



The Evergreen Leader

AAUW of Washington Newsletter
Fall 2011 Volume 23, No. 3



Leading the way to Equity for Women and Girls in Washington State



The Leaders' Link

Dixie Swenson and Ann Dennis
AAUW-WA Co-Presidents
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Welcome to a new AAUW-Washington year. For those of us on the western side of the mountains, the summer was very short, but sweet. The leaves are already showing signs of fall colors, while some of us haven't yet packed away our winter fleece. Nonetheless, we are looking forward to a great new AAUW year and what it promises to bring.

The first issues of September newsletters are showing up in our e-mail boxes - thank you! It is exciting to read about the new projects and great programs. The Whidbey Island branch has already held its annual kitchen tour, and, by all accounts, it was a huge success. We also read that the Stanwood-Camano Island branch is preparing to celebrate its 75th birthday this year and the 30th anniversary Art Show for Education is in the final planning stages. Good stuff is happening throughout the state!

We had a great turnout in July for our annual AAUW-Washington Summer Leadership Conference with members of twenty-six branches coming to Ellensburg. Wow! Our focus this year was on the leadership challenges that many of our branches are facing. What do you do when no one volunteers to be president? One of the great take-aways was that it is better to be a "Lazy Leader," one who doesn't try to do it all herself, but who finds ways to get others to share the work. Several of our branches are giving this leadership model of shared responsibility a try.

Two of our AAUW college/university partners, Pacific Lutheran University in Tacoma and Western Washington University in Bellingham, have re-applied to AAUW to be training sites again this year for the "Elect Her" program. We hear that six of the women from WWU who attended the training session last year ran for student government offices, and three of them won, including the new Student Association president. It works!

In this issue of *The Evergreen Leader*, you will see articles about some other AAUW-Washington initiatives that your branch may want to explore. Could you help your local high school to do a "sniff test" to see if they are in compliance with Title IX? What about working with a college/university partner to sponsor a \$tart \$mart workshop that teaches young women to ask for what they are worth when they apply for their first jobs? (Your branch can apply for AAUW-WA seed money for your first \$\$ workshop.) These are all things that your branch might do to support the AAUW mission and to create awareness in your community of the issues women face every day. Consider it. Members of our state leadership team can help you. Just let us know.

To top it off, an interesting and informative Lobby Day is set for January 23, 2012 in Olympia and we're excited about activities and events being planned for our 2012 state convention in Tacoma April 13-15. We're going to have another great AAUW year!

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Title IX Compliance Focuses on Local School Districts

Kat Hughes, Title IX Chair
Email: titleix@aauw-wa.org

The members of AAUW have been regularly shocked in the last few months to read newspaper articles reporting school district troubles with Title IX compliance. Title IX has been a mandated law since 1972, but in the past decade, it appears that less and less attention has been paid to this critical piece of legislation that evens athletic programs opportunities for high school girls and boys.

Washington State has at least two districts that have been flagged as having received formal complaints about Title IX violations. Due to the large number of complaints leveled at schools, the Dept. of Education's Office of Civil Rights (OCR) has closed all of these cases to perform a full review of the Office of the Superintendent of Public Instruction (OSPI). With OSPI under review in a district-by-district analysis, we must

wait while this large task is carried out. However, AAUW is regularly conducting "sniff tests" around the country, as we will be doing in Washington State.

In mid-October, I will post on the AAUW-WA web site the list of districts that have had complaints filed against them. This is the perfect time to use our resources in the branches to conduct the "sniff tests" in school districts. We have the opportunity to provide more data regarding how well or how poorly districts might be doing in providing sports in a gender-equal format. The "sniff test" is available as a free download from the national AAUW web site and is fashioned as a "program in a box." It does not require too much effort, time or womanpower.



I am available to help you conduct the test, find resources and data, and put the information together so that a meaty newspaper article or letter to the editor can be crafted to congratulate districts on their great efforts for gender-equitable sports or to point out shortcomings in meeting the Title IX goals.

Plans are afoot to conduct at least three sniff tests in the state. Is your school district a good candidate? **All districts** are good candidates. It is simply a matter of whether your branch would like to be really involved in the community for a short time to gather the information. Contact Kat Hughes if you want yours to be one of the first sniff tests to be conducted. Branch support is helpful but not a necessity.

**Start spreadin' the news -
Tacoma's terrific!**

AAUW-Washington
State Convention
April 13- 15, 2012



July Leadership Conference Gives Ideas for New Leaders

Almost 50 members representing more than 25 branches gathered in Ellensburg for the July 30 AAUW - Washington Summer Leadership Conference. Most conferences tend to be basically the same, yet each has its own special features. We had a new meeting place this year at Central Washington University with brunch available right in our room. It was fun to see some familiar faces mixed in with new ones as branch officers came to find out the latest word from state officers and the national convention.

Much of the programming found its roots in the just-finished national convention in Washington, D. C. Tonna Kutner summarized one of the funniest speakers from the conference. Cynthia D'Amour is the author of *The Lazy Leader's Guide to Outrageous Results* and she contends that if your branch would die if you did, you're doing too much work. Leaders need to delegate more and find jobs for members that interest them, not necessarily jobs that leaders want done. She suggests rearranging or modifying a job to better fit your branch and members.

We heard suggestions on starting and retaining relationships with college/university partners and how they can help a branch find a different or more visible role in the community as well as attract student members to AAUW and the branch. The \$tart \$mart workshops that help college women learn negotiating techniques when landing that first job will be expanding and it is hoped that more workshops can be held across the state.

A new AAUW-Washington program that is being emphasized is the Title IX workshop, focusing on girls in high school athletics. Branches choosing to implement the workshop can do so with as few as three members and can end up with an opportunity to hold a community forum or press conference to deliver their findings.

Lunch gave leaders opportunities to meet with their peers from around the state, to ask questions about their new leadership roles, and to listen and learn about plans from other branches. It's always a time to get excited about possibilities for the upcoming year.

The afternoon session focused on input from attendees in three areas: a recap on how branches can benefit from the "lazy leader" model, what makes women join AAUW and why they stay (think friendships, significant community action, intriguing and stimulating interest groups), and alternative leadership models for branches that might find themselves without a vice president of anything, but with a terrific team of coordinators.

The leadership conference concluded with the Tacoma Branch being awarded the 2012 AAUW-Washington State Convention next April. Their proposal was full of exciting ideas sure to make the gathering one of the best ever. Look for more information on the convention on page 11 of this issue of *The Evergreen Leader*.



Branch Meeting Schedules Requested

Mary Trodden,
Program Vice President
Email: programs@aauw-wa.org

One of the things I like most about attending state functions is meeting members from other branches and finding out how their branches operate. Sharing is good. I would appreciate if all branch program vice presidents would send me your branch meeting schedule and programs for the year. I also would like to be kept informed about which programs draw the best attendance. Thanks for keeping me in the loop!

Dixie Swenson To Chair National AAUW Public Policy Committee

Kathi Pickett,
Communications Vice President
Email: communications@aauw-wa.org

Dixie Swenson, co-president of AAUW-Washington, was named at the June national AAUW Convention to chair the AAUW Public Policy Committee. The committee works with AAUW public policy staff to set priorities for the current legislative session. The committee often recommends revising the priorities, based on current events. For example, nomination of a US Supreme Court justice always rises to the top of the list of where AAUW should put its public policy efforts.

The national committee includes six women from across the country, diverse in experience and ethnicity, as well as an *ex officio* committee member from the Capitol Hill Lobby Corps. Dixie has been a member for the past three years, and especially enjoys the outreach to state public policy chairs to find out what is going on in their states. Sometimes there's a real thread, but sometimes a surprise. For example, the Utah Public Policy chair asked if AAUW's support for different family structures extends to polygamy. The committee brought that question up for debate at the 2011 national convention.

In the coming session, the committee and staff will advocate in several areas that fall under the AAUW Public Policy Principles, including achieving equal pay, preserving Social Security, and eliminating violence against women on campus.

AAUW will pursue three parallel strands in the area of voter education in 2012:

[Woman-to-Woman Voter Turnout](#) campaign



Partnering with Eagleton
Institute of Politics at Rutgers
University in *The 2012*



Project to increase the number of women in
Congress and state legislatures

The *Elect Her* initiative to
build the pipeline of women
running for office



Dixie's message to AAUW-Washington members:
"There will be something for every member and
every branch to do around the 2012 election - so
gear up!"

Congratulations on your new role, Dixie!

Each Branch Add One is Membership Goal

Florence Young and Judy Rogers,
Membership Co-Vice Presidents,
Email: membership@aauw-wa.org

Membership recruitment and retention work hand in hand with all aspects of your AAUW branch, especially publicity along with meaningful programs and projects. However, the most important action you can take is to **ask** someone to come to a meeting or work on an event with you. With that in mind, fall is a great time for a membership drive. Many branches plan a fall event with multiple purposes: re-energizing and welcoming members back after a restful summer, making sure all current members have renewed, and inviting prospective members to learn about the mission of AAUW and see the benefits of membership.

We're hoping each branch in the state can have a net growth of one member this year. Sound simple? It's not as easy as you might think. If you lose a member through death, another through moving and another goes back to work, you need four new members to get a net gain of one. We're here to help if you need it.

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Here are a few ideas for recruitment: ask community leaders (school officials, civic leaders, government officials, etc.) to a branch meeting; publicize your branch and AAUW by participating in/co-hosting a community event; and be a program speaker at a Chamber of Commerce or service club meeting. Some great topics are Title IX in high schools, a



summary of "Why So Few," the AAUW report on women in STEM careers, and pay equity. In fact, you could be the program speaker at a branch meeting to polish your public speaking skills before going to other organizations!

Retaining members is as important as recruiting new ones. Be sure to contact members who have not attended a meeting for a couple of months, ask members if they need transportation to a meeting or project, remind members of the wonderful past projects/programs and the mission of AAUW, and, of course, remind them of the fun we have, too! How can somebody not renew their membership if we show them how much we appreciate and care about them?

Remember, membership is not just the responsibility of the membership vice president or committee. It's everyone's job! If you have questions or great ideas on membership that we can share with other branches, please contact us at membership@aauw-wa.org. Happy "new" branch year.

Communications Q&As

Kathi Pickett, Communications Vice President
Email: communications@aauw-wa.org

Did you ever wonder what happens to questions you submit via a **Contact Us** form on our AAUW-Washington website? The questions come to me, the communications vice president, and in most cases, I forward the question to the appropriate leadership team member. For example, a question about membership goes to the co-vice presidents of membership.

Here are a few general interest inquiries that have landed in my Inbox recently.

Question:

Is there a way for AAUW-WA members to see newsletters from other branches without being on their distribution list?

Answer: Yes. There are two types of sites for any AAUW-Washington member to view branch newsletters without being on a distribution list, provided the branch posts them to the Internet.

1. Any branch may upload its newsletters to the branch webpage within the AAUW-Washington website. For example, see the Bellingham web page: http://www.aauw-wa.org/branches/branch_location/?id=WA9005-Bellingham

2. Some branches have a branch website where their newsletters are stored. For example, see the Walla Walla website: <http://www.aauw-wallawalla.org/newsletters.php>.

Both of these approaches are administered by the branch, i.e., the AAUW-Washington vice president - communications does not get involved.

Branch webmasters: Consider posting your newsletters online. It's probably a good idea to eliminate or hide personal contact information for branch officers and/or members before posting.

Question:

What is AAUW-Washington policy when we get a request to include a link to a related organization's website on our AAUW-Washington website?

Answer: The Leadership team adopted the following [policy](#) at its July 29, 2011 meeting:

There's no compelling reason to link to other organizations from the AAUW-WA website; i.e., don't feel obliged to do this if your leadership team doesn't have the energy or interest.

1. Begin by establishing a relationship with the other organization; then consider linking to that organization from the AAUW-Washington website.
2. If you get a request from another organization, forward it to the mission-appropriate AAUW or AAUW-WA contact (e.g., program lead for the subject). This could result in a relationship – see #1.

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3. It is okay to link to non-profits; politely reject requests from commercial operations. Consistency with AAUW's mission is the highest priority. The policy was recommended by committee members Ginnie DeForest, Klaras Ihnken, Kathi Pickett, and Judy Turpin.

Question (submitted to national AAUW webmanager listserv):

Our branch has little money and needs to get a web site up at very little cost. Any suggestions?

Answer from Peggy Woods-Clark, Website Manager, AAUW

As of August 23, AAUW branches may sign up for Site Resources, the attractive, new, AAUW-hosted website solution available to states and branches free of charge. Site Resources uses the [WordPress](#) publishing platform to provide an easy-to-maintain website template that delivers a professional web experience.

AAUW will set up the initial website shell including navigation, widgets, plugins, and user account **free of charge**. Branches will have one-on-one time with staff to walk through their websites and the WordPress platform.

There are three maintenance options you can sign up for. You may:

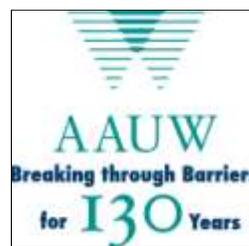
- maintain your own branch website content (free)
- have AAUW maintain your branch website content (\$119.88 annually)
- get a 90-day maintenance starter package (\$30)

You can see a few of the initial branch websites at:

- [Weston, FL](#)
- [Metro Maryland Branch](#)
- [Longmont, CO](#)
- [Marin, CA](#)

Visit [AAUW Site Resources](#) or contact site-resources@aauw.org today for more information.

AAUW Celebrates Founding Anniversary



AAUW will celebrate our 130th Anniversary on November 28, 2011. To honor this auspicious occasion, we are declaring November National AAUW Month!

Each November, we will host a nationwide Cocktails and Convos night by inviting all of our branches to host their own event — on the same evening — at a popular restaurant in their area.



This year, the nationwide Cocktails and Convos event will be held on Tuesday, November 8, approximately one year

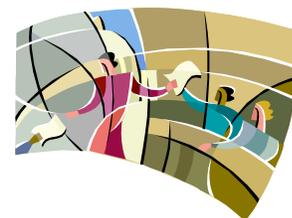
before the 2012 presidential elections. The focus of the evening will be AAUW's new My Vote campaign, with special emphasis on prompting young women to register to vote.

We have created a Cocktails and Convos Program in a Box, which gives you a basic format to follow. We also recommend that you have a guest speaker or panel; however, branches are encouraged to customize the event for their own community.

Be sure to share photos and videos of your branch's anniversary Cocktails and Convos celebration on your website and with us. Let's make this an event to remember!

Questions? E-mail marketing@aauw.org.

*Convention
is coming!
April 13-15, 2012*



AAUW-Washington Offers Seed Money for \$tart \$mart Workshops

Dorothy McBride
College/University Relations Chair
Email: collegerelations@aauw-wa.org

Branch leaders now can offer a financial incentive to partner colleges and universities to bring salary negotiation workshops to their women students on a regular basis. As AAUW members know, the wage gap between men and women college graduates appears by the end of the first year after graduation. \$tart \$mart workshops offered by the WAGE Project (www.wageproject.org) in cooperation with AAUW branches give women facing their first job after college the tools and the confidence to insist on fair salaries.

This is a great opportunity for branch members to work on an important project to help college women and to get to know people at their local partner campuses. There are many ways AAUW members can help with respect to the \$tart \$mart workshops. Being trained as a facilitator gives close insight into how the negotiation training works. Members may also want to try their hand at helping with workshops, recruit other campuses to hold a workshop, or recruit other members to get involved.

AAUW-WA has set aside a total of \$1,200 to aid branches and colleges who wish to hold new \$tart \$mart salary negotiation workshops in Washington State during 2011-2012 academic year. The Leadership Team has agreed to offer up to \$300 for each qualifying proposal, as long as the funds last. Here are some ground rules:

1. Seed funding is available only for the initial \$tart \$mart workshop at a college/ university campus;
2. The college/university must be partner member of AAUW;
3. The college/university must designate a staff member and planning committee to be responsible for logistics for the workshop at the college and to work with Annie Houle of the

WAGE project. This team should include people working in career services, the school's administrative contact for AAUW, and at least one representative from the local AAUW branch;

4. The college/university and branch team must demonstrate plans to train facilitators from the staff at the college as well as interested branch members to ensure that the workshop can be repeated in future terms.

Now is the time to contact your college partner and begin planning for \$tart \$mart. First, contact me, Dorothy McBride, about your ideas. Then, put the planning group together and contact Annie Houle of the WAGE project. Keep me in the loop as things progress. Annie will do the initial workshop and training. She has a full schedule and it's not too early to see when she is available. Contact Annie at ahoule@wageproject.org; 1-828-505-4553 (home/office); 1-207-329-4572 (cell).

The college/branch team may apply for up to \$300 in funds from AAUW-Washington. The proposal, submitted to collegerelations@aauw-wa.org, must include the following:

- a. Description of plans for the initial workshop
- b. Name of the college staff in charge and list of members of the \$tart \$mart

planning committee, specifying college staff and AAUW branch members

- c. Documentation that the WAGE project (through Annie Houle) agrees with the plans and will be able to provide training on dates selected
- d. Indication of plans to train facilitators from college, branch and community
- e. Budget covering workshop and training fees (\$600 for initial workshop payable to the WAGE project; \$50 for training each facilitator) and other costs (travel for Annie Houle, food for students, copying of materials, etc.).

Please contact me with any questions or for help with your proposal.



What has AAUW members in action, friends to discover, speakers to learn from, food for thought as well as the tummy . . . and much more?

2012 AAUW-Washington State Convention
UW-Tacoma, Apr. 13-15, 2012

Washington State Recognized For Fundraising Efforts

Mary Alice Peterson, AAUW Funds
Email: aauwfunds@aauw-wa.org

AAUW of Washington was honored with numerous awards at the 2011 AAUW National Convention in Washington, DC. These included:



Third Place for **Total State Giving to the AAUW Action Fund**;
Fifth Place for **Total State Giving to AAUW Funds**;
Sixth Place for **Total State Giving to the Educational Opportunities Fund (fellowships and grants)**;
Eighth place for **Total State Giving in Combined Support** of all of AAUW's program areas; and
Eighth Place for **State Per Capita Giving to the AAUW Action Fund**.

These wonderful accomplishments clearly demonstrate the commitment of AAUW Washington's members and donors by generously supporting the mission of AAUW to advance equity for women and girls through advocacy, education, philanthropy, and research. Special thanks should be given to all of the branches and especially to Kelvie Comer, former AAUW Funds Chair of AAUW-Washington, and Penny Tetter, AAUW-Washington Major Gifts Committee.

Results from Every Member Survey Offer Insight into AAUW's Membership

From the presentation at the
2011 AAUW Convention in Washington, D. C.

AAUW's recent Every Member Survey provides some informative insights that will help you reach out to engage members. The survey provides data on why people join associations today and on how prospective members think specifically about AAUW.

Almost 9,000 Surveys Returned

The AAUW Every Member Survey was sent out during the summer of 2010. The return deadline was extended to Sept. 30 to make sure that all who took a vacation were able to answer and return their survey, whether by mail or online. 8,811 surveys were returned. Of those surveys, a resounding 81% of AAUW members said that they were somewhat or very satisfied with their membership. Of particular note, the number selecting "very satisfied" more than doubled since our last survey. Members between the ages 50 and 74 were the most satisfied overall and the under-50 group showed a respectable 77% level. In addition, a clear majority of AAUW members agreed that AAUW provides an articulate and respected national voice on women's issues. 83% agreed or strongly agreed that "AAUW does important work nationally."

Every Member Has a Reason She Joined

The top reasons for joining were (by member category):

- branch members and officers – connecting with other women;
- national members – supporting a mission they believe in;
- C/U reps (almost tied) – believing in the mission and wanting access to AAUW's education/research resources;
- students -- believing in the mission and wanting to participate locally in meaningful programs and activities for women and girls.

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AAUW's Causes Attract Like Minds

Reviewing prospective member studies, our research shows that potential members are more likely to have donated to cause-related organizations in the past. Such groups typically include animal rights organizations, especially among young women, a health- or disease-related organization, especially among women of color, an environmental organization, and, of course, an organization that focuses on women's rights. Are you a member of such an organization? Look around with a different eye at the next meeting of that group. Is a potential AAUW member sitting next to you?



One-third of potential members first joined a cause-related organization after a friend asked them to do so. A desire to connect with women of similar interests also was a

strong influence. "I believe in AAUW's mission" was third on the list. Both young women and women of color first joined on the internet, suggesting that the Web may be the best way to reach out to these groups.

Women's Issues are Powerful Reason to Stay
Why do members stay? In our "Every Member Survey" results, "I believe in AAUW's mission" was the most popular and most important reason for remaining an AAUW member. The next most popular reason was "I enjoy the activities of my

branch," followed by "I want to connect with women of similar interests." For members under 50, "I believe in AAUW's mission" was even more popular than for members overall, chosen by 39% of respondents. However, members under 50 were less likely to choose "I enjoy the activities of my branch" than "I support AAUW's advocacy positions and efforts" or "I participate locally in programs and activities to benefit women and girls" with only 14% of respondents under 50 making these two choices.

Familiarity with AAUW Lacking

Studies of prospective member awareness of AAUW show that only 1% of prospective members are aware that AAUW is an advocate for women (near 0% for younger women). Informing prospective members about AAUW actions regarding advocacy and philanthropy increases dramatically the likelihood that they will consider joining or donating.

The biggest issues faced by women and girls today are the following:

- 24% - Unfair wages / unequal pay
- 22% - Low self esteem / negative media images (41% for young women)
- 18% - Access to quality health care/health issues / obesity / cancer / STDs
- 14% - Sexual harassment / gender discrimination / stereotyping
- 13% - Workplace climate and lack of promotional opportunities
- 11% - Work / family or work / life balance

These are all issues that AAUW is addressing as we work to increase awareness of them in the general population.

How can we bring fame to AAUW?

When advocating for AAUW membership, use the full name for AAUW, not just the initials. Awareness and favorability increase when the full name of the organization is given. Using the initials "AAUW" alone loses many prospective members and donors because they don't know if the letters stand for something to do with the University of Washington or some other organization.

Focus on our accomplishments. We are the leading source of funds for research on hostility toward women and girls in America's educational institutions, for campus sexual assault prevention programs, and for fellowships, grants and scholarships for women and girls. Highlight AAUW's groundbreaking research on women's underrepresentation in STEM and practical suggestions for improvement, on the prevalence and impact of gender-based, sexual harassment in middle schools, and our exposure of the gender pay gap.

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Survey *(Continued from page 9)*

When advocating for AAUW membership to those most likely to join, the most powerful messages include:

- AAUW uses its powerful voice to speak out on issues.
- AAUW is active in colleges and the leading provider of grants and doctoral fellowships to women.
- AAUW has been breaking through barriers for 130 years.
- AAUW provides networking, advocacy and action to contribute to a more promising future for women.
- AAUW is committed to groundbreaking research.

Barriers to Membership Can be Overcome

There are potential barriers to AAUW branch membership. Some see it primarily as a social activity, with a high cost of dues (branch plus state plus national). Others may see legislative action, work around political representation, and lobbying as too partisan and unappealing. Address the perception that AAUW might be a strictly feminist organization. This is a detriment for some and they note this as what they like least about the organization. Access to higher education is less motivating to women. Focus instead on access to education and training, especially with women of color. A focus on college affordability is also effective. If the goal is to get women to join AAUW, we must find a way to change their inclination to donate to, rather than join, an organization.

Ways of increasing awareness include flyers and displays, publicity in the local newspaper, speaking engagements to other organizations, community activism, exhibits, and collaboration with other branches and organizations.

Younger Members Desired, A Challenge “Millennials” - those born between 1976 and 1996 - are not usually “joiners” of any organization. Ways to get them involved with AAUW include providing opportunities for them to work with leadership, asking them their opinions (don’t make

assumptions), offering specific opportunities with a clear mission to reach out to others, and sharing regular information/updates. Make it clear that you want to hear from Millennials and that their voices count.

So what can you do to help grow membership? It’s all about you! It’s not just the state and branch membership vice presidents who are responsible for growing membership. It takes all of us

spreading the word about what AAUW has done, is doing, and will do to help break through barriers for women and girls. The more we engage others in our conversation and show them what actions they do can do with AAUW, the more we get them interested in joining us — and the sooner we may see the reality of pay equity, retirement security, and proper health care.



How do you do all of this as an individual? Make sure that you are up-to-date about AAUW policies and actions. Check the AAUW website. (If you don’t know how, ask your friend, daughter, or granddaughter.) Women today don’t just want to hear about the “cause.” They want to hear what this community is doing about it. They want to know that they can take as little or as much action as they choose. Are you on Facebook, Twitter, or LinkedIn? So is AAUW! This is another sharing opportunity. Do you carry an AAUW “Join” brochure with you everywhere? They’re small in size, yet powerful in content. Have them ready to pass along to someone you least expect to be a new member. Be the best ambassador you can be!

*Plan to attend
Lobby Day in
Olympia.
Make **your**
voice heard.
Jan. 23, 2012*



Tacoma Branch Submits Winning Bid for 2012 AAUW—Washington State Convention at UWT—Tacoma

Every one of us has only 24 hours in a day and we use our time carefully. Consider where AAUW fits into your day and week.

The Bureau of Labor Statistics released the results of the [2010 American Time Use Survey](#), a study that looks at what we do with our time. They



Maybe you don't want to increase the minutes in any of the boxes with AAUW, because ... well ... our mission has been accomplished in some areas...yes? What about the others? Perhaps you ask yourself, "What possible content could convention planners offer that would make this worth my time?" You have unique experiences, both in and beyond AAUW. At convention, you could gain new insights and ideas to bring back to your branch (not just at the workshops!) on a

variety of topics and concerns, even the ones you've heard about in the past. You could share your own particular experiences and perspectives with other members from across the state who also support the AAUW mission.

Whether you are a first-time convention-goer or an experienced attendee, you are valuable to all of us. Many faces, many voices, with a

haven't released any charts of the 2010 data yet, but the [Wall Street Journal](#) posted an article with an image that summarizes the changes since 2007. Not surprisingly, on average, Americans are spending less time working and more time sleeping and watching TV.

These numbers are daily averages, evening out activity that is often not evenly distributed in real life (such as work, where weekly hours worked are averaged across all seven days).

So where does AAUW fit in for you? Is it in the education box that is up four minutes since 2007? Is it the organizational box that remains unchanged since 2007? Whichever box it's in for you, how about upping that average in 2012 by coming to Tacoma for AAUW-Washington state convention?

common mission...that's AAUW.

Come to Tacoma to learn and to share. After the meets and greets, the first evening reception, seeing old friends and meeting new ones, shopping in revitalized downtown Tacoma, exploring issues and educating to make an impact—all are part of the mission of AAUW, friends.

Every day we see evidence that our mission is not completed. We still have a long way to go, but the journey is doable and worth it, with fellow AAUW members at our side. Come along, join us!

Come to the state convention at the University of Washington Tacoma campus, April 13-15, 2012.

Phyllis Izant – Tacoma Branch President

Special Projects Fund Approved for Tax-Deductible Status

Jo Herber, Special Projects Fund Chair

Email: specproj@aauw-wa.org

If your branch has a project and has looked for funding from outside companies and individuals, you may have found that donations are not given because your branch is not an incorporated non-profit. Thanks to the efforts of many people over the past two years, your dilemma may be solved. AAUW-Washington's application for 501 (c)(3) status for the Special Projects Fund (SPF) was approved in June. Donations to the fund, not your branch, may qualify as tax-deductible.

AAUW-Washington as well as all branches in Washington are eligible to use the fund for specific projects that further education and equity for all women and girls and support the AAUW mission. Donations to the fund are not intended to compete with the existing AAUW Funds like Legal Advocacy Fund, fellowships and grants. Specifically excluded are those projects that seek to influence legislation, support candidates for office, or are of benefit solely to AAUW members or individuals.

There is an application form to be filled out stating goal or purpose of the project, description of the project, whom it will serve, proposed budget detailing revenue and expenses, number of members and community partners involved, expected outcomes, and proof of current insurance coverage. There are minimums set for expected donations and fees to be charged in order to administer the flow of money in and out of the SPF.

The SPF is a pass-through fund. In other words, it is merely a place to put money brought in for a project until it is needed to be spent on the project. Accounting records will be kept by the branch, not by the SPF, and financial reports will be required. An application must be submitted to the SPF Board of Directors for each project requesting use of the SPF. Branches participating in state-sponsored projects (such as \$tart \$mart) do not need to submit a separate application. An evaluation is required at the conclusion of the program/project.

For additional information or to request a SPF application, contact specproj@aauw-wa.org.



Gig Harbor Enjoys Scholarship Picnic

Gig Harbor Branch and their sister organization, the Minerva Scholarship Fund, honor recipients of their scholarships at the annual scholarship picnic. The recipients are high school scholars just starting their college careers, women returning to college after an interruption in their education, and repeat scholars. They are pictured with branch member and Minerva founder Sybil Mercer (center in white shirt).

Vancouver Branch Among Four National Winners

Vancouver Branch is very proud to have been one of the four recipients of the “Breaking Through Barriers” Award presented at the national convention in June. Our award money will bring our Community Foundation Scholarship Fund closer to our goal. We are indebted to Claudia Gray of the Beaverton, Oregon Branch for taking our project forward for us. We have posted a fairly detailed description of the project, “Mentoring Fifth Grade Girls,” on our website, www.aauw-vancouver.org. If you need other information, President Anna Whipple (president@aauw-vancouver.org) or Kara-Lynn Rankin will be happy to answer questions about the program.



Ritzville Branch National AAUW Funds Winner

President Marsha Smith holds the first place certificate received at the leadership conference in Ellensburg for total branch contributions to AAUW Funds in Washington State. (Photo courtesy of Ritzville Adams County Journal)

Due to recent issues facing the Ritzville Hospital District, three director positions are being challenged. The Ritzville branch will host a moderated candidate forum on September 29 to hear the candidates speak and answer selected questions from AAUW and community members.

Sail on a River Cruise and Give a Donation to AAUW Funds

Mary Alice Peterson, AAUW Funds
aauwfunds@aauw-wa.org

AAUW Washington is hosting a River Cruise of Christmas Markets along the Rhine River in December of 2012. Grand Circle Travel has award-winning small cruise ships that accommodate up to 150 passengers. The ports on this cruise will include Basel, Switzerland, the French cities of Breisach and Strasbourg, the German cities of Greffern, Speyer, Mainz, Cochem, and Cologne, as well as Nijmegen, the Netherlands, disembarking in Amsterdam.

In 2011, the price for the twelve days, including international airfare from Seattle ranged from \$2,195 to \$2,495 per person, depending on your cabin choice. For the ten-day river cruise only, the price is from \$1,695 - \$1,995 per person, depending on your cabin choice.

There is a pre-trip option of three nights in Basel, Switzerland and a post-trip option of three nights in Brussels and Bruges, Belgium, available at an additional cost.

The exciting thing about the trip is that approximately 10% of your cost, excluding trip insurance, will be a tax deductible donation to the AAUW Fund of your choice and will be credited to your branch.

You do not have to be an AAUW member to take the cruise, so think about family and friends who would like to join you. As long as AAUW Washington has eleven people taking the cruise, the contribution and tax deduction will be available.

If this sounds like something that you would be interested in doing, please contact Mary Alice Peterson, AAUW Funds Chair. I will send you more information or answer any questions that you might have. My husband and I traveled with Grand Circle on a Christmas Market Cruise in 2008. The cruise is a unique and wonderful experience and I hope you will consider joining us.

Stanwood-Camano Branch Celebrates Twice in 2011-2012

2011 marks the 75th year of the Stanwood-Camano AAUW Branch. Begun as Arlington-Stanwood Branch in 1936, our branch flourished and eventually became Stanwood-Camano Branch. Members will be sharing their AAUW memories at our September 8 general meeting with a potluck luncheon and celebration of our branch's longevity.

This year we also celebrate a three-decade milestone for our 30th annual "Art Show for Education." When the art show began in 1981, it was the only venue for local Stanwood, Arlington and Camano Island artists to show their efforts. Over the years, we have seen the art community flourish and bloom and now there are several area art shows and galleries. AAUW's art show continues to feature new artists and will welcome several returning artists.



Glass creations by Mark Ellinger

Our 30th juried, invitational art show will be held on Saturday and Sunday, October 15-16, 2011, at the Stanwood-Camano Fairgrounds. This year's event will feature over 75 regional 3-dimensional and 2-dimensional artists. Displays will include hand-painted porcelain, ceramics, glass, jewelry, artistic basketry, outdoor art, wall hangings, quilts, textiles, candles and fine paintings. Guest artists will be featured during the weekend, demonstrating their techniques and skills.

Art show hours are Saturday, 10 a.m. to 5 p.m. ,and Sunday, 11 a.m. to 4 p.m. Please join us for country fall colors and beautiful fine art creations at the Stanwood Camano Fairgrounds (Bonnie Susan Cole

Hall), 6431 Pioneer Highway, Stanwood. Admission is free and parking plentiful.

Proceeds from the art show benefit local AAUW scholarships. In June 2011, our branch awarded \$2,500 scholarships to Marina Messerli and Heather Baxter, recent graduates of Stanwood High School and recipients of associate degrees from Everett Community College.



2011 scholarship winners
Marina Messerli and Heather Baxter

Marina received her degree in pre-nursing and has been accepted to Oregon Health Sciences University. She will work toward a BS degree in nursing, then a master's degree in midwifery.

Heather received her associate's transfer degree in civil engineering and has been accepted to the University of Washington. She will work toward a double major in math and civil engineering with a long-term goal of a doctorate in civil engineering.

For more information on the 2011 Art Show for Education, contact chairman, Kathy Cunningham, at artshow@aauwsc.org or 360-387-1004. Visit www.aauwsc.org for more information on the Stanwood-Camano Branch.

Issues,
answers,
briefings,
legislator visits—
all in one day!

Let's meet at

Lobby Day, January 23, 2012.



AAUW-Washington State Leaders 2011-2012

The following are state officers and board members. They may be contacted by using their official emails rather than their personal email addresses. Both officers in one office receive all emails.

Co-Presidents	Dixie Swenson Ann Dennis	president@aauw-wa.org president@aauw-wa.org
Vice President, Program	Mary Trodden	programs@aauw-wa.org
Co-Vice Presidents Membership	Judy Rogers Florence Young	membership@aauw-wa.org membership@aauw-wa.org
Vice President, Finance	Tina Flores-McCleese	finance@aauw-wa.org
Secretary	Judith Prince	records@aauw-wa.org
Vice President, Communications	Kathi Pickett	communications@aauw-wa.org
Chairs:		
Bylaws, Resolutions	Sally Kearsley	bylaws@aauw-wa.org
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Title IX	Kat Hughes	titleix@aauw-wa.org
Scholar Recognition	Margo Hammond	scholarrecognition@aauw-wa.org
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Nominations	Klaras Ihnken	nominations@aauw-wa.org
Special Projects Fund 501 (c) (3)	Jo Herber	specproj@aauw-wa.org

Appointments:

AAUW-Washington Blog/ Advocacy Listserv	Judy Turpin	blog@aauw-wa.org
Newsletter Editor	Florence Young	evergreenleader@aauw-wa.org



Upcoming Dates to Remember

- November 8, 2011 National Cocktails and Convos events
- November 28, 2011 130th Anniversary of AAUW
- December 1, 2011 Deadline for Winter issue of *Evergreen Leader*
- January 23, 2012 AAUW Lobby Day, Olympia
- April 13-15, 2012 AAUW-Washington State Convention, Tacoma

Mission Statement

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

Value Promise

By joining AAUW, you belong to a community that breaks through educational and economic barriers so that all women have a fair chance.

Membership in AAUW is open to all graduates who hold the associate (or equivalent), bachelor's or higher degree from a regionally accredited college or university.

In principle and in practice, AAUW values and seeks a diverse membership. There shall be no barriers to full participation on the basis of gender, race, creed, age, sexual orientation, national origin, disability or class.

Address labels for *The Evergreen Leader* come from the Association office in Washington, D. C. Changes cannot be made by the editor. Send address changes to your branch membership vice president and to:

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You may also change your address through the Association website, in the Member Center. You will need your membership number, which may be found on mailing labels from AAUW or obtained from your branch membership chair.

AAUW Website: www.aauw.org
AAUW Member Helpline:
1-800-326-AAUW (326-2289)
AAUW Help Email: connect@aauw.org

AAUW-Washington Website:
www.aauw-wa.org

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12615 N Hope Lane
Spokane WA 99208

Non-profit Org.
U. S. Postage
PAID
Snohomish, WA 98290
Permit #108