Celebration on Saturday, April 12 at 10:30am at the Oshkosh Country Club, 9.5 Be sure to send in your reservation by April 1.

Organizing this centennial has energized our branch, as many members have worked on our various celebratory activities. We have also raised our profile both on campus and in our communities, which we hope will attract new members and still more energy. We focused our meetings in this half of our centennial year on honoring our past; we will focus our Fall programming on issues that will propel us into our second century. We're ready for it!

Helen Bannan, AAUW-Oshkosh Communications

Scholarships Awarded for National Conference for College Women Student Leaders

AAUW-Wisconsin offered two \$500 scholarships for Wisconsin women student leaders who would benefit from attending this prestigious national convention that encourages women student leaders to be successful and gives them the skills to do so. There were a number of applications from around the state, and it was difficult to choose two women from among the highly talented nominees.

One of the winners is Elizabeth Richter, nominated by the Eau Claire Branch. She is a junior at the University of Wisconsin – Eau Claire, with a major in social work and a minor in Women's Studies. Since Elizabeth turned 18, she has been working as a living assistant for individuals residing in group homes. This fall she will be participating in an internship/field work program in Cape Town, South Africa where she will work with children there. Elizabeth is passionate about her area of study as her goal is to strive for social justice and the needs of under-represented populations specifically pregnant women, adoption agencies, and foster children. She believes the conference will give her the opportunity to be inspired by women leaders and to learn from the speakers and her peers.



Donna Weidman
Leadership VP

Kelly Kline, nominated by the Milwaukee AAUW Branch, receives our second scholarship. She is a sophomore Nursing student with a minor in Healthcare Administration at the University of Wisconsin-Milwaukee. Kelly is a member of the Nursing Endeavor Program, and a Welcome Center Ambassador at the Children's Hospital of Wisconsin in Milwaukee. She looks forward to attending this conference to grow as a leader by making life-long connections with other women leaders. By obtaining a master's degree in Health Care Administration, Kelly aspires to one day becoming a CEO of a medical facility.

Leadership Redefined to be held June 5-7, 2014, at the University of Maryland, College Park, is AAUW's 27th annual National Conference for College Women Student Leaders. At the 94th annual AAUW-WI State Convention being held in Eau Claire, a panel of former NCCWSL attendees will share their experiences and how this conference has changed their lives.

WKOW from page 5
for women and girls.

"We want to see women become all they can be, both in academia and in the workplace," Hoffman said.

Hoffman says Computer Science Education Week is observed each year in recognition of the birthday of computer science pioneer Admiral Grace Murray Hopper. Hoffman says Hopper received AAUW's Achievement Award in 1983.

"We want younger women, and particularly girls, to take an interest in computer science," Hoffman said.

AAUW is a community of members who work to break through educational and economic barriers to give all women a fair

chance. Hoffman said research they have done shows why there are so few women in STEM fields.

"Girls get the message when they're about going into middle school grades, and they figure that they can't do it, that they shouldn't do it, that they're not smart enough," Hoffman said. "And a lot of them show an interest until they get to those ages and then they hear these messages and they shut down."

In a 2006 survey, 44 percent of girls and 38 percent of boys agreed with the statement, "the smartest girls in my school are not popular," and 17 percent of girls and 14 percent of boys thought that it was true that "teachers think it is not important for girls to be good at math."

"At the 94th annual AAUW-WI State Convention being held in Eau Claire, a panel of former NCCWSL attendees will share their experiences and how this conference has changed their lives."

Revisions to Public Policy Statement

Welcome to convention. Every two years AAUW-WI makes revisions to the Public Policy Statement. The proposed language changes are in *italics* below. These changes reflect changes in our political status. We hope that you will carefully read this issue list and do all you can to advance AAUW policies through advocacy. Thank you.



Barb Peterson
Public Policy

**The proposed
changes—
shown in
italics—reflect
changes in our
political status**

1. To preserve a strong system of public education promoting equity and diversity, AAUW-WI advocates
 - Vigorous enforcement of Title IX and other civil rights laws that prohibit discrimination at all levels of education from early childhood development through elementary, secondary, and post-secondary institutions
 - Promotion of activities and education that teach *critical thinking*, tolerance, conflict resolution, and the value of diversity in our public schools
 - Equitable and adequate funding to promote excellence and quality public education
 - Rigorous state standards for entry into the teaching profession and recognition of a teaching license as the primary requirement for employment in public schools
 - Education programs to address equity issues
 - Opposition to diversions of public funds to non-public elementary and secondary schools, e.g. tuition tax credits, vouchers, etc.
 - Comprehensive and medically accurate health and human sexuality programs, research-based science, the arts, humanities, multicultural studies and world languages in elementary and secondary schools
 - Increased levels of participation for girls and young women in *science, technology, engineering and math (STEM)* in elementary and secondary schools
 - Support for and access to higher education for women and disadvantaged populations
2. To achieve economic self-sufficiency for all women, AAUW-WI advocates
 - *Pay equity and fairness in compensation*
 - Affirmative action programs to improve racial, ethnic, and gender diversity
 - Programs that empower women by providing them with education, training, and support for success in the work force, including non-traditional occupations
 - Public assistance programs for women in poverty that improve access to education, career development, and earning potential
 - Strengthening Wisconsin laws regarding victims' rights, sexual assault, domestic abuse, spousal impoverishment prevention, and sexual harassment through increased legislative efforts and improved enforcement
 - Access to quality, affordable dependent care and adequate family and medical leave
 - Improved economic security for all women across the lifespan
3. To guarantee equality, individual rights and social justice for a diverse society, AAUW-WI advocates
 - Promotion of gender fair opportunities, representation, and compensation at all levels of employment

Policy statement from page 8

- Increased voter education, voter registration, and candidate development
- *Vigorous enforcement of and full access to civil and constitutional rights, including voting rights*
- Campaign finance reform that will promote equitable participation and representation
- Expansion of opportunities for women's participation at all levels of government
- Vigorous defense and expansion of civil and constitutional rights
- Preserving rights of individual choice in the determination of one's reproductive life
- Improved accessibility and affordability of quality mental and physical health care
- Improved research and treatment of women's health across the life span.
- Support for programs that include adequate funding to prevent violence against women and to address the impact of violence against women.
- *Adoption of safe harbor laws to protect child victims of human trafficking from being prosecuted for something they cannot consent to.*

***“Just give.
We’ll make it
easy by
including
envelopes in
your welcome
package that
identify this
year’s fund,
per our agreed
upon rotation
of national
contributions:
the Leadership
Programs
Fund”***

www.aauw-wi.aauw.net

Fund Development and Wisconsin AAUW

Giving back is an essential part of how we connect to our mission in AAUW. Our convention structure has changed, but fund development hasn't.

This year, much like more recent conventions, our giving will be simple. Just give. We'll make it easy by including envelopes in your welcome package that identify this year's fund, per our agreed upon rotation of national contributions: the Leadership Programs Fund. It's not a convention without some fun, so there will still be a raffle opportunity to win one of five grand prize baskets. Five drawings throughout the convention mean you have five chances to win! Tickets are \$5.00 each, or three for \$10.00, just like last year.

There's more to think about with Wisconsin AAUW and fundraising, however. We have such a long and rich history in the state, many of our branches have recently or soon will be celebrating centennial anniversaries. Appleton chose to initiate a fund to mark the occasion. As a group, we need to consider a strong fund-building strategy that pools our dollars and targets our goals. If each branch were to choose a fund to celebrate its landmark year, it's important to consider whether

each fund could meet its goal in a timely manner.

If we'd like to make our very significant mark as a state with multiple centennial anniversaries among us, we might consider envisioning other ways to celebrate this on the national stage. Simultaneously, we still have two funds that remain open: the Teska fund (#4320) still needs more than \$30,000 to meet its goal and the Appleton fund (#4365) still needs more than \$60,000 to meet its goal. One way to leave our mark as a state is to have a significant number of closed funds from which talented AAUW applicants from across the country can support their research and studies.

As your branch considers how to mark such momentous anniversaries, please share your ideas for recognizing your history in a way that best serves us all.

I look forward to seeing you in April!



**Julie Ferris
Fund
Development**



Minutes for AAUW-WI STATE BOARD MEETING

Saturday, February 8, 2014

President Joyce Hoffman called the meeting to order 9 am at the Country Springs Hotel in Pewaukee, WI.

Present: Joyce Hoffman, Donna Weidman, Joyce Gregg, Janet Quail, Julie Ferris, Stephanie Malaney, Kathy McCarville, Connie Russell, Peggy Crane, Connie Polley, Suzie Danielson.

Absent: Frances Kavenik, Kate Hinnant, Marlene Salley, Barbara Peterson, Margot Bouchard, Carol Robertson, Audrey Keyes, Camille Thi-baudeau-Meyers.

Guest: Jennifer Dillard, AAUW State Organizer, Region 3 (OH, KY, IA, WI).

Joyce welcomed everyone, especially Jennifer Dillard, AAUW State Organizer, who had come from Ohio.

Motion: Connie Polley moved to approve minutes of Oct. 17, 2013. Kathy McCarville seconded. Motion passed.

President – Joyce Hoffman

Joyce announced that Pat Anderson and Peggy Crane, Racine, will be attending the **Wisconsin Women's Health Policy Summit in Milwaukee, March 11**. Julie Ferris will talk to Milwaukee Branch members about attending.

A. Joyce reported on her TV interview on WKOW news in Madison. She was invited to discuss AAUW's focus on STEM for girls because Gov. Walker had signed a bill increasing STEM course requirements for high schools.

B. Oshkosh Branch will celebrate its Centennial April 12, 2014 with local festivities.

C. Jennifer Dillard reported on her recent visits to colleges/universities in Wisconsin, including Edgewood and Alverno Colleges and UWM. She is paving the way for branches to increase and revitalize AAUW's relationship with their C/U partners. She will email branch presidents ahead of her C/U meetings so that branch members know about her visits and can perhaps participate. Also, Jennifer will send a YouTube video link that explains AAUW e-affiliate membership for college students.

Internet Communications – Kate Hinnant - report

Jennifer Dillard reported for Kate who was unable to attend.

A. AAUW-WI's new email address is **aauw.wi@gmail.com**. Kate will read and redirect emails to Board members.

B. Salsa is an AAUW electronic distribution system used for the Two-Minute Activist and Action Alerts. Several Board members have been trained. Salsa sends out alerts and email blasts based on zip codes or a set radius of miles. We are trying to figure out how to make use of Salsa for the other communication applications.

C. Kate wants branches to supply more content on the website with an emphasis on photos.

C. Our Nov. 19 webinar on College/University partnerships is accessible on Google Drive

D. We can use Facebook to post conference events, news content, branch or regional news, announcements of achievements, and list branch board members, etc.

Communications & Badger Briefs – Marlene Salley - report

Joyce reported for Marlene.

A. All elected VPs must submit articles for the convention issue of *Badger Briefs*, due now.

B. Kate Hinnant will edit the convention program book this year. April 1 is the deadline for material.

C. Publicity for the convention: Connie Russell will coordinate an interview schedule for our AAUW-National keynote speaker, Catherine Hill, and news outlets in the Eau Claire area.

D. Connie Russell suggested that we look into a PSA on Wisconsin Public Radio in the fall when branches are recruiting new members. Such an announcement may cost \$200, but would increase awareness of our organization.

E. Last year, a postcard was designed, printed and sent to AAUW-National members (MALs). We may do it again this year.

F. An electronic convention registration form can possibly be distributed through Salsa.

College/University Coordinator – Kathy McCarville

Kathy reported on events and activities at UW-Whitewater, including e-affiliate student registration.

A. C/U webinar last fall had about 10 attendees. Need to schedule it again and target select people to invite.

B. C/U representatives can work with branches to get the AAUW on campus, ads in college newspapers, equal pay notices on cafeteria tables, AAUW listed as event sponsor. Grantors look for community connections when considering awards. AAUW can be that community connection for C/U partners.

C. **Start Smart**, created by WAGE Project, is a salary negotiation workshop for college women designed to reduce pay inequity. Facilitators are trained to conduct the workshops. Training is planned on April 25 at the UW-Eau Claire campus for up to 40 students and 20 facilitators. The cost is \$350 for all the students and a per-person fee of \$100 per facilitator trainee. Half of the \$100 fee is refunded after the facilitator conducts her first workshop.

Motion: Julie Ferris moved to spend \$2,000 to support *Start Smart* facilitator training for 20 AAUW members. Connie Polley seconded. Motion passed.

Finance – Janet Quail

Janet submitted her mid-year financial report and answered questions.

Girl RISING, a film about educating girls in developing countries, was acquired for viewing at convention.

Motion: Peggy Crane moved to affirm the expenditure of \$350 for the film. Julie Ferris seconded. Motion passed.

Public Policy - Barbara Peterson

Barbara reported via phone conference.

- A. Catherine Emmanuelle will be public policy chair in 2014-16.
- B. Barbara and Jennifer are slated to facilitate the breakout session, *It's My Vote* (GOTV) to strategize how to use the \$500 in grant funds available to branches to reach and register young women.
- C. Barbara will send an Action Alert for Common Cause regarding redistricting. Mike McCabe, Wisconsin Democracy Campaign, is an advocate for impartial redistricting.
- D. Revisions to the Public Policy Statement 2014-16 is being prepared for the convention booklet.
- E. Barbara is drafting a resolution on human trafficking. In Wisconsin, human trafficking for sex and labor mainly concerns 12 to 13 year-old runaways. Operations congregate along the I-94 corridor and in recreational areas. Wis. Dells is a mecca. A national convention on human trafficking will be held in Green Lake in May.
- F. Equal pay day is April 8. A call-in lobby day is being planned.

Bylaws – Stephanie Malaney

- A. Stephanie reviewed revisions to AAUW-WI bylaws and answered questions.

Motion: Suzie Danielson moved to adopt mandatory changes and Stephanie's recommendations to publish the bylaws in the convention booklet. Julie Ferris seconded. Motion passed.

- B. Stephanie reported that branches need to have language in their bylaws conform to AAUW-National mandates. She also strongly recommended that all branch bylaws be submitted for review to the state.

Nominations – Margot Bouchard - report

Joyce reported for Margot.

Margot submitted candidate Diane Lau, Sheboygan Branch, for the office of State Finance VP.

Margot submitted candidate Lynn Hildenbrand, Milwaukee Branch, for the office of State Funds Development VP.

Motion: Janet Quail moved to accept the nominations. Suzie Danielson seconded. Motion passed.

Historian – Nancy Schultz

Joyce reported for Nancy.

Hard copies of official documents, for example minutes, need to be submitted to Nancy for archiving.

Fund Development – Julie Ferris

Julie noted that the State must caution branches from creating centennial fellowships or other named funds now that many branches are reaching 100 years. Wisconsin has two open funds: Appleton Centennial Research and Projects Fund at \$14,230, and the Katherine Teska Research and Projects Fund at \$44,641. Both need to be completed.

Convention fundraising for Leadership Programs Fund (#4334) will be encouraged by providing giving envelopes. Julie is looking for people to match funds raised. For instance, when \$1,000 is raised, then someone matches the thousand. Julie also suggested that three branches supply attractive raffle baskets so she can sell raffle tickets as she did last year.

New fund: Racine Branch is in process of opening a Centennial Fellowship for \$200,000.

Membership – Joyce Gregg

Madison-Menona Branches have voted to merge. The paperwork has been signed.

Branch health report: Janet created a membership count for branches in the last three years.

Growth & Gumption Awards. Joyce noted that membership comparison from year to year does not measure members not renewed and new members recruited. Joyce will come up with awards for various ways branches have recruited new members and is looking at an award for retention, but it is difficult to measure changes.

Program – Frances Kavenik, Connie Russell

Connie reviewed the registration form and noted that meals cost \$58, but the committee is charging \$50 for meals and convention registration at \$50. She also noted that the hotel is not charging for the use of AV equipment.

2014 Eau Claire convention planning – *Start Smart, Stay Strong*. The board reviewed the proposed schedule.

2015 Dist. 2 convention. Joyce suggested that the State organize the convention in 2015 with help from branches in District 2. The Osthoff Resort near Elkart Lake was offered as a site.

2016 A joint convention with Illinois is being discussed. Need exploratory team.

Leadership – Donna Weidman

NCCWSL scholarship recipients. Donna noted that Wisconsin was not recognized as having a students at the NCCWSL event. She AAUW-National needs to properly record scholarships.

Strategic Plan Discussion of revised strategic plan. Donna answered questions.

Motion: Kathy McCarville moved to accept and publish in the convention booklet revised Strategic Plan. Stephanie Malaney seconded. Motion passed. Branch redistricting (esp. Dist. 5): The Board discussed moving Milwaukee Branch, currently in Dist. 3, into Dist. 2. Will take up this issue in district meetings at the convention. Julie will also discuss the possibility with the Milwaukee Branch board.

District Coordinators

District #4 – Suzie Danielson reported on convention preparations

District #5 – Connie Polley reported on Oshkosh Branch centennial preparations.

Meeting adjourned at 3:20 pm.

Next Board Meeting: April 25, 2014, Eau Claire

Respectfully Submitted, Peggy Crane, Administrative Coordinator

AAUW-WI State Convention Agenda
April 25- 26, 2014

START SMART, STAY STRONG

Friday, April 25

9:30 a.m. – 3:00 p.m. **AAUW-WI Board Meeting** at Holiday Inn South Hotel

Hospitality Room: Opens Friday at 3:00 p.m.; closes Saturday at noon

Pre-Convention Workshops

1:00 p.m. – 5:30 p.m. ***\$tart \$mart*** salary negotiation training

Three-hour salary negotiation workshop for 40 students followed by 1-1/2 hour facilitator training session for up to 20 from AAUW. Offered by the WAGE Project on UW-Eau Claire campus.

1:00 p.m. – 4:00 p.m. ***Branch Best Practices***

Led by David Kirkwood, AAUW-National Board Director-at-Large
Jennifer Dillard, AAUW State Organizer (OH, KY, IA, WI)

An orientation and update for branch presidents and presidents-elect who face the special issues and obligations required of those who head a branch. Find resources and brainstorm with peers.

April 25 - Friday evening

3:00 p.m. REGISTRATION opens

Displays of Branch/AAUW materials

5:15 p.m. – 7:00 p.m. **DINNER** buffet & cash bar

6:00 p.m. – 7:00 p.m. **WELCOME TO CONVENTION**
Branch Exchange

7:00 p.m. - 7:30 p.m. **Meet Catherine Hill**, AAUW Director of Research

7:30 p.m. - 8:30 p.m. Panel of **AAUW Fellowship and Grant Recipients**
Dr. Sanjukta Chaudhuri, UW-Eau Claire
Gwen Taylor, Girl Scouts of Northeast Wisconsin
Jessica Clark, Edgewood College, Madison

8:45 p.m. – 10:30 p.m. ***GIRL RISING*** –
Inspirational film of girls around the world who face heartbreaking circumstances, but who are determined to get an education.

10:30 p.m. **Cocktails & Conversation**

April 26 - Saturday

7:30 a.m.	REGISTRATION opens
7:30 a.m. – 8:30 a.m.	Branch COUNTERPART Sessions
8:00 a.m. – 9:00 a.m.	BREAKFAST (All American - Hot and Served)
8:30 a.m. – 10:30 a.m.	OPENING OF ANNUAL MEETING Welcome – Kerry Kincaid , Eau Claire City Council President Greetings from AAUW – David Kirkwood , AAUW Director-at-Large Business meeting begins – President Joyce Hoffman
10:30 a.m. – 11:00 a.m.	BREAK
11:00 a.m. – 11:45 a.m. .	TOWN HALL Meeting
Noon. – 1:30 p.m.	KEYNOTE LUNCHEON SPEAKER Catherine Hill Presents <i>The Role of AAUW Research in Advocacy</i> AAUW Director of Research
1:40 p.m. – 2:30 p.m.	NCCWSL – Students Share Leadership Experiences
2:40 p.m. – 3:30 p.m.	STAY STRONG WORKSHOPS Smart Media Use How to mix electronic and print media to reach AAUW members and the public. Led by Kate Hinnant and Marlene Salley It's My Vote! Strategize ways to engage and register young women as new voters and get them to the polls next fall. Led by Barbara Peterson and Jennifer Dillard C/U 101: Create Campus Partners AAUW offers a lot to C/U partners and student affiliates that benefit both your branch and those on your local campus. Where to start? Led by Kathy McCarville
3:40 p.m. – 4:30 p.m.	DISTRICT Meetings - Dessert & coffee
4:30 pm – 5:30 p.m.	CLOSING SESSION Awards and Installation of Officers Adjourn



94TH ANNUAL AAUW-WI Convention Hotel, April 24-26, 2014

Holiday Inn Eau Claire South, 4955 Bullis Farm Road, Eau Claire, WI 54701 – Located off Interstate 94 – Contemporary nonsmoking rooms featuring WI FI access, 32 inch flat panel HDTV, microwave, mini refrigerator, hairdryer, iron/ironing board, indoor pool and whirlpool, fitness center, and dining available at *Johnny's Italian Steakhouse*, which offers an upscale dining experience.

Special Convention rates: \$99.95/standard, 2 queens: Rates valid Thursday, April 24, 2014, through Saturday, April 26, 2014.

To make convention room reservations at the Holiday Inn Eau Claire South, call 715-830-9889 by the deadline of **March 25, 2014**. Be sure to mention AAUW to ensure convention rate. Or go to www.holidayinn.com/eauclairewi under reservations

State Board Nominations 2014—2016

Finance VP—Diane Lau

Diane is a retired high school business education instructor who taught classes in MSOffice software, desktop publishing, basic economics, introduction to business law and elementary accounting. She co-advised the yearbook for 15 years and handled the majority of its finances. In addition to 36 years of teaching experience, she also had brief stints as a school superintendent's administrative secretary and as a junior budget analyst. Diane has an M.S. in Business Education from UW-Whitewater.

As a member of the Sheboygan branch for 33 years, she has served as treasurer, co-programs v.p., communications v.p., and president and looks forward to serving AAUW at the state level.

Diane volunteers for various organizations and was a Big Sister for 11 years. At one time she hosted the local school's Japanese exchange teacher. A strong interest in the world and its history has led to visits to 28 countries/territories on all seven continents.

Development VP—Lyn Hildenbrand

Lyn is an accomplished visionary executive with demonstrated ability to deliver mission-critical results. With extensive experience in the nonprofit world, she has experience in fund development, strategic planning, and volunteer and staff development. Her ultimate goal is to start a nonprofit agency that will empower girls and women to grow and develop over the continuum of life.

A member of the Milwaukee Branch, her fund development experience includes direct mail, grant writing, major gift solicitation, capital campaigns, corporate solicitation, government grants and special events.

94th ANNUAL AAUW WISCONSIN STATE CONVENTION

REGISTRATION

START SMART, STAY STRONG

Registration Deadline: April 4, 2014

Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ E-Mail _____

Branch Board Office _____

Other Registration Status _____
(e.g., Past State President, State Board Member, Association, Student Affiliate)

Registration Fees

Registration	\$50	\$	
Student	\$25	\$	
Late Fee (Postmarked after April 4 th)	\$15	\$	
Friday Night (Buffet)	\$25	\$	
Saturday (Breakfast, Lunch, Dessert & Coffee)	\$30	\$	
TOTAL ENCLOSED		\$	

_____ I plan to attend the **Start Smart** workshop on Friday, April 25.

_____ as a student

_____ for facilitator training

_____ I plan to attend the **Branch Best Practices** for Branch Presidents on Friday, April 25.

Make checks payable to: AAUW-WI State Convention 2014

Send to: AAUW-Eau Claire, c/o Nadine Jentzsch
1433 Devney Dr., Altoona, WI 54720

For questions and special needs, please contact Connie Russell; russelc@uwec.edu; 715-839-8980

Request E-Mail confirmation: No _____ Yes _____

Hotel Reservation Information on Page 14

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The American
Association of
University Women
(AAUW) advances
equity for all
women and girls
through advocacy,
education,
philanthropy and
research.

Save the Date—April 25—26, 2014 AAUW-WI State Convention



We're going North!

Join the branches of District Four at the
brand new Holiday Inn South in Eau Claire

Four reasons to start planning the trip with your
branch members:

- ✓ Connect with AAUW members from
around the state
- ✓ Learn what's happening at National
- ✓ Share ideas for advancing AAUW's
mission
- ✓ Enjoy an energizing 24 hours with
dedicated women



*Lighter Than
Some*

Gregory Mendez
On the Eau
Claire
Sculpture Tour

**A Road Trip worth making
River Country is calling you...**