

## AAUW Iowa Branch Connector

September 2011

A Monthly Electronic Bulletin for AAUW Leaders in Iowa

**The Value of Affiliation with AAUW:** *By joining AAUW, you belong to a community that breaks through educational and economic barriers so that all women have a fair chance.*

*Welcome to this monthly electronic publication. You are invited to share this information with other branch leaders and members by forwarding it to them, or providing a hard copy.*

Sandra Keist Wilson, AAUW IA President 2010-2012

### **“The Great Aim of Education is not Knowledge but Action,” Herbert Spencer**

When I read this quote, I felt that the author must have had the American Association of University Women in mind. Why? Because when we reflect on the history of AAUW, it is the history of educated women who used their knowledge and sense of equity to advocate for causes that made life better for women and girls. They took action! The best way we can honor that legacy is to continue their lead, [education to lead to action to equity](#). Use the AAUW Public Policy Priorities and choose the ISSUE THAT STIRS YOUR PASSION.

The AAUW Iowa Board met on August 26-27 at the Riverside Lutheran Camp in Story City for our annual retreat and business meeting.

Sharon Vana, Treasurer, reported that dues are still coming in and we are hopeful that we still have nearly 900 members. My goal is to see 1000 one day. The board spent time working on a budget, reducing areas that made sense and increasing others, which ended with a final budget amount of \$18,820. The conservative projected income based on 800 members is 19,440. There is \$25,000 deposited in three CDs.

With mailing and printing costs being one of our major expenses, I was directed to ask each of you to poll your members to see how many can access information for the state conference from the [aauwiowa.org](#) website or from other electronic media. This will help with future budget decisions. In 2012, the Spring Iowa Initiative with the conference registration will be mailed to all members. The USPS will be raising rates (6% and then proposed 10%) for non-profit mailings.

A question was presented concerning how we can assist branches that want to invite board members to present a program. A motion was proposed and passed as follows: Each fiscal year a branch may apply to the AAUW-IA President for mileage at the current AAUW-IA rate for one board or former board member to visit their branch for programming. Meals and lodging for the visitor should be covered by the branch.

Mary Dove gave the Program Vice President's Report. Mary recapped the 2011 conference. Attendees' evaluations were very complimentary. Sarah Wessling Brown was a memorable keynoter; I heard raves on all the sessions. The banquet at the Arts Center on UNI campus and the Saturday luncheon were exceptional. Mary and Judy are very creative conference planners.

Next was the report on plans for the 2012 Conference. Most of the presenters are lined up and sessions slots filled. The theme is “The Many Faces of Diversity.” The location will be the Holiday Inn and Suites in Des Moines on North Merle Hay. The date is April 20-21. Put the dates on your calendar now and plan to spend the weekend. Ideas of things to do and sights to see will be included for pre conference and after to fill out a weekend and make it fun.

The report then turned to looking ahead to the 2013 spring conference. After this year's conference, a couple members expressed an interest in hosting a conference in 2013. This led to a discussion about state conferences. With nearly 900 members, we are only reaching a small percentage. We have not reached 90 (10%) registrations for several years. Too many branches are not represented at all. We talked about possible reasons for poor attendance. We considered program, travel, location, branch participation and more. Travel time was often mentioned. The idea of planning two conferences, on different sides of the state, was intriguing. At the conclusion of

the discussion, a motion was moved and passed that AAUW-IA pilot the AAUW Action Dual Conference in 2013. It seemed that now is the time to consider change; the only way to know if it works is to try it. Each program will be distinct; each location unique, different dates will be selected, so members who are able can attend both. I expect attendance will double.

Kim Mashek Babcock, C/U Director, reported on her collaboration with Mary Ann Ahrens, Membership VP, for an outreach institution membership drive project. A mailing to colleges and universities was sent in mid August; this is being followed up by calls and visits to college presidents. AAUW members who have contact with key college/univ officials are part of the process. If you want to assist please contact Mary or Kim.

Mary Ann Ahrens, Membership VP, distributed a most recent listing of branch presidents. In her summary; she announced that 11 branches earned 1-2 free memberships for their new member recruitment success. This offer continues until December. Your branch can still do it.

She reported on continuing plans for the on-line branch. She proposed that AAUW-IA eNetwork become the branch name and to set branch dues at \$20. It will be open to all members and all potential members. A motion was made and passed. A second motion, that all dues collected from the on-line branch be deposited with the AAUW-IA treasurer as a separate budget line item. Motion passed.

Next Mary Ann passed out her detailed report on the board branch outreach project and said that the project needs follow-up. Discussion focused on addressing individual branch needs. One idea generated was to address the questions raised by branch members with an "Ask a Board Member" initiative. Questions will be addressed on the website blog, in the Connector, and in the newsletter. Hiliary Burns will monitor the technology and alert the president when questions are posted.

Directors' reports are distributed prior to the meetings via e-mail. Oral comments shared of interest are:

Linda Greenlee shared information about the 50-50 by 2020 project, hi-lighting a meeting event titled, "give a NUDGE party (No Use Delaying Gender Equity) which was recently held in Bettendorf under the sponsorship of Davenport/Bettendorf AAUW branches. If you would like to know more about how to do a similar event contact Linda.

Lois Enger, webmaster, showcased the format and potential uses of the website. Lois has made the website attractive and more importantly easy to navigate and full of pertinent information. It is a great information resource and archive. You can also go there to join our blog or wiki or connect to national. [aauwiowa.org](http://aauwiowa.org)

Diane Edwards updated us on the Iowa Initiative Activities, (Avoid the Stork Until you are Ready) in seven Iowa Communities. Three branches have set dates in October for "Let's start the conversation" meetings. I have a copy of the 10-minute DVD made by the Initiative about the project. It can be borrowed for use in a branch program. You can contact Diane or me if you are interested in the project.

#### **Announcements from National:**

Tuesday, November 8 is the date for the first nationwide [Cocktails and Convos](#) event. This event is the beginning of an annual event to celebrate AAUW across the nation. Branches are encouraged to hold their Cocktails and Convos on the same day. This year the emphasis will be the new "My Vote Campaign; a program in a box has been created to help you start with a basic format. Go to [AAUW.org](http://AAUW.org) to get all the details. It sounds like fun.

**Register today for any of these webinars.**

<http://www.ChapterLeadersPlayground.org>

**9/22: Volunteer Work Made Easier:  
How to Get the Help You Need**

**10/7: Get Members Excited About Your Chapter**

**10/13: Make Your Committee Meetings More Fun to Attend**

**11/9: Make Joining Your Chapter a Memorable Experience**

**11/22: How to Give Thanks that Keeps Them Coming Back for More**

**12/6: Annual Holiday Networking Skills Brush Up**

This does it for September. I will make an effort not to stuff your mailboxes this year, but I may post on the website or blog.

**Wishes for a gentle autumn and many smiles, Sandra**