



AMERICAN  
ASSOCIATION OF  
UNIVERSITY  
WOMEN

# IOWA *initiative*

Volume 77, Fall 2005

The American Association of University Women promotes education and equity for all women and girls, life-long education and positive societal change.

## AAUW Membership Possibilities Grow

Now women or men with an Associate Degree or the equivalent from a qualified educational institution can also become a member of the American Association of University Women, according to a ByLaw change which was passed at the 2005 Association meeting in June.

The equivalent of an Associate Degree is an academic degree or diploma awarded by a qualified institution, such as a business college or a hospital, which is not called an "associate degree", but has the same or greater requirements. Questions regarding eligibility should be addressed to Member Criteria@aauw.org or AAUW Helpline at 800-326-2289. Queries will be handled by the Membership Department; the Membership Chair, the ByLaws Chair, or the AAUW Parliamentarian as appropriate.

## *AAUW-Envisioning the Future...*

### 'Education as the Gateway for Women's Economic Security'

'Education as the Gateway for Women's Economic Security' was chosen by the AAUW Association Board and the Educational Foundation Board as a new theme. The theme represents a commitment by both entities to build a coordinated, collaborative and contemporary portfolio of AAUW programs that will serve the mission of AAUW, support and engage members and prospective members, and in the process, move the organization forward in a focused and strategic manner.

The new theme is intended to focus our work as the continued leader in equity and education for women and girls, proving for all our accomplishments, equity is still very much an issue.

**Despite our gains in educational equity, they have not translated into lifelong economic security. For example, women remain underrepresented in many high status, high-paying occupations. Women represent less than a quarter (23%) of all chief executives, 22% of network and data analysts, 16% of chief engineers.** \*Source: U.S. Department of Labor, Bureau of Labor Statistics, 2004.

**Worldwide, women earn on average slightly more than 50 percent of what men earn.** \*Source: Review and Appraisal of the Implementation of the Beijing Platform for Action: Report of the Secretary General, May, 2000.

**Women rely more on Social Security income than men. About 44 percent of all nonmarried (divorced, widowed, or never married) women, 65 and older, get 90 percent or more of their income from Social Security compared to 35 percent of men.** \*Source: Social Security Administration, 2005. Income of the Population 55 or older, 2002. Table 6, B@, p. 116.

### **Equity is still an Issue!**

## AAUW Iowa Calendar 2005-2006

EF and LAF Fiscal Years  
Jan. 1, 2005 – Dec. 31, 2005

Date	Event
Sept. 17, 2005	Iowa AAUW Fall Board Meeting Iowa Valley Community College, Marshalltown
Dec. 30, 2005	Deadline - EF Funds To Assoc. LAF Funds to Assoc. Send two separate checks - one for each fund from branch.
Jan. 14, 2006	Winter Board Meeting, Iowa Communications Network, ICN sites: Cedar Falls, Humbolt, Johnston, Cedar Rapids, Sioux City, Marshalltown, Ottumwa, Council Bluffs
Feb. 15, 2006	Initiative Deadline – all items to Joan Thompson Registration materials for Annual Conference
Mar. 13, 2006	Initiative projected publication date
Feb. 15, 2006	Annual Meeting Program Registration Posted on Webpage
April 10, 2006	<b>Registration Deadline for Annual Meeting</b>
April 21, 2006	Spring Board Meeting, Iowa Valley Community College Marshalltown, Iowa. Dinner – 6:00 p.m., Meeting - 7:00 – 9:30 p.m.
April 22, 2006	Annual Meeting and Conference "Education as the Gateway to Women's Economic Security", Iowa Valley Community College, Marshalltown, Iowa
May 15, 2006	Initiative Deadline – all items to Joan Thompson
June 12, 2006	Initiative projected publication date
June 9-11 2006	Upper Midwest Regional Conference, Grand Forks, North Dakota
June, 2006	Leadership Training for State Presidents and EF V.P., Washington D.C.
July 1, 2006	Dues deadline – Branches report of dues to Association and dues to State.

# Report of 2005 Association Convention

from Janet Heinicke, President-Elect

Thank you for extending to me the opportunity to represent our state at the 2005 Association convention. It was indeed a privilege...but more than that, it was also a joy!

1. Members of our Association met together in convention on June 24 to 27, 2005 at the Omni Shoreham Hotel in Washington, D.C. The final credentials report of the convention indicated that there were 1197 convention attendees with a total voting strength of 1513. To the best of my knowledge, Iowa was represented by ten individuals.

This 2005 convention was organized into **leadership and learning tracks** which meant that workshops were clustered around dominant thematic ideas. These tracks included the following topics: Everything AAUW, Activism, Education, Leadership, Next generation, Personal Success, Social Justice.

Notable speakers for the convention included Jehann Sadat, Madeline Albright, Marsha Rhea, and Eleanor Holmes Norton, as well as a host of qualified state leaders and notable speakers from every part of the country. There was an exhibit hall which contained commercial exhibitors, as well as representatives of corporate donors who helped to underwrite the convention. Of special interest and much favorable comment was an exhibition area called "The Taste of Success" which featured successful branch projects and information about these projects.

One of the rich aspects of the convention could be found in the multiple opportunities for addressing both specific as well as broad issues and concerns. There were identity caucuses, regional caucuses, state caucuses, association committee meetings open to interested members, briefing sessions and meeting on the future of the Association...all waiting for the interested and energetic delegate to attend! Plenary sessions, which did not involve voting on issues, were called forums.

## Convention Business Sessions

All three presidents of the various legal entities of the Association presented their reports to delegates. A very brief summary of the remarks follows:

- Though AAUW has been a leader in women's issues for the past 100 years, the **past two years have been years of challenge and change**. LAF has experienced special difficulties. **These difficulties have been surmounted by the merger of LAF with EFP**. The programs and initiatives of LAF will continue. LAF has supported 100 cases, allying itself with courageous individuals resisting discrimination in educational settings.
- EFP represents a combination of individuals with focus and determination that has proved to be unstoppable. EFP has held conferences (in the past biennium) on "Pathways to Educational leadership". The next such conference will be held in Texas in Fall 2005...Research funded by EFP continues.
- Nancy Rustad, speaking as AAUW President, reported on "forging a new AAUW". **There are at present 107,000 members**. Branch membership, said Rustad, cannot continue to decline. (For background information, in 1993 AAUW had 180,000 members compared to this present day figure of 107,000. **If this rate continues in ten years there will be but 50,000 members!**) In tying her remarks to the convention theme, "Power, Progress and Purpose", Rustad noted the power represented by AAUW's **sponsorship of the National Conference of College of Student Leaders**. She noted the power in the role of AAUW had undertaken in briefings on Title 9, as well as its' power in electronic opposition to certain judicial nominations. She noted the progress represented by

the **new Association theme "Education: gateway to women's economic security"** and expressed the hope that future AAUW conventions would become the premier women's event in the country. Under the thematic idea of "minding the shop" Rustad noted that the branch report forms had been revised, that the **Educational Exchange (EQ) electronic newsletter had been initiated and that the staff had been reduced by one third at Association headquarters**.

Ruth Sweetser, of Illinois, was elected President. The final tabulation for this election was 1086 to 908.

Directors at large were also elected. Our own Florine Swanson was re-elected regional director and (later) elected to be one of two regional directors sitting on the Association Board.

Among ByLaws changes the following actions were taken by convention delegates: The recommended change to **grant eligibility to a graduate holding an associate degree was approved**.

The recommendation that the **presidents of the states in a region in which the position of regional director becomes vacant** fill that vacancy was passed with an editorial change that substituted the word "appointed" for "filled".

**The Legal Advocacy fund was moved to under the Educational Foundation**.

Electronic voting between meetings of the Board of directors and executive committee was approved.

The **proposal to change the word "shall" to "may" (in regard to IFIW membership) was defeated**. (This leaves) the language as it is still in the by laws. (394 supported this; 220 opposed this.)

The Public Policy as printed was approved with only editorial changes.

One of the most exciting aspects of the convention is the opportunity to meet with legislators face to face. Iowans had such an opportunity on Monday of the convention.

An active briefing session was held in preparation for Lobby Day. Six Iowans visited both Harkin's and Grassley's offices. Two visited Latham and Boswell and King's offices. In the briefing session we were reminded that we lobby because "advocacy makes life better for women and girls!" Iowa delegates might agree with this statement.

Other reasons for lobbying activities, which were presented in a succinct fashion included the following:

- Title 9 continues to be attacked
- Welfare recipients continue to be more female than male, these recipients continue to be under funded
- There are critical judgeships to be appointed
- Pay inequities still exist
- Social security provides more than retirement benefits; many social security benefits directly affect women as caregivers.

The focus of our lobbying activities as Iowans was primarily on the higher Education Act and on privatization of social security. We were gratified by the fact that in both offices our group was given an hour of time...amazing we thought! We met with Senator Grassley as well as two aids for this period of time.

There were many opportunities for convention goers to enlarge and refresh their understandings of what it means to be an educated woman today. Speakers of high quality contributed to many insights across many disciplines. Hopefully we will have an opportunity to share these ideas across the state in many ways, and thus, enrich AAUW Iowa.

## Short takes....

### Order Your Branch CD of Celebrate AAUWIA

Celebrate AAUWIA a power point presentation honoring each of the branches in Iowa and is available on CD. The CD takes 15-20 minutes to view and would be an addition to a branch program, providing ideas for activities, projects and fundraising. To receive your branch copy, send your request to Sue Jorgensen at [ejorg04@juno.com](mailto:ejorg04@juno.com).

### Mark Your Calendars for the State Annual Conference!

The AAUWIA Annual Meeting and State Conference will be on April 22, 2006 at Iowa Valley Community College in Marshalltown. Program Vice President, Sandy Keist, is seeking a well known author/speaker to be the keynoter. An announcement will be made as soon as there is confirmation for the keynote. Sessions will address leadership, financial literacy, workplace equity, educational opportunities for recent immigrants and economic self-sufficiency for women and girls. The program will be open to the public and the annual business meeting will be held before or after the conference so that it does not interrupt the program for those who are not AAUW members.

### Members at Convention Vote for Change in Membership Criteria

At the national convention in Washington D.C., June 24-28, 2005, AAUW members voted to admit those with Associate degrees to membership in AAUW. The State Board welcomes this opportunity to extend membership to these women and men which has the potential to increase effectiveness in Iowa.

### New AAUW Executive Director Resigns

The search for an Association Executive Director was resumed after Kathy Frost made an unexpected decision not to take the position due to health reasons. Michele Warholic Wetherald will serve as Interim Executive Director until the process is completed. As past president of AAUW's Legal Advocacy Fund, she has demonstrated her commitment and capacity in the administrative role.

### Making Transitions Seamless

For AAUW of Iowa as a state organization and for each of the branches there is a crucial need to ensure that leadership is seamless whenever a transition occurs. Continuity and effectiveness depends on sharing a vision, sharing knowledge and responsibility amongst members and mentoring those persons who will be assuming leadership. Sisterhood is experienced as groups come together for a common cause and support each other. To the extent that this is done effectively, the governance of the organization becomes transparent and ownership for the organization is increased.

### Educational Foundation Scholar Chosen

Dr. Linda Sax of UCLA has been named the Educational Foundation University Scholar-in-Residence for 2005. Using a national survey, she will examine differences between college students who attended single-gender high schools and those who attended co-educational high schools.

## A Message from the President...

### Dispelling My Personal Myth

*I've lived most of my life in Iowa and my life-long career has been as an educator. I have such a high regard for the quality of education in Iowa and have held the belief that women have almost unlimited career opportunities here which is probably less true for many other states. It was a jolt for me to confront the research regarding earnings and to realize that Iowa does not measure up to my notion of how we, as Iowans, as women, fare.*

*I found that Iowa lags behind in educational and workplace equity for women.*

*The AAUW research which changed my perception is Gains in Learning, Gaps in Earnings based on the 2000 census and available on the Association website. The report says that Iowa ranks 35th in the nation in the percentage of women with four-year college degrees. The median annual earning of women with college degrees finds Iowa ranked 42nd and Iowa ranks 37th for the earnings ratio between college educated women and men. I had to rethink my belief that women in Iowa have more opportunities available than most states. Now I am asking, why the discrepancy?*

*This should be a question and motivating factor for all AAUW members to find the answers. I hope that every one of our 31 branches has programs and activities that raise the awareness of the public for a need to change and that we demand change. It was heartwarming to hear the report from our state members who lobbied on Capitol Hill as they told about the attentive ears of our legislators during the convention in D.C. It emphasizes that our voices can be, must be heard. We all want our children, all Iowans, to have the best opportunities for an excellent education and competitive employment right here in Iowa.*

*AAUW in Iowa is a vital force that can help change the big picture. In light of these findings, the AAUW theme "Education as the Gateway to Women's Economic Security" which was announced at the convention is right on target! During the state board retreat your state leaders identified strategies which will increase equity, financial literacy and economic self-sufficiency for women and girls in Iowa, the United States and internationally. Mary Ann Ahrens led us through the process of identifying goals and in the year to come we will put our goals into actions. Anticipate that you will have many opportunities to dialogue with members of the state board to tell us about your views and goals. The roster for board members is included in this issue. We are tuned in to you and welcome a call, a letter or an e-mail from you.*

*It is such an honor to serve as state president with the committed and passionate members of the state board. The goals we identified for 2005-2006 are indeed ambitious! We endeavor to inspire you to join in fulfilling our mission as a concerted association of Iowa AAUW members!*



Sue Jorgensen

Cordially,

Sue Jorgensen

## Legal Advocacy Fund (LAF) Continues to Support Women in Academia

by Carol Cooper, Legal Advocacy Fund Director, AAUW-IA

Problems continue to exist for women moving into and up in academia. Last Spring a reporter called from Washington, D.C., inquiring about reported salary inequities at the campus where I teach, University of Northern Iowa. Looking at the salary book it is obvious some inequities exist. UNI women filed a salary class equity suit 26 years ago and won by out-of-court settlement. Hindsight tells that UNI women should have gone the full route of court. But 26 years ago, UNI women were pioneering a movement. And there were no supporting AAUW resources or funds such as Legal Equity Fund (LEF). LEF first gave funds in 1981, 24 years ago.

In 2002 the women at St Cloud State University won a suit similar to the earlier UNI one which resulted in more than \$ 1,000,000 in payments to the women. AAUW LAF gave \$28,500 to support the case.

Now in 2005 David Johnson, clerk in the University of Iowa's registrar's office, is pioneering. He is challenging the UI's parenting policy which he claims works for the mother and adopting parents, but against him as the biological father. Details can be found on the AAUW LAF site. LAF has given \$7000 to support this case. All members of the Regents' university communities will be following this case.

Please be generous in your support of women faculty who are fighting discrimination in tenure decisions, athletics, salary, promotion and other aspects of academic life. Local Branch LAF contributions must reach LWVUS by January 6, 2006, to be counted in the current year fund drive. A nice goal is \$5 per branch member.

Mail to: AAUW Legal Advocacy Fund  
1111 Sixteenth Street NW  
Washington, DC 20036

## Directions for Iowa Branches: Diversity/Gender Equity

by Jan Mitchell and Pam Swarts

Just five words remind us why we remain active in AAUW: **"EQUITY IS STILL AN ISSUE."**

These five words communicate the need to remain focused on equity issues for women. At the Association level, with a new program theme, "Education as the Gateway to Women's Economic Security," emphasis on equity will encompass three areas: campus, financial literacy, and workplace equity.

Local AAUW Branches can equip themselves with information about Equity issues using a topic area as a discussion focus for one branch meeting during the 2005-06 program year. We suggest that branch leaders (1) select a topic area, (2) provide materials for members to read before the scheduled meeting, (3) designate a member to provide a brief overview of the topic area before launching the discussion with open-ended questions, (4) promote



Florine Swanson

## An Exciting Time for You in AAUW

by Florine Swanson  
Upper Midwest Regional Director

With August comes a new school year and also the launching of a new year of AAUW for branches. This preparation includes a new program emphasis – Education the Gateway to Economic Security – ranging from emphasis on continuing education for women at colleges and universities, financial literacy for all women and equity in the workplace and institutions of higher education. These are just a few of the ideas. It might be a program on social security for young and old or putting together your estate plan or helping new immigrant students enroll in college. As the year goes on, more ideas will come forward from branches, states and the Association Program Committee.

Now is also a great time to welcome new members. With the change in membership voted on at this year's Association Convention, women with associate degrees or equivalent are eligible to join. Imagine the excitement this could create as we encourage this new group of women to join us. We can also strengthen our relationships with community colleges and other two year institutes. This is all the more reason for these institutions to become C/U members as well.

Even small rural branches can expand their membership by starting Adelante Book Clubs or an investment club in keeping with the new program theme.

Take time to check out the AAUW web site on a regular bases to keep up-dated on what your membership is doing in terms of research, programming and public policy.

Also mark your calendar now for the Upper Midwest Regional Conference in Grand Forks, North Dakota on June 9-11, 2006. It isn't always possible to participate in the Association Convention because of time and cost, but the regional gives you an exposure to AAUW's impact beyond the local branch from great programs as well as skills building for yourself. It will also be the celebration of the 125th Anniversary of AAUW.

As one of the two Regional Directors elected to the board of AAUW, I have a tremendous opportunity to be your voice. If you have ideas that can make your organization even better, please feel free to contact me at [fswanson@iastate.edu](mailto:fswanson@iastate.edu) or write to 2796 290th St., Galt, IA 50101. My philosophy is shared leadership. That can only happen through your willingness to get involved and step forward whether its at your branch, the state or even nationally.

interaction to deepen the understanding of the issues especially relevant to equity.

For a list of possible discussion topics and free downloads of relevant documents visit <http://www.aauw.org/research/index.cfm>

To order materials from the Association go to <http://aauw.tranguard.com/> and use the link to access the research publications.

Why is it important to set aside at least one branch meeting to focus on equity? **BECAUSE EQUITY IS STILL AN ISSUE.**

## Opportunities for AAUW IA Members

Are you looking for an opportunity to broaden your horizons, be part of a dynamic team, gain experience on the state level, add that experience to your vita or resume, and make a difference in Iowa?

AAUW of Iowa is recruiting for the following board/committee positions:

### Board positions:

1. International Relations Director
2. Voter Education Director

### Non-Board positions:

1. Web Page Manager
2. Five at-large branch members to serve on Voter Education
3. Four at-large branch members to serve on the Gender Equity/Diversity Committee

If you have an interest or experience in any of the above areas or know of members that do, please contact Mary Ann Ahrens, Chair of the Nominating Committee for more information.

We hope you consider involvement because it is an investment in your future. It is also an investment in the future of women and girls in Iowa as we create more fields of opportunities for them.

Mary Ann Ahrens, 222 Fifth Avenue, NW, Waverly, IA 50677  
319-352-5504 • maahrens@forbin.net

## Child Care Lasts a Lifetime CAMPAIGN in its Third Phase

by Jeanne Warning

The Child Care Lasts a Lifetime (CCLL) campaign, developed by Iowa Association of Family and Consumer Sciences in partnership with ISU Extension and AAUW, is moving into a third phase this fall, with opportunities for AAUW members to be involved in this long-term effort to improve the quality of child care in Iowa.

**Phase 1, Awareness**, has been in place for about two years, with colorful public awareness tools including table tents, bookmarks and tray liners that also serve as posters. Across the state, some communities were targeted for high-level exposure to these tools, and other have had minimal exposure.

**Phase 2, Education**, began almost a year ago, and there is still plenty of work to do in this area. A flexible lesson outline to explore what is quality care, with good background information for the instructor, has been prepared and is available for use in various community group settings.

**Phase 3, Community Dialogue**, will kick off this fall. Fourteen communities have been selected (by application) to host Community Conversations about quality child care during September-October-November, using the format developed by the National Issues Forum. Each community will receive \$250 in grant funding to carry out this event. Trained Facilitators will guide the conversations, which will explore benefits and costs of different policy approaches to ensuring quality care.

Communities that will host conversations this fall will include: Algona, Cedar County, Charles City, Council Bluffs, Decorah, Des Moines, Des Moines/Louisa Counties, Dubuque, Hardin/Marshall Counties, Keokuk, Ottumwa, Tama County, Scott County, Washington County. AAUW is a partnering organization in many of these communities.

The issue of quality child care is not only of interest to parents. It is a concern of all citizens who want to ensure a brighter future for this state. A recent study conducted by the Midwest Child Care Research Consortium, 2003, comparing Iowa to other states in the Midwest has shed light on the quality of child care in the state. The results are disheartening. Iowa lags behind Nebraska, Kansas and Missouri in the quality of full-day, full-year child care available to parents: 58% is rated as mediocre, 22% is rated as poor. Only 20% is rated as good.

The community conversation offers a process which allows communities to systematically examine complex issues. All area residents with an interest in or concern about quality child care issues are encouraged to participate. During the conversation, participants will examine what is quality care, explore several different policy approaches to quality child care issues, review Iowa data, and listen to other points of view. Through group deliberation, participants will gain a clearer understanding of the issues and viewpoints involved. Even more importantly, *common ground* is usually identified through these conversations - key points that all agree upon, even though they don't agree about everything. This common ground can be used to build sound policy at every level.

Results of the community conversations across the state will be compiled and shared with policy-makers at every level. We encourage you to get involved to contribute to an important public policy issue and to make AAUW a visible and active force in the state.

To learn more about any aspect of the CCLL campaign, contact Jeanne Warning, jwarning@iastate.edu, 515-294-6622.

## Development Grants Received

- The AAUW Educational Foundation received \$25,000 for the Allstate Foundation to provide for its programs.
- The Educational Foundation received \$5,000 from Scholastic Inc. and \$2,000 from the Ruby K. Worner Charitable Trust for the Pathways to Educational Leadership Conference scheduled to be held in Texas this fall.
- AAUW received a \$10,000 grant from the Academy for Educational Development's Connecting Women to International Development initiative. The grant will be administered by the Association Program's Department. AAUW's participation in the CWID program will enable branches to raise awareness and support for America's humanitarian efforts abroad. The partnership is slated to begin in October 2005.

## Public Policy Goals, 2005-2006

by Erica Larson, Public Policy Director

During the July retreat the AAUW -Iowa State Board recommends that each branch encourage one of their members to serve as a Public Policy/Voter Education Leader. To enhance communication and public policy information flow from the Association and the State Public Policy Directors branches are encouraged to email the name and contact information for their Public Policy/Voter Education contact to the AAUW Iowa State President as soon as possible but at least by the April 2006 Annual Meeting. Once we have accomplished the first goal of having a Public Policy/Voter Education leader in every branch we can better implement the remaining goals. Included below are the PUBLIC POLICY GOALS for 2005-2006.

1. Ensure every branch has a public policy/voter education leader who will accept the charge to inform all members and interested others of the contents of the AAUW Public Policy Program.
2. Poll the membership for emerging issues to be included in the 2006-2008 AAUW Iowa Public Policy Program.
4. Help/empower branch public policy leaders to learn to use the Public Policy Program to help members develop individual or branch public policy action plans.

# Tips For Recruiting New Members

by Jane Nettleson, Membership Committee, AAUW-IA

As you plan for a new AAUW year, one of your goals is probably to increase your membership by a certain percent or number. We on the State Membership Committee suggest a few key points for recruiting new members.

**SET A GOAL:** DO set a recruitment goal, one that is challenging but reachable. Then get everyone in your branch to work on meeting that goal. If you have doubts about why you need new members, or if it is worth the trouble go to [www.aauw.org](http://www.aauw.org) and find the article "Chippewa Falls WI, Going Strong Once Again" under Branch Revival.

**NEW OPPORTUNITY:** A fertile field, now that membership eligibility has been expanded at the national convention this summer, is those with Associate (2 year) degrees. These are the people who may be presently in your book discussion or investing group but haven't been able to join your branch. Probably they are those that you have wanted to ask to join but couldn't before. They may have been hoping to join for years!

**NARROW THE FOCUS:** Focus on those people between 36 and 55 because they are closest in age to our average AAUW member. They may have a little more time now to devote to your branch projects and they probably share many of the same goals as AAUW members. In the future, they may be able to attract even younger members.

**PROGRAM IS THE KEY:** Host programs and plan projects that draw the people you want to make members. Some of you host events for middle school girls. Their parents already appreciate your branch for helping or honoring their daughter and may be interested in joining your branch. Others host Transition Conferences or Voter Education Campaigns. Use these as springboards to recruit new members. At these events, offer a discount of \$10 off Association dues for those who join on the spot or Two for One when you join with a friend on the spot and split the Association dues for the first year.

Remember to include a variety of meetings and events during the AAUW year. Some prospective members are drawn by your causes and others by the fun social events you have.

**PLAN OF ACTION:** Ask for names of new recruits from your current members and then deliver a personal written invitation to them to the first meeting of the year or to your special event. Check the newspaper for articles about families new to the community and invite those who sound like people who would support AAUW branch goals.

**TIPS FROM SUCCESSFUL BRANCHES:** We have branches that have increased their membership in the past year. Here is how they did it:

The **Oskaloosa branch** of AAUW decided to really try to make more people aware of AAUW and held 3 get-togethers last summer—one was wine and cheese and the other two were just regular refreshments held at different times of day and at the homes of members. Lists of all the teachers in town and anyone else they could think of were used, and approximately 150 invitations were sent. 10 or more guests attended each meeting, and several members were there as well. They socialized, talked about AAUW, gave personal testimonies about AAUW and invited them to join. 17 new members were gained this way which was a real boost for a group that was 21 strong the year before!

**Clinton branch's** success came from getting out there and being seen in their community. They participated in parades, peace events, co-sponsored with the Clinton Chamber of Commerce a legislative session with our local legislatures. They also encouraged members to invite people they knew who might be interested.

**Tipton is a small branch**, and several of the women they have recruited in the past are those who have retired or who no longer have child care responsibilities. Some women have difficulty justifying the cost of AAUW dues when they need the funds for family endeavors, so members sometimes join forces to anonymously pay for membership for a strong and able current or potential member who for some reason can't afford the dues for the coming year. They also gained a student affiliate when a member felt that AAUW had much to offer and paid for her daughter to become a member of the branch while in college. They hope that this young woman will continue after graduation in some branch of AAUW.

We thank these branches for sharing ideas that can increase your branch's membership!

**ASSISTANCE FOR YOUR BRANCH:** The Iowa Membership Committee wants to help your branch in any way possible to gain members. To expedite that goal, we have divided up the branches among us and will be contacting you soon to provide assistance as you set and work toward your goal of increasing branch membership. AAUW does such worthwhile things, and many hands in a branch make the task lighter!

## AAUW-IA College and University Relations

by Kathy Kremer and Melanie Gentzel, Liaison Team

The College/University Relations Committee of AAUW-IA encourages relationships between AAUW branches and Iowa colleges and universities. This year's College/University Relations team is working toward four specific objectives to be accomplished in the coming year. Central to these goals are increased involvement in AAUW across Iowa colleges and universities.

1. Develop and implement a program in fall 2005 to help branches increase student affiliate and faculty/staff membership.
2. Provide branches with tools to identify and select young women to attend the 2006 National Leadership Conference.
3. Work with local branches and current college/university members to increase the number of institutional members in AAUW in 2006.
4. Develop and provide materials to branches in 2006 to increase college/university and AAUW collaborative projects connected to the AAUW mission.

An important part of this work is the relationship between branches and the College/University Relations Committee. Branch membership chairs and presidents should look for information in the coming weeks from the C/U Relations Team related to the first three objectives. If you have questions, or would like assistance from the C/U Team, you're encouraged to contact Kathy Kremer at [kathy.kremer@wartburg.edu](mailto:kathy.kremer@wartburg.edu) or Melanie Guentzel at [melanie-guentzel@uiowa.edu](mailto:melanie-guentzel@uiowa.edu).

## PLANNING FOR SUCCESS

The AAUW IA board and committees participated in a summer planning retreat to map direction for 2005-06. The good thinking, dialogue, and preferences identified below will put the board and branches on the road to success.

### PROGRAM-EQUITY

1. Create a "coach's corner" in the initiative for local branch members to share skill-based "how-to" topics.
2. Each branch will select an AAUW research publication for study within the branch with the expectation that the information from the study is shared with community leaders.
3. Equity co-chairs will identify at least 1 or 2 equity action projects that can be replicated in other communities.
4. Develop coalitions with other agencies/entities that also support the initiative "Gateways to Economic Security" and identify two or more partners/co-sponsors for the annual meeting.
5. Create an on-line forum for branches to share current branch programs/projects that effectively support AAUW's mission.

### MEMBERSHIP

1. Revitalize membership with a 2% increase in membership in Iowa.
2. Establish 2-3 new branches.
3. Support branches by providing ideas/suggestions for recruitment/programming.
4. Encourage branches to increase diversity in membership.

COLLEGE-UNIVERSITY - See related article.

### FUNDRAISING (EF, LAF, LTI)

1. Increase AAUW IA income through a bylaws change to increase state dues and increase convention registration or have minimum delegate registration.
2. Increase branches' percentage of EF/LAF/LTI gifting by 5% overall — repository of fundraising efforts in branches or other organizations.
3. EF/LAF/LTI Education through articles in the Initiative; produce a CD focusing on recipients in Iowa and training for branch reps via ICN
4. Grantsmanship: publicize grant criteria, deadlines; have a grant-writer on call and repository of successful grants easily available.

PUBLIC POLICY-VISIBILITY - See related article.

### INTERNATIONAL RELATIONS

1. Appoint an International Relations Director for Iowa and within the branches.
2. Urge IA director for international Relations and/or Program Committee to develop tools to enable branch study and action on international relations issues.
3. Urge the development of a broader branch understanding of IFUW and Virginia Gildersleeve International Fund as well as other existing international org.
4. Urge AAUW IA/program committee to specifically address the needs, problems, and gifts of women and girls from other cultures, especially those located in Iowa academic communities.

The following board and committee members participated: Sue Jorgenson, Cedar Rapids; Janet Heinicke, Indianola; Sandy Keist, Des Moines; Norma Coret, Woodbine; Leora Thomas, Des Moines; Lida Sigg, Iowa City; Erica Larson, Iowa City; Joan Thompson, Ottumwa; Carol Cooper, Cedar Falls; Jan Mitchell, Marshalltown; Pam Swarts, Marshalltown; Florine Swanson, Galt; Kathy Kremer, Waverly; Melanie Guentzel, Iowa City; Diane Patton, Rockwell City; Mildred Bach, Sioux City; Elaine Bruns, Waterloo; and Mary Ann Ahrens, Waverly.

Board and committee members will be in contact with your branch to share information and to gain information to help fulfill our goals.

By Mary Ann Ahrens, Planning Facilitator, Nominating Committee Chair



Washington D.C. -- AAUW members from Iowa (back left to right Florine Swanson; Shiela Bullock, President, Waterloo branch; Janet Heinicke; Joan Thompson;) (front left to right) Norma Coret and Kathy Kittredge.)

### From our branches....

Picture on Right: Albia -- Tea Anyone? Carol Sovern pours tea for Steva Judge, a new member of the AAUW Ottumwa Area branch at an English High Tea held at her home as a Shape the Future event on September 10. Guests were served the full four courses and 6 varieties of tea at the Victorian High Tea which many had not experienced before (all prepared by the hostess). The Ottumwa branch has gained six new members with the Tea and a wine and cheese social in Ottumwa in August, with other memberships pending. Only one new member has a two year degree. Some members are also rejoining.



## American Association of University Women of Iowa Officers and Committee Chairs, 2005-2006

### President

Sue Jorgensen  
1517 Whitters Way NW  
Cedar Rapids, IA 52405  
319-363-3138 (h)  
ejorg04@juno.com

### President Elect

Janet Heinicke  
1302 West Boston Ave.  
Indianola, IA 50125  
515-961-8933 (h)  
515-961-3174 (studio)  
janetheinicke@earthlink.net

### Program Vice President

Sandy Keist  
5616 Linden Circle  
Johnston, IA 50131  
515-276-8390  
skeist@gvc.edu

### Membership Vice President

Norma Coret  
606 Walker  
Woodbine, IA 51579  
712-647-2239 (h)  
njcoret@logonet.net

### Secretary

Marilyn Bowman  
3909 N. Willowbend Dr. NE  
Cedar Rapids, IA 52411  
319-378-1444  
MbowNanaCR@mchsi.com

### Treasurer

Leora Thomas (Le)  
4308 38th Street  
Des Moines, IA 50310  
515-278-0918  
leorawayne@aol.com

### Education Foundation Director

Lida Mary Sigg  
350 Dublin  
Iowa City, IA 52246  
319-354-1479  
lidasigg@aol.com

### Public Policy Director

Erica Larson  
1531 Plum St.  
Iowa City, IA 52240  
319-358-6822 (h)  
el Larson@aea10.k12.ia.us

### Communications Director

*initiative Editor*  
Joan Thompson  
541 W. Park Ave.  
Ottumwa, IA 52501  
641-684-6696 (h)  
joant684@mchsi.com

### Web Site Manager

Janet (Jan) Huss  
106 Ridge Dr.  
St. Joseph, MO 64506  
janeth@stjoelive.com

### Legal Advocacy Fund Director

Carol Cooper  
912 W. 16th St.  
Cedar Falls, IA  
319-266-5421 (h)  
cooperc@aol.com

### Diversity/Gender Equity

**Co-Directors**  
Jan Mitchell  
1500 Lincoln Towers Circle  
Marshalltown, IA 50158  
641-752-7666 (h)  
jan.mitchell@dybb.com

### Pam Swarts

1706 Hillcrest Rd.  
Marshalltown, IA 50158  
641-752-5982 (h)  
pjswarts@mchsi.com

### Bylaws Director

Jo Treadwell  
1373 Rose Ave.  
Tipton, IA 52772  
563-886-6224 (h)  
563-886-6121 ext. 109 (w)  
jo.treadwell@tipton.k12.ia.us

### Upper Midwest Regional Director

Florine Swanson  
2796 290th St.  
Galt, Iowa 50101  
515-852-4360 (h) 515-294-1552 (w)  
515-294-1047 (fax)  
fswanson@iastate.edu

### Nominations Committee Chair

Mary Ann Ahrens  
222 Fifth Avenue NW  
Waverly, IA 50677  
319-352-5504 (h)  
319-240-5904 (c)  
maahrens@forbin.net

### College/University Liaison Team

Dr. Kathy Kremer  
2300 12th St. NW  
Waverly, IA 50677  
319-596-0053 (h)  
319-352-8329 (w)  
kathy.kremer@wartburg.edu

### Melanie Guentzel

914 E. Bloomington St.  
Iowa city, IA 52245  
319-358-6583 (h)  
melanie-guentzel@uiowa.edu

## AAUW-IA Committees, 2005-2006

### Finance Committee

Sharon Winchell, Atlantic  
swinchell7@msn.com

Beebs Downing, Waterloo  
pud319300@yahoo.com

### EF Committee

Diane Patton, Rockwell City  
dpattton@iowatelecom.net

Mildred Bach, Sioux City  
mimi5134@aol.com

### Membership Committee

Irene Dodder, Council Bluffs  
idodder01@cox.net

Jane Nettleson, Algona  
nedjane@netammall.com

Elaine Bruns, Waterloo  
ebruns3@mchsi.com

### Public Policy Committee

Jeri Prescott, Ames  
Jeripresct@aol.com

Neysa Picklum, Cedar Falls  
neysa@mchsi.com

### By Laws Committee

Irma Hopkins, Jessup  
kenhope@jtt.net

Judy Beisch, Ottumwa  
rlbeisch@mchsi.com

### Off Board Nominating Committee

Sally Emerson, Clarion  
emervet@goldfieldaccess.net

Louise Conklin, Waterloo  
leconklin@mchsi.com

Carol Sovern, Albia  
cksov1932@yahoo.com

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

**Membership is open to all graduates who hold the baccalaureate or higher degree from a regionally accredited college or university.**

IOWA *initiative* is published three times a year. We welcome your comments and suggestions. Let us know how we can serve you better, what information or features you would like to see included?

Sue Jorgensen  
Iowa AAUW President  
1516 Whitters Way NW  
Cedar Rapids, IA 52405  
319-363-3138  
ejorg04@juno.com

Joan Thompson  
Communications Director  
*initiative* Editor  
541 W. Park Ave.  
Ottumwa, IA 52501  
641-684-6696  
joant684@mchsi.com

**Iowa website:**  
**www:aauwia.org**

**Association website:**  
**www:aauw.org**

**Members-Send address changes to:**  
**AAUW Records Office**  
**1111 16th St. NW**  
**Washington, DC 20036**

**Or Call HELPLINE**  
**1-800-821-4364**



**Iowa  
AAUW -  
Lobbyists  
Visit  
Senator  
Charles  
Grassley**

*Washington D.C. Senator Charles Grassley stands with AAUW lobbyists from Iowa - Mary Grefe, former Iowa and Association Officer/Board member, and Janet Heinicke, AAUW-IA President-elect; and below left to right - Norma Coret, Vice President, Membership, AAUW-IA; Kathy Kittredge, President, Cedar Rapids branch; Carol Sovern, Ottumwa Area branch, Joan Thompson, Communications Director Editor, initiative AAUW, IA.*



The Iowa *initiative* is printed by Ottumwa Printing, Inc., Ottumwa, Iowa.

AMERICAN ASSOCIATION OF  
UNIVERSITY WOMEN - IOWA  
4308 38th Street  
Des Moines, IA 50310

NON-PROFIT ORG.  
U.S. POSTAGE  
PAID  
DES MOINES, IA  
PERMIT NO. 3195