



AAUW OF MICHIGAN

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

2011 AAUW Convention

President Sally Doty Writes From Washington, D.C.

More than 30 Michigan members traveled to Washington, D.C. in June to attend the 2011 AAUW convention.

Janet Watkins presented our "Grassroots Advocacy" program in which you may have participated. This is part of an ongoing project for which we are continuing to train members across the state.

Kathy Shaw and Betty Chenoweth facilitated a strategic planning workshop, which was then recycled at the state board meeting to determine the board's 2011-12 strategic plan. As a result of this activity, we have introduced a liaison program which is explained **on page 7**.

Sally Doty represented Michigan members at the state presidents' preconference meeting and served as chairperson of the planning committee. This opportunity to meet proved valuable for presidents and presidents-elect.

Of all the activities, Lobby Day was the most discussed. Members visited ten congressional offices and the offices of both Senator Carl Levin and Senator Debbie Stabenow. The visit was deemed successful when Sen. Stabenow's office alerted us that she had signed on as a cosponsor of the Campus SaVE Act within a week of our visit. This relatively new bill will help end sexual assault and violence on campuses by requiring schools to spell out their policies, conduct prevention activities, and ensure necessary assistance for victims. Sen.



AAUW of Michigan President Sally Doty and President-Elect Janet Watkins enter Senator Carl Levin's office in Washington, D.C., to lobby for AAUW public policy issues.

Stabenow already was a sponsor of the National Women's History Museum Act of 2011 and is a strong supporter of Social Security. It is hoped that all of Michigan's elected representatives will consider AAUW's positions on these issues. It was reassuring to hear the positive responses when asked, "Are you familiar with AAUW?"

Continued on page 2 ...

And the Good News is... Impact Grant Advances Advocacy

For the second year in a row... and three times in the last six years...Michigan is receiving an AAUW Public Policy Impact Grant for fiscal year 2011-2012. State President Sally Doty was notified in July that AAUW of Michigan was one of the fifteen states selected.

The entire AAUW of Michigan Board of Directors assisted in the proposed plan of action for the grant which was included in the application submitted to the national AAUW leadership. It is both extensive and ambitious.

The states receiving grants in fiscal year 2011-2012 will develop a two-year voter education and voter turnout campaign geared toward mobilizing women to vote in the 2012 election. The campaign's goals include educating the public concerning the issues at stake for women and girls. Those issues are outlined in the AAUW Biennial Action Priorities approved by the membership at the national AAUW Convention in Washington, D.C., in June.

The 2011 Impact Grant will concentrate on the following objectives:

- Educate the public about issues at stake for women and girls in the 2012 election
- Register women to vote and create a contact database for follow-up during campaign season
- Organize a public policy committee or task force to help implement activities statewide

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2011-2012
Board of Directors
AAUW of Michigan

President: Sally Doty
17156 Wiltshire,
Southfield, MI 48076-7348
248-557-5582 (h) 248-909-4583 (c)
sallyaauw@gmail.com

President-Elect: Janet Watkins
25176 Maplebrooke Dr.
Southfield, MI 48033
248-354-4528 (h) 248-884-4732 (c)
jdenisewatkins@aol.com

Program VP (Co): Mickey Edell
45177 Horseshoe Circle,
Canton, MI 48187
734-981-6770 (h) 734-981-7172 (w)
mousemick1@comcast.net

Program VP (Co): Sharon Belobraidich
12498 Pinecrest Dr., Plymouth, MI 48170
734-453-5009 (h) 734-658-9014 (c)
belo_sharon@comcast.net

Membership VP: Mary Mostaghim
304 Pine Ridge St., Ann Arbor, MI 48103
734-761-5895
marymosta@yahoo.com

Finance VP: Polly Pan
3650 Ranchero Dr., Apt. 104,
Ann Arbor, MI 48108
734-997-0338
ppan3650@sbcglobal.net

Secretary: Pat Fosdick
885 Riverside Dr., Battle Creek, MI 49015
269 964-3874 (h) 269 753-4742 (c)
patfosdick@ameritech.net

AAUW Funds VP: Josephine Burke
2515 Cambridge, Trenton, MI 48183
734-671-0148 (h) 734 516-1461 (c)
jamburkeaaauw@yahoo.com

Non-Voting Board Members

Parliamentarian: Elizabeteth Haynes
2891 Forest Glade Drive, Windsor,
ONTARIO, CANADA N8R1L4
519-739-6300 (h) 519-562-1227 (c)
e.haynes@sympatico.ca

State Services Manager: Deb Ensign
PO Box 4128, Battle Creek, MI 49016
269-580-5800 269-966-9665
MIAAUW2SSM@aol.com

from the president

Celebrating Our Successes And Looking Forward Welcome to a new program year at AAUW of Michigan!

At the end of my article last fall I wrote that if we could look back and say that we had increased our Mission-based programs, we could say that we had a successful year. We:

- sent 43 young women to NCCSWL – the training ground for our future leaders
- earned many distinctions for our contributions to AAUW Funds (even in Michigan's economy)
- have more university/college partners
- had additional \$start \$mart and Elect Her workshops
- were a part of a large coalition of partners marking Equal Pay Day in the Rotunda of the Capitol in Lansing and more AAUW of Michigan members participated in the virtual lobby day this year
- sponsored two very successful state meetings – the fall conference in Jackson and the annual convention in Grand Rapids
- held many training opportunities to

increase our members' knowledge of social media and how it can be used to further promote our message

- have sponsored or co-sponsored voter education events through our branches and
- as a result of these efforts, AAUW of Michigan has more branches with public policy directors and active public policy programs.



We should be very proud of these achievements, but we must move forward.

AAUW of Michigan has once again been awarded an Impact Grant for the 2011-12 year. See the related article about this activity **on page 1**. Working with other organizations on voter registration and education should give us another opportunity to show what we're about.

As we move ahead this year, I am looking to an even more successful 2011-12. Keep the mission moving forward and let us know of your needs and your successes.

CONVENTION CONTINUED

The Michigan delegates were regaled with responses of confidence in AAUW's position papers and research. AAUW is highly respected on the Hill.

A popular speaker at the convention was Cynthia D'Amour, an Ann Arbor native, who sponsors the "Chapter Leaders' Playground." AAUW members have found the website to be a valuable tool: <http://www.chapterleadersplayground.org/>. D'Amour presents short webinars (30 minutes) that are to the point. You can be guaranteed to get at least one good idea from each presentation. Her concept of the "Lazy Leader" speaks to not being the martyr leader, but to being the encouraging leader. AAUW encourages you to sign up for the free website.

The results of the first one-member-one-vote election are posted on the website. 482 Michigan AAUW members voted representing 13% of the AAUW of Michigan membership. With the old delegate system Michigan had one vote for every 25 members, but only those present could vote. Under the former system less than half of that 482

would have voted. It is hoped that as the membership becomes familiar with the new voting system more Michigan members will vote when given the opportunity.

Many of the panels and speakers from the convention are available on the AAUW website. In addition, members were interviewed during convention and those video impressions are available. It's always interesting to hear members talking about why they participated and giving their feelings about the experience. You may have seen Kathy Shaw's impressions on the AAUW Dialog. (<http://blog-aauw.org/>)



AAUW President-Elect Janet Watkins participates in the Grassroots Advocacy workshop at the AAUW national convention.

why join aauw?

That's the question that needs to be asked and answered for all members. According to one speaker at the 2011 National AAUW Convention, we have about *three minutes* to find out why a new recruit is attending and help her find what she needs before she decides to come back or not. Wow—the job of “Greeter” at the AAUW meeting door just took on a lot of significance!

Young and old tend to come to branch meetings for one or more of the following reasons:

1. To learn something
2. To contribute something
3. To socialize and have a good time

An AAUW National Convention speaker told this story: *A woman came early to an AAUW branch meeting. She was welcomed at the door and asked what she was hoping to get out of this meeting. “I would like to become involved with a community group.”*

The Greeter explained the meeting room would be divided into discussion groups with a leader and recorder at each table. She asked the newcomer to lead a discussion, explaining the simple format. Before the surprised newcomer could decline, the greeter also asked another longtime member to sit at her table and help if needed. All worked out well and the woman felt interested, involved, even needed by this group. She stood up, gave her name, and was thanked at the end of the discussion along with other leaders. She also felt much better about herself—

after having been berated by her husband before she came for never “doing anything worthwhile” outside of work.

Back at home the newcomer cheerfully asked her son about his homework, helped him get started and work through some rough spots. She expressed her confidence in his ability to complete the work before bedtime.

The son's math teacher at school was amazed and encouraged by the completed assignment. She gave the young man some extra time and encouragement to keep up the good work.

It was this young man who completed college and medical school and eventually discovered the cure for breast cancer!

What power we have when our self-esteem is enhanced by feeling welcomed and needed and appreciated!

How does your branch make meetings fun and friendly and encourage involvement and learning? Please share your top ideas, so they can be included in future issues. Branch membership vice presidents should have received a packet of information from AAUW national. Please share that information with branch board members. I will be calling to see if your branch received theirs... or feel free to call or email me. I am looking forward to meeting you and sharing a great 130th Year of Celebration and Accomplishment together!

Mary E. Mostaghim
VP Membership, AAUW-Michigan
marymosta@yahoo.com, 734-761-5895

ADVOCACY CONTINUED

- Evaluate the process of the plan on a regular basis
- Report results to the national AAUW leadership on a regular schedule.

Last year's focus of the Impact Grant included encouraging members to become more familiar with social media. The 2011 strategy continues to promote the use of social media as a vehicle for implementing public policy advocacy. Social media is also a tool to provide increased opportunity for membership recruitment and retention as a result of AAUW visibility through collaborative efforts in statewide coalitions.

As a practical incentive for branch members to become more knowledgeable about the process of engagement in public policy advocacy, AAUW will provide

each branch with a copy of the **Woman-to-Woman Voter Turnout Manual** for community-based campaigns to mobilize women to vote. Additional copies of the manual can be ordered from http://www.aauw.org/act/issue_advocacy/voter_ed/WomantoWoman.cfm. Or members can request a copy by filling-out the online form at https://docs.google.com/spreadsheet/viewform?pli=1&hl=en_US&formkey=dEs3TS1CcjNINXM3aTRZTmc3UkpUenc6MA#gid=0.

The other states receiving grants in 2011-12 are California, Florida, Illinois, Massachusetts, Mississippi, Missouri, Montana, Nebraska, Nevada, North Dakota, Pennsylvania, Virginia, West Virginia, and Wisconsin.

Barbara Bonsignore,
AAUW of Michigan Public Policy

Appointed Board of Directors

Communications Director (Co):

Doree Miller
8761 Birchwood, Newport, MI 48166
734-418-3058
2doree@charter.net

Communications Director (Co):

Gloria Conn
15818 Wick Road, Allen Park, MI 48101
313-381-4891
connolli@wideopenwest.com

Public Policy: Barbara Bonsignore

2665 Steamboat Springs,
Rochester Hills, MI 48309
248-375-0062
bjbaauw1@aol.com

Newsletter Editor: Kathy Banfield Shaw

935 Hillbrook Drive, Battle Creek, MI 49015
269-979-3838 (day) 269-965-2979 (eve)
269-209-9719 (cell)
ksbanf@aol.com

Diversity Director: Cynthia McClure

587 Rosedale Ct., Detroit, MI 48202
313-658-5797
mcclurecynthia@ymail.com

College/University Director:

Carolyn Blackmore
6 Ridgmont Court, Dearborn, MI 48124
313-274-9088
cn6rcd@yahoo.com

District Director: Charlotte Mahrt

5550 Raven Road,
Bloomfield Hills, MI 48301
248-626-0307
cmahrt@aol.com

Initiative Director: Pamela S. Hoffman

2077 Burgundy St.,
West Bloomfield, MI 48323-3023
248-865-7257
pamela.hoffman@comcast.net

Bylaws Director: Betty Chenoweth

4403 Dyckman Rd., Midland, 48640-3318
bwinechen@earthlink.net
989-835-6663

Technology/Website Director:

Janet Watkins
25176 Maplebrooke Dr.,
Southfield, MI 48033
248-354-4528 248-884-4732 (c)
jdenisewatkins@aol.com

Social Media and use of the Infographic

Definition:
Information graphics or infographics are graphic visual representations of information, data or knowledge. These graphics present complex information quickly and clearly (Doug Newsom and Jim Haynes (2004) en.wikipedia.org/wiki/Infographic Source

Photo: AAUW of Michigan President-Elect Janet Watkins (front, center) leads the Michigan "teal machine" to the Capitol in Washington, D.C., to lobby for AAUW Public Policy issues at the AAUW national convention on June 17, 2011.

The most enjoyable and powerful activity of the 2011 AAUW convention in Washington, D.C. for me, was participating in Lobby Day. Although I have been to D.C. several times I had yet to visit the U.S. Capitol let alone with the goal to visit my elected representatives. History and power emanates from the U.S. Capitol. An architecturally impressive structure, it evoked ancestral emotions and thoughts of those enslaved African Americans who involuntarily labored in its construction. I spoke a silent prayer of honor and thanks for their unsung efforts. That I could stand free smiling and posing before the U.S. Capitol with AAUW friends

is quite amazing given our country's complex and often paradoxical history.

The adage "a picture is worth a thousand words" aptly characterizes one of the main goals of visualization, namely making it possible to absorb large amounts of data, a concept, or a cause quickly. Used with social media like Facebook, YouTube or Twitter, the infographic is a creative and powerful way to engage your social network and encourage them to take action around important AAUW issues.

*Janet Watkins, AAUW of MI
President-Elect
Technology-Website Director*

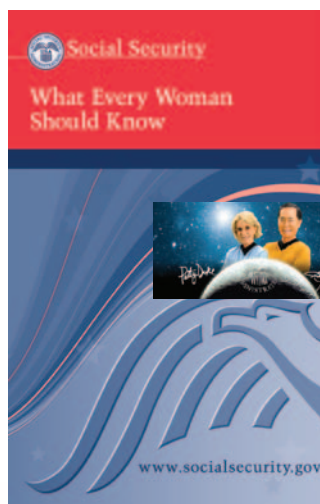




Fight for Fair Pay

<http://aauw.org/fairpay/home.html>

This AAUW infographic is terrific! Easily linked to Facebook or Twitter, requires few words to convey the message that “economic equity is still an issue.” Just copy the link and post it on your Facebook or Twitter page and click the share button.



Social Security & Medicare

<http://www.ssa.gov/pressoffice/factsheets/women.htm>

Want to help educate people on the facts about women and social security? Share these links located at the Social Security Administration website. The site is packed with information including video clips of real life stories and entertaining snippets featuring actors Patty Duke and Star Trek’s George Takei talking about how easy it is to apply for Social Security and Medicare benefits online.



Our Impact, Your AAUW

<http://www.youtube.com/watch?v=qcQqGNXz8P8>

Convey AAUW’s force and influence by adding the YouTube video “Our Impact, Your AAUW” to your Facebook and Twitter

pages or branch websites. This clever and artistic video production with its bold “infographics” delivers the message to members and non-members that we have the tools and resources to help make the dreams come true.

Posting a link on your Facebook page or sharing the link on Twitter helps extend our message and reach the women and girls needing a helping hand and the support of an organization that says “you don’t have to go it alone.” For more information about how to make effective use of infographics in your social media advocacy outreach, please contact Janet Watkins, Technology/Website Director and Social Media Coordinator (jdenisewatkins@aol.com or by phone 248-884-4732)

“june was a great month for me”

June was a great month for me. I attended the National Convention in Washington DC. My friend, Diana Mente and I added extra days and enjoyed other areas of the Capital. We rode bikes to see the monuments, went to many art galleries and ate in interesting places. I learned how to use the METRO!

At the Convention, the staff of national worked so hard and provided an excellent mixture of events for us to choose and participate. I personally enjoyed *Women in power in the Obama Administration, Capitol Lobby Day, DC Central Kitchen volunteer program, Evening at the Brazilian Embassy, Deanna Zandt’s workshop on Social Networking.* (I could go on and on!)

There were proud moments especially when they announced Michigan’s wonderful year. We were honored at the convention in

With a 1% Increase in Donations We Could...

%

- Provide 20 more scholarships to send young women to the National Conference for College Women Student Leaders,
- Hold two more Elect Her – Campus Women Win Trainings,
- Fund two more Campus Action Project grants,
- Create a new PowerPoint presentation on cyberbullying for teachers and parents
- Put 4,000 copies of AAUW’s upcoming report on harassment in the hands of teachers and administrators,
- Fund 13 more LAF Campus Outreach Grants,
- Pay for an expert witness or court transcript fee on an LAF case, AND
- Help our plaintiffs with more of their legal fees.

several areas for AAUW Funds donations. AAUW of Michigan received an Honorable Mention for the *Breaking Through Barriers Award*. We were highly praised for being the 3rd in the nation for *Combined Giving* to all AAUW programs through AAUW Funds. Nationally, AAUW provided more than three million dollars in graduate fellowships and grants. Also one million dollars in undergraduate scholarships were provided. Locally, our branches continue to raise money for local programs and providing scholarships to women and girls to give them opportunities to further their education.

It was a good year working with all of the local branch Funds Directors. I hope to continue to help you with questions you might have and getting the answers that you need.

Josie Burke
*Director AAUW Funds
AAUW of Michigan*

2012 annual convention

Last May AAUW members from across the state gathered at the Hilton Grand Rapids Airport for the AAUW of Michigan 89th Spring Convention. We were privileged to have Holly Kearn, AAUW staffer and author, as our keynote speaker. Attendees were impressed and enthusiastic about her topic of “street harassment.” A myriad of presenters imparted valuable knowledge on a variety of topics that included bullying, declining empathy and the American college student, social media, the Peace Corps, and Title IX. Everyone thoroughly enjoyed a skit about women’s suffrage, presented by the South Haven branch. The highlight of the convention was the presentation of the Liz Kummer Award to our well-deserving Jean Jokipii. The success of this convention would not have been possible without the assistance and enthusiasm of the Grand Rapids branch members.

Next spring the annual convention will take place May 5 and 6, 2012 in Lansing at the Lexington Hotel. We’re invited to

help the Lansing branch celebrate its 100th anniversary. The actual convention will happen on Sunday, May 6th. On Saturday, May 5th the national AAUW staff will conduct training sessions on the importance of voter education, which is crucial to maintain and improve legislation that protects the rights of women and girls.

As you plan your programs for the upcoming year, remember the importance of incorporating the many aspects of the AAUW mission. This is critical as we continue our quest for equity for all women and girls. There are many resources available, including the AAUW of Michigan’s Programs on a Page and the national AAUW’s Programs in a Box. These ideas may be accessed on the respective websites. As program vice presidents, we are always willing to assist with these efforts, so please feel free to contact us.

Our best wishes for all of you as you dedicate your time and energy to another successful AAUW year.

Mickey Edell & Sharon Belobraidich



The AAUW of Michigan “teal machine” approaches the U.S. Capitol to lobby for AAUW public policy issues.



Ann Arbor branch member, Ulla Roth lobbies in Senator Debbie Stabenow’s office in Washington, D.C. for the Campus SaVE Act.

the liaison program

In an effort to be more responsive to the branches, the AAUW of Michigan board is establishing a liaison program. Each branch will have one or two state board members as its contact. The board sees this as a two-way process: we'd like to keep up with your activities so that we are aware of your successes and your needs; and we also would like to provide you information that we believe will assist your branch to be even more successful.

With the implementation of the new AAUW Impact Grant, it becomes even more important to keep the lines of communication open. I know as president



of the state, I appreciated having an AAUW director on call. Last fall my liaison and I discussed Michigan's plans and when I had questions I could call or email her and ask for the answers or a referral to the correct person. So, when you receive a call from a board member, get your questions out and just talk. She will endeavor to answer questions or find someone who can. We're looking forward to making AAUW of Michigan even more successful.

The branches are the basis of all our successes. We appreciate it and want to assist you in any way we can.

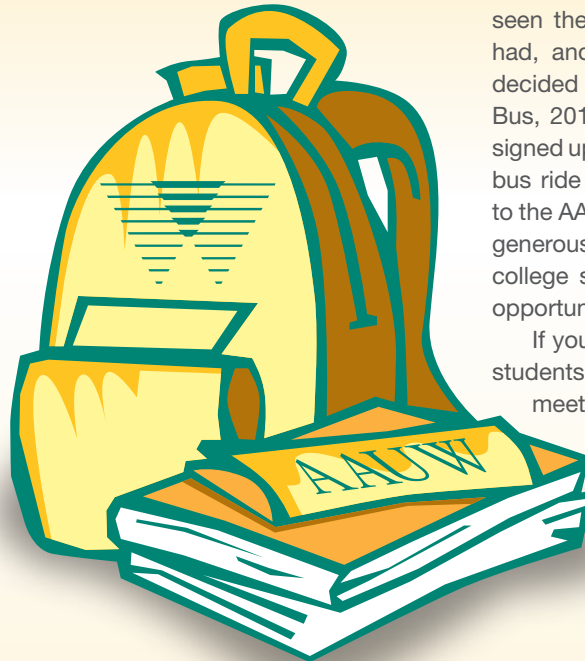
Thank you, Sally Doty

go michigan!!!

In early June, 2011, 46 Michigan female students, from colleges and universities around the state attended NCCWSL (the NATIONAL CONFERENCE OF COLLEGE WOMEN STUDENT LEADERS) held in Washington DC.

"A couple of years ago I challenged the Michigan membership to double the number of women attending this fantastic conference," says Kathy Shaw (Immediate Past President, AAUW of MI). "This wonderful success story has only come true because of the financial support offered to individual women by many local branches, local campuses and AAUW of Michigan."

A particularly successful program was developed this year by Lee Savage, and the Women's Resource Center at University of Michigan/Dearborn. Having



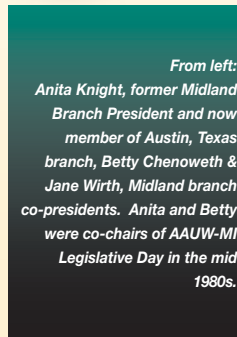
seen the positive impact the conference had, and experienced it first hand, Lee decided to launch the UMD "Get on the Bus, 2011" campaign. 26 UMD students signed up, taking advantage of a round trip bus ride to Washington. Many thanks go to the AAUW of Michigan branches whose generous financial support allowed these college students to have an outstanding opportunity.

If you would like to invite one of these students to attend your local branch meeting to share her experiences of the NCCWSL conference, please contact Lee Savage alsavage@umd.umich.edu or Carolyn Blackmore cn6rcd@yahoo.com

*Carolyn Blackmore
AAUW of MI, C/U Director*



AAUW of Michigan members assembling in Senator Debbie Stabenow's office to lobby for AAUW public policy issues (from left, Laurie Gabel, Traverse City; Jean Friend, Jackson; Deb Jackson, Traverse City; Kathy Shaw, Marshall; Diana Mente, Wyandotte-Downriver, Mary Mostaghim, AAUW of MI VP Membership and Ann Arbor branch member).



From left: Anita Knight, former Midland Branch President and now member of Austin, Texas branch, Betty Chenoweth & Jane Wirth, Midland branch co-presidents. Anita and Betty were co-chairs of AAUW-MI Legislative Day in the mid 1980s.

aauw mi. coming events

Fall District Meeting for Districts 4, 7 & 8

*October 19, 2011
Wayne County
Community College*

Equal Pay Day

*April 17, 2012
Lansing*

Deadlines:

*Martha Griffiths Award
Dec. 1, 2011*

*Young Leader Award:
Dec. 1, 2011*

*Nominations,
Board of Directors:
Dec. 1, 2011*

*AAUW Funds:
Dec. 31, 2011*

Michigan Women's Hall of Fame Dinner

*October 27, 2011
East Lansing*

2012 Annual Convention & Public Policy Training

*Saturday & Sunday,
May 5 & 6, 2012
Lexington Hotel, Lansing*

*AAUW Value Promise: By joining AAUW, we belong to a community
that breaks through educational and economic barriers so that all women have a fair chance.*

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