

GET WITH THE PROGRAM

April 2005 Volume I, Issue VI

AAUW-PA Convention Schedule Change

The Lt. Governor Catherine Baker Knoll is unable to give her keynote speech at the previously planned time during convention which was, Saturday Lunch 12:15 to 1:45 PM. Her scheduling plans changed for the day and she did not want to cancel her participation altogether so she asked if she could speak earlier in the day. We are most fortunate that the Lt. Governor feels strongly about our organization that she was willing to work with us to find a time when she could speak. The new time for the Lt. Governor's address will be at the beginning of

the Business Meeting on Saturday April 9 at 9:45 AM.

As a further result of this shift the speakers previously planned to speak at the Business Meeting, Professor Ricky Hirschhorn, LAF Plaintiff and Dr. Catherine Hill, AAUW-EF, will now be speaking at lunch on Saturday.

Please disseminate this information to your members that may be attending convention for their planning purposes. There will be a notice in the convention packets as well. Hopefully most convention registrants were planning

on going to both the Business Meeting and Lunch and this change will be of no consequence.



Regular Features:

- ?? Association News
- ?? AAUW-PA News
- ?? Program Ideas
- ?? Public Policy Priorities
- ?? EF/LAF Corner
- ?? Adelante Book Club
- ?? Association Community Programs

Inside this

Leader on Loan	2
Program Ideas— Recruiting Younger	2
Branch Programs of Interest	2
AAUW Association News	3
EF/LAF Corner	3
AAUW-PA News	3
Public Policy Note and Priority	4
Adelante Book Club	4

Hope to see many of you at Convention during the Counterparts Session for Program Vice President

Saturday April 9 at 8:30 AM

Important Dates to Remember

April 8-10, 2005	76th PA State Convention, Hershey-Harrisburg
June 2-4, 2005	National Conference for College Women Student Leaders, Washington, D.C.
June 24-27, 2005	National Convention, Washington D.C.

Program Ideas— Recruiting Younger Members

This may be more of a membership topic, but it is interrelated to programming so I am including it here. After all once you recruit younger members it will be the programming in whatever form that keeps them. First, as I am sure you all understand by experience there is no magic answer on how do we get younger members to join and stay? However, I will give you some ideas to think about that may help you and your branch in accomplishing this elusive feat. In addition to my thoughts on the topic many of these ideas come from the Membership Tool Kit which can be downloaded from Association's website if your branch does not already have this publication. Much of what is in the tool kit comes from a book by Cynthia D'Amour, *How to Turn Generation Me Into Active Members of Your Association*, with Generation Me being women age 28 to 35. AAUW defines younger members as those under 40.

The tool kit states that prospective younger members are most interested in what Cynthia D'Amour refers to as WIIFM – what's in it for me? So that is what you need to answer in your

recruiting strategies. D'Amour goes on to explain that people get involved in associations for three reasons, 1) professional/personal development – how can their membership in your association help them advance in their career, or how can the quality of their life be improved?, 2) contribution to the “greater good” – how can they make a difference to causes/issues they feel passionate about by being a member?, and 3) belonging to a “community” – people that want to network, have fun and build lasting quality relationships. For younger members the first two would seem to be more important.

Your job is to offer these opportunities to prospective members from a programming perspective. For professional/personal development you could consider offering programs on topics such as organizational skills, leadership training, time management, creative careers, balancing family and career, networking skills, how to break through the glass ceiling etc. Creating programs for contribution to the “greater good” is one of the easier topics to deal with since that is the foun-

ation on which our organization is based. These program topics could include **international issues** such as trafficking of women and girls and third world children's health needs; **legal advocacy fund topics** such as gender bias in granting tenure, sexual harassment, title IX cases; **politics** such as a presenter/discussion of The White House Project a group dedicated to electing a woman to the presidency in the US, the ERA, voter education, political forums; **education** such as the No Child Left Behind Act, school vouchers, bullying in schools, interacting with school children on projects; **social** such as helping women/children in need in your community, mentoring young women, women's health issues and so on. As far as belonging to a “community” these would be the more lighthearted, fun programs such as women's history programs, cultural celebrations, etc.

You may notice that these suggestions are not limited to the branch meeting format of programs but include topics that may fit community programs such as Sister-to-Sister Summits, Woman-to-Woman

Continued on Page 5

PA Branch Programs of Interest

The **Carlisle Branch** is presenting a program entitled *U.S. Policy in Afghanistan* on Tuesday April 26 at 7:30 PM with speaker Dr. Stephen Biddle, Associate Professor of National Security Studies, Strategic Studies Institute, U.S. Army War College. The meeting is located in the Side Rooms, Holland Union Building, Dickinson College.

The **Valley Forge Branch** and the **Lansdale Branch** are taking advantage of a local expert and are both presenting Dr. Nancy Loane speaking on *Women at the 1777-1778 Valley Forge Encampment*. Dr. Loane conducted a tour of Valley Forge at Convention 2004 and she is wonderful. Her research includes more than 400 diaries, journals,

letters, books and periodicals of the Revolutionary War period. The Valley Forge program is Tuesday April 12 at 7:30 PM and the Lansdale program is Tuesday April 19 at 7:30 PM at the North Penn Educational Services Center.

Association News—Report on Ivy League Record on Faculty Race and Gender Stats Endorsed by AAUW

The AAUW announced its endorsement of the report "The (Un)Changing Face of the Ivy League" authored by the Graduate Employees and Student Union (GESO) at Yale University. The report details the failure of the Ivy League schools to support and promote women and minorities on their campuses and examines the proliferation of insecure, low status jobs that have led to persistent racial and gender inequalities. In the wake of the Larry Summers controversy, this report reveals how discrimination is in fact far more entrenched than

just one ill-considered speech at one school. Among other findings the report found 1) women are more likely than men—and black and Hispanic Ph.D.s are more likely than white Ph.D.s—to be stuck in non-tenurable jobs than tenure-track faculty positions, 2) in 2003, Ivy League campuses hired 433 new professors into tenure-track jobs, but only 14 were black and 8 were Hispanic, 3) from 1993 to 2003, the percentage of tenured black professors on the Ivy faculties remained flat at 2% and Hispanics remained at about 1% , and

4) Only 7% of graduate students in the Ivy league are black and Hispanic, as compared to 14% nationally.

Nancy Rustad, president of AAUW, states "In light of the recent comments by Lawrence Summers, it is clear that many in academia are in dire need of help with diversity issues. We are proud to endorse this report and hope that it leads to additional investigation of these problems as well as plans and strategies for reversing this trend." (Taken from news releases on AAUW website.)

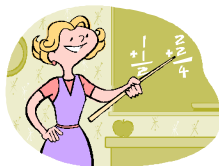
"Larry Summers controversy is just the beginning"

Educational Foundation (EF)/Legal Advocacy Fund (LAF) Corner

Mary Ellen Smyth, President AAUW EF and Michele Warholich Wetherald, President AAUW LAF announced that both the EF and LAF Board members unanimously approved all of the documents necessary to complete the merger of the LAF into the EF. Current programs are continuing, including case support adoption and funding, Plaintiff Travel Grant awards for state conventions, and the 2005 Progress in Equity award. LAF will cease to be

a separate corporate entity and will become a program of the EF, operating under the EF Program Committee. Programming, communications, and contributions will continue to be identified and made payable to the "Legal Advocacy Fund." As part of the merger legal process, an Operational Memorandum of Agreement was developed to outline a transitional plan following the date of merger. One of the key elements of this plan

was the creation of a structure utilizing the current LAF Board of Directors' expertise, along with members of the EF Board. This advisory committee has been named the "LAF Advisors" and will include the six (6) members serving on the LAF Board and at least two EF Board members, including the EF Program Vice President. The LAF Advisors will assist the transition on a wide range of LAF program activities.



AAUW-PA Board News

If you or members of your branch are attending Convention 2005 be sure to attend the Business Meeting on Saturday April 9 from 9:45 AM to 12 Noon. As mentioned on the front page of this newsletter the Lt. Governor, Catherine Baker Knoll, will be opening the session and this will be followed by the business of the

state. Included in this business will be reports from the state officers, nominations and election of new officers for the state board, special committee reports including two new ideas—Marketing AAUW and the PA STAR Recognition Program, the Susan K. Nenstiel Humanitarian Award presentation, and new business

which can always be exciting.

Don't miss it.





**AAUW Pennsylvania Newsletter
for Branch Program VPs**

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The American Association of University Women promotes equity for all women and girls, lifelong education, and positive societal change. In principle and in practice, AAUW values and seeks a diverse membership. There shall be no barriers to participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability, or class.

State Website aauwpa.org

Association Website aauw.org

Get With the Program

Adelante Book of the Month Club

The Adelante Book Club selection for April is ***The Noontday Demon: An Atlas of Depression* by Andrew Solomon (2002)**. This book forges a long, brambly path through the subject of depression-exposing discordant views and looking at answers offered by science, philosophy, law, psychology, literature, art, and history.

Public Policy Note

AAUW reaffirmed its commitment to a fair and moderate judiciary with an appeal to President Bush and the US Senate to reject a slate of ultra-conservative

activist judges who threaten crucial civil rights laws and protections. AAUW also appealed to President Bush to nominate jurists whose philosophies are reflective of American's moderate and fair-minded values.

The Senate has already confirmed 204 of the Bush administration's judicial nominees, leaving the lowest number of judicial vacancies in more than 15 years.

AAUW reaffirms its opposition to the following nominees: Thomas Griffith who has demonstrated a hostile approach to Title IX, Priscilla Owen who has consistently demonstrated

hostility toward anti-discrimination laws, the protection of reproductive rights, and plaintiffs' rights, William Pryor who once called *Roe v. Wade* "the worst abomination of constitutional law in our history", and Janice Rogers Brown whose opinions have consistently demonstrated open opposition to civil rights, affirmative action, and anti-discrimination laws.

Public Policy Priority

The featured priority is:

"Identifying and countering violence and extremist ideologies that restrict academic or individual freedom."



***"The Noontday Demon:
An Atlas of Depression"***

By Andrew Solomon

Summits, Voter Education Campaigns, or branch projects such as Art Goes to School, Write Read Write, and a whole host of others. D'Amour emphasizes that prospective younger members need to be sold over and over on why they should invest their time being involved in your association activities.

This is where your branch needs to develop a good marketing strategy. There are some helpful tools for this marketing you could utilize. One would be written materials in the form of an informative pamphlet of what your branch does and how as members they could contribute. Since younger women are usually frequent users of computers a branch website could be quite useful. Association website has a Tools and Guides section in the Member Center for guidelines on developing a "dynamic, compelling" website and if your branch has someone attending the state Convention, a workshop is offered by the state webmistress Louise McLeod in Website Design for Branches, have someone attend. The Membership tool kit recommends a website should include a prominent "join" button, description of the contributions your branch makes to the local community, leadership opportunities, and a current schedule of events among other things. In preparing your marketing materials you may want to unofficially poll younger women and ask them "What would make you consider joining our branch? What kinds of activities would get you excited about our branch? Then target these points.

D'Amour also notes that you may need to be creative with the time you ask of members. If members can only commit an hour a month and can't attend meetings be receptive to that, create volunteer opportunities that can be done at your meet-

ing and require no extra time, etc.

There are suggestions for how to turn a "maybe" into a "yes" in the tool kit as well. They provide possible counter points to the statements "I'm not interested in women's issues", "I'm already committed to another women's organization", "I have other commitments on meeting nights", "I'm too busy- especially with my work", "I'm just out of college and feel too young for the group", "AAUW dues are too high", etc.

If you are able to create marketing tools, where do you seek out these younger members? You will know your community better than anyone so this is a question you will need to brainstorm about and be creative, but some possibilities could be - local large industries often have a company women's group that you may be able to make a presentation to or at least provide some information to their human resources, some may even have a newsletter that they would allow you to advertise your branch in; Home and School Associations/Parent Teacher Organizations meetings may give you some time to speak to what is frequently a female majority audience; pre-schools may allow distribution of your materials to families - there are many stay at home Moms looking for something outside of child care to enrich their lives; temporary employment agencies/recruiters may allow posting of information from your branch; other women's groups such as the League of Women Voters, chapters of the Pennsylvania Commission for Women - the danger here of course is they are too busy to join another organization, local college message boards, and so on. A good source for prospective younger members suggested by the tool-kit would be seeking out current

and past Educational Foundation fellowships and grant recipients in your area. Invite them to make a presentation at a branch meeting, work to publicize the event to younger women, and then lobby the advantages of being a member to the presenter as well as the audience. Association website has a Directory of Fellowships, Grants, and Award Recipients published each fall to identify new fellows studying in your area and for past recipients you can contact the EF to obtain contact information.

Again, if you are planning to attend convention there is a workshop being presented by Jane Snyder and Susan Nenstiel titled "Ensuring the Future of Your Branch" and it will contain ideas on recruiting and retention of members—I am sure much of the content of this workshop can be applied to younger members. See if someone from your branch can attend this workshop.

To make any recruiting effort effective you must be armed with written and verbal "ammunition" so be well prepared before starting this undertaking. It is a lot of hard work but the result can be well worth it. If you feel passionate about AAUW and its mission, share that passion and contribute to the future of AAUW.