

# AAUW of Michigan



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Summer 2010

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## NCCWSL Update

The National Conference for College Women Student Leaders celebrates its 25th year when it convened on June 3, 2010 at the University of Maryland at College Park. AAUW began partnering with NASPA Student Affairs Administrators in Higher Education about 10-11 years ago and it's been just about four years that Michigan really began promoting it. In 2008 Michigan members and branches supported seven young women to attend; in 2009 we supported 13 young women and this year we supported 22 young women to travel to College Park, Maryland and spend 2 1/2 days with their peers from around the country learning about leadership. I started challenging the state board and our branch leaders to send students when I became president. I wondered if we could double the seven students in 2008...and we came pretty darn close last year with 13. So last summer I asked the board what we should do...and we decided on the goal of 20 students and 20 branches supporting the effort by either fully supporting a student or sending a donation to AAUW of Michigan and we would pool our \$\$.

The result is that we sent 22 students to NCCWSL and at last count 19 branches either fully funded or sent in donations. We also had a legacy donation from a member of the Fenton branch which fully funded one student and came very close to funding a second. All totaled over \$3,000 was "pooled" which allowed approximately five additional students to attend.



First, I want to thank all of the branches who supported this project and to those of you who may have made donations directly to NCCWSL I

thank you as well. You have made it possible for these students to have a once-in-a-lifetime experience. As we journeyed through the maze of forms and applications and travel details we realized we also wanted to receive "credit" at AAUW Funds for all this work. Due to AAUW of Michigan's voice, AAUW is now recognizing each branch and the state for the donations to NCCWSL. As I mentioned earlier, NCCWSL is a partnership with NASPA Student Affairs Administrators in Higher Education and therefore when you send money to fully support a student and pay their travel expenses directly, AAUW does not receive the funds, so it isn't credited with AAUW development. Because AAUW of Michigan pointed out that it's still a substantial donation to an AAUW sponsored project and maybe they should find a way to credit the branches/members who directly support the students. They heard us and they are considering ways to make those changes. NCCWSL is a great example of our Mission in Action and as usual Michigan stepped up and has made a substantial contribution both in dollars and commitment to this fine program. Thank You!

*Kathy Banfield Shaw*

**\*\*\*Women's Equality Day is August 26\*\*\***

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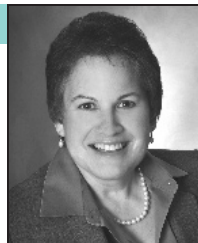
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## FROM THE PRESIDENT



Happy Summer!

I hope you're enjoying your summer. I know we think we take the "summer off" as it relates to AAUW membership, programs and the like; but we really can't do that. We must continue to recruit new members, we must continue to plan stimulating, engaging programs to attract our members and prospective members; we must take care of tasks such as "Do our bylaws need amending?" "Are we training new branch leaders?" as we soak up the sun or do a bit of summer reading...so I'm expecting you won't take the entire summer off...at least wear a teal bathing suit!

I have many "thank yous" to pass around this summer. We had a spectacular convention May 8<sup>th</sup> in Livonia. The Program Committee headed by Jan Emery was awesome. They provided a wonderful leadership conference on Friday evening and then followed it with a well-run, stimulating workshop-filled convention on Saturday. I thank you for the music at lunch time, the Girl Scouts flag ceremony, the outstanding venue, the greetings at the front door, the help finding the restrooms and classrooms, the green recycle bags with the AAUW logo and the handout with the branch Mission in Action awards information...and everything else like the smiles and hugs I received all day. It really is fun coming to the convention when I know I'm going to see friends from all over the state. Thank you to Susan Hampton and Shannon Taylor for coming all the way from Escanaba; Shirley Murray for traveling from Traverse City; and for any of you driving more than 2-3 hours to attend the convention. We plan in the hopes of attracting our members...we celebrate when you make the effort to register...we're ecstatic when you arrive!

One of the items you may have heard during the convention was "social media." Most of you may know the terms Facebook, Twitter and MySpace, but are hesitant to try something that you don't know much about...well, you're not alone. Most of us felt (feel) that way about social media. BUT, we are asking you to let us introduce it to you as a way to create more visibility for AAUW and the mission. Janet will continue to assist branches and branch members' learning and try out social media... check out the [www.aauw.org](http://www.aauw.org) website; check out the AAUW Experience: <http://www.aauw.org/about/aauwExperience/fusion/index.html>

It's an interactive way to introduce you or a prospective member to the many benefits of AAUW membership and its public policy issues...and more! Check out the blog: <http://blog-aauw.org/>

You can join in or just "listen" to the issues of the day discussed by women...just like us! Then check out the AAUW facebook page: <http://www.facebook.com/home.php#!/pages/AAUW/116426366486?ref=search&sid=1223617819.2011334465..1>

The AAUW of Michigan state board believes strongly that in order for us to move the mission forward we need to assist our members and branches to adopt social media, make it a part of the tool box which helps us keep AAUW relevant in today's world.

The state board will be learning about social media...just like we're asking you... and will be available to assist you in any way that we can. Ask Janet to come to a branch/board meeting to train you; ask a board member to address your branch about the importance of social media. Call on us. We're here to be of assistance.

Enjoy the rest of the summer but be sure to think AAUW!

*Kathy Banfield Shaw*

## PROGRAM VP

What a great convention! Kudos to Livonia Branch and the members of the program development committee! There were many good comments on the convention/conference evaluations but the one I value the most is: “impressed with my first convention—my understanding of AAUW doubled.” Wow, I felt—my goal for this convention—accomplished. I would hope that seeing our “mission in action” helped all of us to broaden/deepen our understanding and redouble our efforts for AAUW’s advancing equity for women and girls through advocacy, education, philanthropy and research.

We began the unfolding of our theme, “Matters of Membership: College/University and Branch,” Friday evening. We heard the excellent panel on AAUW college partnerships splendidly coordinated by moderator, Dr. Susan Martin, President of Eastern Michigan University with presentations by dynamite college faculty and our own AAUW members. We thank our outstanding panel members: Dr. Monica Porter, Director of Women’s Resource Center, UM-Dearborn; Robin Morris, NCCWSL student participant; Janis Jones, an AAUW Fellow and recipient of Career Development Grant; Kathy Shaw, AAUW of MI President; Sally Doty, AAUW of MI President Elect; Lynne Haley, AAUW of MI College/University Director; and Laura Davis, a former student affiliate and now member of the Lansing Area Branch. Their variety of messages combined for a powerful overview of the college partnerships now possible.

Lisa Maatz, AAUW Director of Public Policy and Government Relations, set the stage for our convention to follow with her presentation Friday evening on membership, including an internet demonstration of social networking. Lisa was engaging, motivating, informative with lots of good stories and humor. She inspired us to learn more about social networking but not to forget about the low tech ways that work too.

Breakouts received rave reviews. Janet Watkins began the training process to introduce social networking to AAUW of Michigan members. Lisa conducted an informative town hall on advocacy and public policy. Jennie Lombard pulled together an excellent panel on membership: Susan Hampton, Escanaba; Vida Sisco, Lansing; Harriet Sawyer, Northville/Novi; and Ann Habicht, South Haven. Lastly, but certainly not least, the Ann Arbor group of women—Huda Rosen, Benita Kaimowitz and Laurie White won much applause with their mind stretching panel presentation on “Zeitouna--Refusing to be Enemies.” Our thanks to all these women.

A convention highlight was a musical presentation of scenes from *South Pacific* by students from Franklin High School. What a joy to have these talented young people with us. Hats off to them for their excellent, enjoyable performance. We thank Pat Hutchinson, a Livonia member, for her part in making these arrangements.

Our accommodations at VisTaTech were excellent. Thanks to member Carol Strom of Livonia Branch, we had no room rental fees which resulted in lower registration fee. Sandy Ralston and Ann Ramroth, Livonia, insured a smooth registration and convention. Plymouth/Canton and Wyandotte/Downriver produced our marvelous centerpieces; Dearborn oversaw the Saturday registration and welcome; Farmington took care of Friday evening check-in; and Birmingham provided the raffle basket. All these members deserve a big round of applause for all their work.

I wish to thank the members of the state program development committee: Sharon Belobraidich, Barbara Bonsignore, Sally Doty, Mickey Edell, Patricia Jennings, Jennie Lombard, Polly Pan, Janet Watkins, Kathy Shaw, Sandy Ralston and Carol Strom. Again thanks to Livonia Branch, their co-presidents, Dorothy Trent and Zoe

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## NEWLY ELECTED OFFICERS

Sally Doty officially takes over as President of AAUW of Michigan on July 1, 2010 after being installed at the 2010 State Convention in Livonia by Lisa Maatz, AAUW Director Public Policy and Governmental Relations. Installed with Sally on that day were incoming Secretary, Pat Fosdick of Battle Creek; incoming co-Program V.P.s Sharon Belobraidich and Mickey Edell, both of Plymouth Canton; and incoming AAUW Funds Director, Josie Burke of Wyandotte-Downriver. Joining newly installed officers are continuing officers Membership V.P. Jennie Lombard of Ann Arbor and V.P. Finance, Polly Pan of Ann Arbor and appointed directors, Co-Communications Directors, Gloria Conn and Doree Miller of Wyandotte-Downriver; Public Policy Director, Barbara Bonsignore of Rochester; AAUW of MI Editor, Kathy Banfield Shaw of Marshall; Diversity Director, Cynthia McClure of Detroit; College and University Relations Director, Carolyn Blackmore of Dearborn; District Director, Charlotte Mahrt of Birmingham; Initiative Director, Pam Hoffman of Birmingham; Bylaws Director, Betty Chenoweth of Midland; Technology/Website Director, Janet Watkins of Detroit and non-voting members: Parliamentarian, Coco Siewert of Birmingham; Parliamentarian-in-training, Elizabeth Haynes of Wyandotte-Downriver and State Services Manager, Deb Ensign of Battle Creek. The first state board meeting will take place the weekend of July 17-18, 2010.



*First row from left: Pam Hoffman, Betty Chenoweth, Sally Doty, Doree Miller, Barbara Bonsignore, Charlotte Mahrt. Second row from left: Kathy Shaw, Coco Sewart, Polly Pan, Pat Fosdick, Carolyn Blackmore, Josie Burke, Jennie Lombard, Elizabeth Haynes, Sharon Belobraidich, Deb Ensign, Gloria Conn, Janet Watkins, Mickey Edell.*

## WOMEN'S EQUALITY DAY

Women's Equality day is celebrated on August 26<sup>th</sup>. This date was designated in 1971 by the U.S. Congress to commemorate the 1920 passage of the 19<sup>th</sup> Amendment to the Constitution. This year marks the 90<sup>th</sup> anniversary of this auspicious occasion. Let us all pay homage in some way to the women responsible for this precious gift. In most cases our foremothers, who were involved in the movement, gave up their lives. Becoming public advocates in these earlier times meant they were living unconventional lives in an unacceptable and inappropriate manner. It is almost impossible to conceive what hardships they endured—public humiliation, terms in jail, and ridicule. And they did it so that the women of yesterday, today, and tomorrow can exercise their right to vote.

This year AAUW of Michigan, ERAmerica, and a number of other women's organizations are again sponsoring an event in Livonia on Saturday, August 21<sup>st</sup>. Senator Stabenow has been invited as one of our keynote speakers. Debbie Macon, Vice President of the Women's Officials Network will speak to "A Woman's Place." There will also be a reenactment to honor activist Alice Paul. The registration form for this event is posted on the AAUW of Michigan website.

I would like to encourage AAUW branches and members to honor this day in some manner:

- Gather for a viewing of *Iron Jawed Angels* with a discussion following.
- Encapsulate the history of the ERA to date.
- Share short vignettes about the courageous acts of our foremothers.
- Request a proclamation from your local mayor.
- Choose an inexpensive site for a luncheon or tea.
- Invite a local legislator to speak about a particular women's issue.
- Request a proclamation from your local mayor.
- Share information about the importance of voting in the upcoming elections.

Let us all celebrate the 90<sup>th</sup> anniversary of the 19<sup>th</sup> Amendment! Let us raise our glasses and voices to those "rabble rousing" women, who sacrificed so much to achieve equity for all women.

*Mickey Edell, Initiative Director*

## PUBLIC POLICY

### Public Policy Participation is Essential

Is public policy your passion? If it is, I would like to hear from you, because I am putting together a Public Policy Committee of activists to work on AAUW issues. There are four main categories of public policy involvement at both the national and state levels of the organization. They are: **Civil Rights, Education, Economic Security and Title IX.**

In order to ensure that all AAUW of MI branches are actively engaged in advocacy efforts on these issues, it is imperative that every branch has a Public Policy Chair, with an e-mail address, so that rapid communication, leading to action on “hot button” issues, can be facilitated. Ideally, a branch Public Policy Committee to work with the PP Chair would be even better, but at least one public policy contact person, other than the branch President, will be expected to be in place in 2010.

One of the areas in which AAUW of MI will participate in a coalition effort in the coming year will be on Title IX issues, specifically equity violations in female sports in Michigan schools. To learn more about the subject, access the AAUW Legal Advocacy Fund’s Program in a Box entitled [Title IX Compliance: Know the Score](#) or go to [AAUW’s new Know the Score web page](#). In addition, read AAUW’s position paper on [equity in school athletics](#). Is this subject of interest to you? Do you have expertise in school sports programs? Would you like to be part of a Title IX Task Force committed to working on this issue? Please contact me for more information or to become involved in the coalition project.

*Barbara Bonsignore*  
AAUW of Michigan Public Policy Director  
E-mail: [bjbaauw1@aol.com](mailto:bjbaauw1@aol.com)

### National Lab Day: “I Had the Most Wonderful Experience!”

I had the most wonderful experience a month ago! I was asked to discuss career opportunities in the Earth Sciences with seventy-two 6<sup>th</sup> graders in a suburban elementary school in Southeast Michigan! I am a geologist and in our on-line AAUW Action Newsletter, there was an article describing National Lab Day. National Lab Day isn’t actually just a day, but a new nation-wide effort to build community support for hands-on programs in the STEM fields (Science, Technology, Engineering and Math) in the K-12 grades. Involvement comes from volunteers, students and educators.

I registered online and described my background: I am a ground-water geologist with a minor in hydrology (civil engineering) at the Master’s Degree level. While local teachers could and did contact me to assist them in a variety of ways, they also described on-line the projects they wanted to conduct and listed the help they needed. One teacher that contacted me wanted me to lecture to her students about topics in geology. And one science teacher, knowing that her students were studying careers, asked me to discuss careers in the earth sciences.

The surprise for these boys and girls was that with a geology degree you could be an astronaut (a geologist went to the moon); an oceanographer; a paleontologist—especially exciting would be finding dinosaur bones; a park ranger; a petroleum geologist (exploring for oil and gas); an environmental geologist (cleaning up contaminated soil and water); a ground-water geologist, someone who finds water; even someone who studies volcanoes (a vulcanologist) and earthquakes (a seismologist)!

The students were excited to learn about all the various things they could do! They had never met a geologist—nor had their teachers—and they didn’t know that the field is one predicted to grow over the next decade and that, as with all technology fields, there is good pay!

*Sally Kendrick, Birmingham Branch Member*

<http://www.nationallabday.org>

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*from Program VP, page 3*

Kokenakes, for making us feel welcome and being attentive to our needs. As the outgoing state program VP I extend a big thank you to all the above involved in organizing these events. It has been a pleasure to work with you this year and also to those involved with my first year, Lansing and Midland. You have made my job easy and fun and as with any new responsibility, a welcome and pleasurable learning experience.

Fall Conference, hosted by Jackson Branch, is scheduled for Saturday, October 23, 2010, at Baker College in Jackson. Put it on your calendar now!

*Jan Emery, Program VP*

## MEMBERSHIP

### Membership Matters from the State Convention

**A**t the AAUW of MI state convention held on May 8, 2010, there was a chance to learn ways to increase a branch's membership from using the latest technology to the less sophisticated. Four branches were showcased. **Escanaba**, represented by president Susan Hampton, **Lansing**, by membership vice president Vida Sisco, **Northville/Novi**, by membership vice president Harriet Sawyer and **South Haven**, by president Ann Habicht all gave different ideas. Since each branch is unique, what is important is to tailor these tips and techniques so they work for your branch. Programming is also a prime consideration. Trying to get younger members in the 40 to 60 year bracket is a goal. **Facebook and Twitter may be used in being more visible but simply asking and showing enthusiasm about AAUW, what it promotes and its benefits, are key ingredients to success.**

Northville/Novi hosts a **special wine tasting event** at an art gallery, where **attendance requires a branch member to bring a new potential member**. Out of 18 newcomers, 15 joined that night! Harriet Sawyer keeps **the names of potential members in an index file** and logs in phone calls and emails made. Sometimes a second invitation is needed. So **keep asking**. Both Northville/Novi and Lansing successfully used the AAUW program of "**Shape the Future**", where **at an AAUW event, a branch may obtain up to three free memberships a year for every two new members who join**.

The winter months are sometimes difficult times to meet as there are "snow birds" and harsh winters in portions of Michigan. **Being flexible with program planning** and the use of Saturdays and summer meetings is done in South Haven according to Ann Habicht. **Inviting recent retirees who are relocating**, has also been successful for them.

**The type of program or project that would appeal to a younger age group of members**, such as producing a play **may attract younger women**. Both Escanaba and Plymouth do this each year. Many of their new younger members will work on a project that has definite time limits. In Plymouth, the coalition with the Girl Scouts for their play has resulted in the scouts earning a merit badge. Attendance and profits have also increased. Escanaba's project on the issue of pay equity has taken them to college campuses and schools as well as producing new members. Susan Hampton reported that **coalitions with like minded groups and with the Marquette branch** also were successful.

Vida Sisco of Lansing has doubled the membership totals in the past two years and she does it **by phoning and personal invitation** wherever she goes. She mentioned many places to try. The library, the supermarket, the church, the dentist's office, the hospital or doctor's office, are all locations where we encounter women who might be members. She relies on phoning and **simply asking**. She also utilizes the half year half price to introduce new members to AAUW. In addition she uses an informative pay equity skit.

**Each Member Get a Member, Give a Grad a Gift**-a free AAUW membership for graduating college seniors and **e-student affiliate** membership for AAUW College partners are still other possibilities. Certainly AAUW's mission of advancing equity for women and girls through advocacy, education, philanthropy and research is something to talk about to future and present members! We are breaking through barriers!

*Jennie Lombard, AAUW of MI Membership Vice President*

## BYLAWS & POLICY DIRECTOR

**N**ews about Bylaws....

Six proposed amendments to AAUW-MI passed handily via delegate vote at May 8, 2010 convention. We are on the way to streamlining the state's official "working rules" document.

The report of branches which have completed the mandatory branch bylaw amendments goes to AAUW Governance Committee on May 30, 2010; it is my hope that all branches will be in compliance by that date.

Several branches have taken advantage of AAUW's suggestions that their bylaws could be simplified by adopting some of the model branch bylaws language. This document, on the AAUW website, has many good ideas your branch might want to consider. There is no deadline for completing this kind of revision; all that is needed is to send your proposed bylaw language changes to state bylaws director for review and approval before branch members vote on the proposal(s).

*Betty Chenoweth, Bylaws & Policy Director*

## WEBSITE/TECHNOLOGY

### Why Social Media is Important and How It Can Advance the AAUW Mission

“The revolution will not be televised.” It will be Tweeted.

Social media is transforming the way organizations and people communicate. And, when effectively coordinated, social media tools like Facebook, Google and Twitter can help achieve goals such as visibility and awareness around a cause or issue.

During Haiti’s disaster, people were tuned into Twitter, tweeting and re-tweeting messages like the one from MSNBC reporter Ann Curry about Doctors Without Borders relief flight unable to get clearance to land.” Her message, re-tweeted by a follower, resulted in the U.S. Air Force’s immediate response saying, “We’re on it.”

AAUW of Michigan experienced the benefits of social media with the April 20 Equal Pay Day event. The goal of the event was to raise awareness and action around support of pending pay equity legislation. In coalition with Progress Michigan and other women’s groups, AAUWMI created an EQUAL PAY BANNER at its website linking it to Progress Michigan’s CapWiz site. Visitors were able to contact their state legislators, urge them to support pending pay equity legislation, link to Facebook, Google, Twitter and Digg, and create buzz and participation in the event. More than 100 AAUW members participated.

Google, Facebook, Twitter and the ever growing social media landscape have “virtually” changed the way people consume and distribute information. While mundane missives (“My latte is cold!”) appear in the conversation stream, Twitter has increasingly become a listening tool to follow what people and organizations like AAUW are talking about, i.e., (“@WomansNation: 67% of workers paid at or below the minimum wage are women #fem2 #p2”).

#### *Define your goal—Choose your platform*

Social media works best collaboratively and with a clearly defined goal.

Do you want to attract members of your community to an upcoming book sale? Create a [Facebook](#) page. Post the event. Send invitations to members of your community. [Tweet](#) “SAVE THE DATE” messages. Perhaps your branch wants to promote the issue of pay equity to students at your local college or university. Locate the college’s [Facebook](#) page and invite students to a branch program on the topic; find the college on [Twitter](#) and tweet statistics like (“Today is Equal Pay Day. Nationally, women still earn only 78 cents for every dollar earned by men in Michigan, it’s ... <http://lnkd.in/FZjtda>”). Or, follow the Kalamazoo Central High example to win the most votes for a coveted contest; they used Facebook, Twitter and YouTube. Choosing the appropriate combination of social media platforms can help make your goals a success. Visit the [aauwmi.org](http://aauwmi.org) website to read more about how social media can advance the AAUW mission. Contact Janet Watkins, Technology/Website Director and Social Media Coordinator at [jdenisewatkins@aol.com](mailto:jdenisewatkins@aol.com) or at the AAUW of Michigan Facebook Group page.

*Janet Watkins, Website/Technology Director*

#### **AAUW Mission Statement:**

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

#### **AAUW Vision Statement:**

AAUW will be a powerful advocate and visible leader in equity and education through research, philanthropy, and measurable change in critical areas impacting the lives of women and girls.



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