



IOWA INITIATIVE

A PUBLICATION OF AAUW-IOWA
 VOLUME 98 NUMBER 2
 Fall 2017

OUR MISSION: ADVANCING EQUITY FOR WOMEN AND GIRLS THROUGH
 ADVOCACY, EDUCATION, PHILANTHROPY, AND RESEARCH.



Ann Gale, Iowa 2016-18 Iowa President

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President’s Report

The Future of AAUW—Discussion with Kim Churches, AAUW CEO

AAUW CEO Kim Churches had an online meeting with state presidents and national leaders on November 28. She acknowledged AAUW’s rich history and accomplishments and that AAUW is respected for our mission. She also suggested that AAUW’s organizational structure needs a change. With as many as 15 vice presidents for a \$23 million budget, there are “too many chefs and not enough line cooks.” We are seen as an older woman’s organization, and an organization that is largely white. We have been a “Jill of all trades,” and have taken on so many issues that it’s hard to see where we are the leaders. Our mission matters, but we lack focus, doing too much. She suggests that we need to be more focused on fewer key issues. She referred to a new organizational structure that is on the AAUW website, and I invite you to look at it. It collapses departments, and encourages departments to work together instead of in a vacuum. She stressed the need to focus on fewer key issues to have maximum impact.

She posed the following questions for us, and I invite you to consider these questions in your own branches:

- You’re traveling on vacation and meet someone who wants to know what you do. How do you describe AAUW in 15-20 seconds? Do you focus on membership model or mission?
- What are two challenges impeding our ability to achieve more impact in advancing equity?
- What is the AAUW theory of change? How are we differentiated in the equity space? Who else is out there and what do we offer that is different or better? What distinguishes AAUW?
- Together, we’ll be working on a compelling vision, strategies, and structure for AAUW’s future. Where are our chief opportunities ahead, in your opinion?
- How can we improve our branding and communications toward greater numbers for increased engagement and impact?

Ms. Churches also invited us to contact her with our ideas. Therefore, I would encourage members to continue this conversation in your local branches, and then get your ideas to me. As part of this effort, we have scheduled a time to have a statewide conversation about the future of AAUW using our Zoom web conferencing system. That discussion is will be held on January 23, 2018 at 7:00 p.m. I plan to summarize our discussion, and then pass along conclusions to Kim Churches and to our contact on the AAUW board. I look forward to hearing from you about your ideas about the future of AAUW.

(continued next page)

(President's report continued)

Title IX Changes

In September, Department of Education Secretary Betsy DeVos decided to open up Title IX for changes. DeVos announced a notice and comment process where the Department of Education receives comments from the public. Title IX offers protections from sexual discrimination in education, and includes procedures for responding to sexual assault on campus. Weakening Title IX would jeopardize women's equal access to education. If you have not yet done so, I urge that you use AAUW's 2-minute activist to contact your representatives in Washington and ask them to keep Title IX strong.

Sexual Harassment in Politics and the Workplace

I am writing this at a time when sexual harassment in politics, the entertainment industry, and other workplaces generate almost daily new revelations. In Iowa, Kristin Anderson was awarded \$2.2 million in damages by a jury that found that she had been terminated in retaliation for complaining about sexual harassment. She has accepted a settlement with the state of Iowa to forego any appeal of the verdict. A human resources job has been created to train managers to supervise employees in accordance with laws, including anti-discrimination and anti-harassment policies. There have also been complaints about sexual harassment in other state capitols.

Our evening news programs have featured nearly daily segments on accusations of sexual harassment by people in the film industry. I believe that we have seen an increase in these complaints because women have reason to believe that they are more likely to be taken seriously than they have in the past. The national AAUW website has some excellent resources on dealing with sexual harassment on the workplace. That could be a good place to start for anyone facing a troubling situation at work.

Women and Minorities Elected in November 2017

Women and minorities made history in the recent election. In Virginia, Danica Roem became the first openly transgender to serve in the Virginia House of Delegates. She beat Bob Marshall, a candidate that advocated for a bill that would require individuals to use bathrooms that matched the sex on their birth certificates. A black transgender activist was elected to the Minneapolis city council. A Hispanic woman won the mayor's race in Topeka, Kansas. Jenny Durkan was elected as Seattle's first female mayor since the 1920's. A Sikh man was elected mayor in Hoboken, N.J. Vietnamese and transgender candidates won in state legislature races. Sheila Oliver will become the first black lieutenant governor of New Jersey. We congratulate the women and minorities who have broken barriers in politics. Their success should encourage women in the future to consider launching their own campaigns.

Making Your Voice Heard

Recent events make me believe that, more than ever, now is the time to make your voice heard. Here are some ways you can do that: 1) Sign up for the AAUW 2-minute activist and use it to contact your representatives on issues you care about; 2) Keep your head up and pay attention to events in the news; 3) if you or a friend experience sexual harassment at work, keep records and evidence; 4) consider running for office or working on a campaign; 5) Participate in the AAUW Iowa Lobby Day in 2018.

Lobby Day

AAUW Iowa plans to participate in Lobby Day again this year. Please watch your email as we get closer to the beginning of the legislative session. Please consider sending a carload of members to interact with your legislators.

Spring Conference

AAUW Iowa Co-Vice Presidents Sue Jorgenson and Pat Higby are making plans for the Spring Conference. The theme is "Truth and Consequences," and we will meet in Fort Dodge April 20-21. I would like to encourage each branch to send as many members as you can. We believe that it will be an interesting and valuable experience. We will also have some activities that require participation from members, so you must be there! I look forward to seeing you in April.

For Your Calendar

- January 9, 2018, 7:00 p.m. "Lobbying 101." Share and learn seminar with Anne Stansbury Johnson, Zoom.
- January 23, 2018, 7:00 p.m. "Future of AAUW." Discussion about issues raised by AAUW CEO Kim Churches, Zoom.
- February 6, 2018, 7:00 p.m. "Starting a New AAUW Branch." Share and learn seminar with Irene Dodder, Elain Kresse, and Jan Mitchell. Zoom.
- March 6, 2018– "Everything You Wanted to Know About AAUW Finance and Were Afraid to Ask." Share and learn seminar with Thomas Chappell, Janet Burger, and Renee Jedlicka, Zoom.
- AAUW Iowa Spring Conference – April 20-21, 2018

NOMINATIONS

AAUW Iowa leadership is a wonderful opportunity to be a dynamic change agent for the benefit for women and girls. More importantly, it is a networking opportunity to connect with women with the same interests throughout the state. As AAUW members, we step forward to improve the lives of women and girls.

With sincere gratitude for the service given by our officers who are leaving the AAUW Iowa board either by choice or tenure limitations, the nominations committee is searching for officers to serve on the board. The nominations committee is searching for these four (4) officers and four (4) committee members for the 2018-2020 term:

1. Treasurer-someone who enjoys working with numbers, prepares (with the president) a yearly budget, maintains the checkbook and savings accounts, prepares financial reports, and arranges for a review of financial records.
2. Co-Program Vice President will share responsibilities with Co-Program Vice President Pat Higby-primarily responsible (with the president and others) for planning the annual state conference.
3. Membership Vice-President- maintains state membership records, assists branches with membership promotion and retention and conducts membership recognitions at the state conference.
4. Director of Nominations-serves on the state board, needs to have AAUW Iowa board experience.

The four Nominations committee members have completed their tenure and are looking for their replacements who along with the officers will be elected at the annual state conference. The committee meetings are held online so travel is not a concern. In an attempt to balance representation throughout the state, nominations committee members are selected from the four geographical quadrants.

AAUW Iowa board terms are for two years. Members are expected to attend a summer board meeting (usually in July), fall and winter on-line meetings, and the board meeting/state in April. They provide written reports for meetings and write an annual report. Mileage and half of the hotel room cost is paid for in-person meetings. Board members are not reimbursed for meals. Any AAUW member, belonging to a branch or member-at-large is eligible to serve. To nominate yourself or someone else, please contact a member of the nominations committee. The slate of officers should be presented at the state board meeting January 7.

Irene [Dodder—irenedodder01@gmail.com](mailto:irenedodder01@gmail.com)

NE Sharon Vana---svana721158@aol.com

SW Mary [Koenig—marylis@frontiernet.net](mailto:marylis@frontiernet.net)

SE Karen DeVore—chuckkarevdevore@gmail.com

Past President-Maureen White—mwhite@cfu.net

The committee contributed to this article.



RENEWAL

College/University Partnerships

We can make an impact and move the needle.

Now is the time for all forces to band together to move the needle. AAUW carries a reputation for focusing on issues, researching them thoroughly, and informing the public. We in Iowa have many strong members who shine spotlights on the issues and lobby legislators at the state level. The next step for Iowa AAUW members is to reach out to the upcoming generation.

Colleges and universities are scattered throughout Iowa. Each has many students who are looking for guidance and mentoring. The current AAUW members are encouraged to reach out to the campuses with information on the issues relevant to the students' lives – sexual harassment and assault, Title IX, and other sex discrimination topics, how to learn more about current legislation and what the intent is in the proposed legislation at the state level. Once a trust and bond is formed, invite the students to meet together. Together the students can support each other developing unique ways to act, lead, and connect with the community locally and worldwide.

Finally, as the students become more confident of themselves, introduce the benefits of a college/university partner. Have the students meet with college officials requesting the institution become a college/university partner to assist them with the future funding of their education through scholarships. Once an institution is a college/university partner, the students can form an official chapter and the membership fee is \$0 as long as the student is enrolled in school. Otherwise the cost of membership for each is \$17. Not only can undergraduate students apply for scholarships, they can attend leadership conferences, apply for campus action project grants which fund gender equity projects based on AAUW research, participate in 'start smart' salary negotiation workshops – a key to solving the gender wage gap, and host a campus event on unfair pay, sexual harassment and assault, Title IX and other sex discrimination topics. These student organizations offer a unique global community of potential advisers, mentors, and supporters from all walks of life.

Let us not remain status quo. With a unified effort on advocacy for and with the students we can move the needle. We can increase our membership. We can increase the number of college/university partners. We can make an impact. Let us together use our 'woman power'.

Janet Fife-LaFrenz

College/University Partner Chair

fifelafrenz@gmail.com

Tech Trek 2017 in Storm Lake



Above: Girls learned about our regional Tall Grass Prairie ecosystem at the Buena Vista County Conservation Park. Then each student collected a native flowering plant that was pressed, mounted, and stored in the BVU Kaiser Herbarium.

Below: – The girls designed solar powered wind turbines and solar powered cars during the Alternative Energy Workshop presented by Pat Higby.



AAUW Storm Lake, Iowa, Branch Offers a Third Year of Tech Trek Iowa A Science, Technology, Engineering, and Math Camp for Girls

The AAUW Storm Lake branch will be hosting their third weeklong Tech Trek Iowa STEM camp from June 24 – 30, 2018, at Buena Vista University, Storm Lake, for rising eighth-grade girls from throughout Iowa. Tech Trek is uniquely designed to show girls firsthand how exciting careers in the science, technology, engineering, and math (STEM) fields can be. As one 2017 Tech Trek Iowa parent stated:

“THANK YOU, Tech Trek at Buena Vista University and AAUW for a phenomenal week for our daughter. When we picked her up today, she talked 2 hours - nonstop - about everything she learned, the girls she met, the counselors, the teachers - all positive! Not only is this camp educational and super fun - they taught professionalism & etiquette to these teens. Tech Trek empowered her- and with this boost in confidence in the STEM area and what she learned in life skills - the sky is the limit! Fabulous job to all involved in organizing this camp and supporting it financially through corporate sponsorships and grants. So worth it! I only wish this had been available for our elder daughter 😊 :) I hope this program continues in the years to come for other young women to benefit and enjoy. Thank you ALL again!” Tammy Randall

A longtime leader on issues related to women and girls in STEM, AAUW is working to expand opportunities for women and girls in these fields through advocacy, programming, and research. “The faculty and staff of Buena Vista University, along with the Storm Lake community, eagerly welcome these aspiring young scientists,” said Dr. Melinda Coogan, Buena Vista University Professor of Biology and Tech Trek Iowa Camp Director. “Along with STEM core classes and workshops, field trips, and lake activities, the girls participate in a Professional Women’s Night where they have the opportunity to talk both as a group and one-on-one with each of the invited professionals who work in various fields of science.”

Summer, 2017, AAUW held 21 Tech Trek camps across the country. Attendees pay only a nominal \$50 fee to ensure all interested girls can attend camp. Tech Trek Iowa relies on additional donations from AAUW supporters and communities throughout Iowa, as well as sponsorships from corporations and industry stakeholders, to develop the practical, fun, and career-focused curricula totaling approximately \$700 per camper.

Tech Trek was created in 1998 by an AAUW member in California, long before the shortage of women in STEM became part of the national dialogue. This successful program, which has served more than 11,000 girls in California alone, scaled up to a national AAUW effort in 2013. It continues to grow and spread to other communities across the country, including Storm Lake. Since 2013, only one camp per state is selected as the Tech Trek STEM site, following an extensive application process.

There is a strong demand for skilled STEM professionals. Tech Trek Iowa is a crucial program to prepare and empower the next generation of girls to go into these fields and increase the science and technology talent pool in Iowa.

Advice from a Sea Turtle

Elaine Kresse, Membership Vice President

Swim with the current

In Iowa there are as many National members of AAUW as there are Branch members. Is your branch an island in the stream, slowing the flow, or a destination on the map?

Be a good navigator

Have you looked around your county? Are you helping the National members who are alone in small towns? Are you reaching out to your local colleges and universities?

Be well traveled

Have you thought about holding a meeting out of town—down the road? Could your members car pool to new ground?

Think the long term

How can you connect with community colleges that serve three towns—3 branches or perhaps a town with no branch? Students really are the future of AAUW and your branch.

Age gracefully

If you're not growing you're dying! AAUW lost 3 branches in Iowa this year. Is there a millennial sitting beside you at a meeting? Even though you grew last year, did you start this year back at the old number?

Spend time at the beach

Enjoy your meetings, have fun even while you're calling attention to AAUW's goals and mission. Millennials want purpose as well fun at the beach.

Stay calm under pressure

The best way to do that is to share the load. Have you ever told a new member how satisfying and fun it is to be an office holder in AAUW? Have you taken their suggestions and let them start their own study group? Let them start small, but do their own thing and take the pressure off you to have all the good ideas!

One additional message from this sea turtle:

Sea Turtles, no matter how they age, need to reproduce to keep their species going.

AAUW is no different. So, this year the grant is not just for growth in your branch. It is for starting new branches. How can your branch do that? Why would they do that? Only you can answer that but my guess is there are younger women right under your nose who might like to start a Younger Women's Task Force. Why wouldn't you work together? Why not encourage students at a local college to apply for the grant to start their own student group? What about those communities and small town right around your branch that are just a little too far away to come to a meeting? Why not reach out and help them start their own? The grant application is on the website. Deadlines will come up faster than you can believe. Think ahead and get the sea turtle moving.

AAUW IOWA MEMBERSHIP RECRUITMENT PLAN
2018 GRANT APPLICATION

Name of Persons making the request. (2 needed)

Grant Contact Name _____

Address _____ City _____ State _____ ZIP _____

Phone _____ Email _____

Grant Contact Name _____

Address _____ City _____ State _____ ZIP _____

Phone _____ Email _____

Focus of your grant: (students affiliate, Young Women’s Task Force, new branch, or growth of existing branch)

MEMBERSHIP RECRUITMENT GOALS

List the goals of this activity here. Please make them specific and measurable. (i.e.: number of recruits, diversity of occupations, age, ethnicity, etc.)

(Goal statement examples: net membership increase of 15% by October 2018; (4 board members named and first meeting held for general audience by October 2018)

ESTIMATED INVESTMENT (EXPENSES):

List the proposed expenses with an estimated cost for each. Indicate which expenses will be covered by the grant and which will be covered by your branch/others. (Grant funds will not be allowed to cover food.)

Grant Request: \$_____ (up to \$300)

MEMBERSHIP RECRUITMENT PLAN

Please answer the following questions to detail how your Membership Recruitment Plan will be implemented. The plan must be implemented sometime between March 1 of 2018 and – December 31, 2018. (Suggested word limit of 100 words or less for each question.)

1. Describe your membership recruitment plan. If forming a new affiliate be sure to identify the type: branch, student, Young Women’s Task Force. Who will you reach out to and how?
2. When and where will recruitment take place? Include the town or school.

3. How will event(s) or other strategies be implemented? In what ways will the events/ strategies be promoted to draw interest and increase attendance?
4. What is the timeline for tasks and who will carry out the tasks?
5. Which groups? Students may wish to target Freshman. Young Women may wish to target health care workers, single workers or mothers. Branches may want to target empty nester professionals or newly retired. These are suggestions not recommendations. You decide who will be targeted and why.
6. How will you present AAUW information to create a greater understanding of the organization and gain visibility for your branch? Identify print/display/ electronic resources and/or other ways of telling about AAUW.
7. How will you orient the new member to help her/him integrate into the branch and retain her/him as a member?
8. Will your branch meet in person or hold meetings in some virtual way? (Email or zoom conferencing might lend itself to a regional group. Members could meet at chosen events such as Lobby Day, important speaker or regional event.)

FINAL REPORT SUMMARY

Once you have carried out your plan, a Final Report Summary describing what occurred and the results must be submitted by January 31, 2019.

This application sheet will be attached to the April email announcing recipients.

SUBMIT the completed application by March 1, 2018 to:

Elaine Kresse
820 Park Lane
Davenport, IA 52806
Phone 563-320-3325

GRANT TIMELINE:

Completed Applications Monday, February 15, 2018
Review/Selection of Recipients – February 16 to 28th 2018
Announce Recipients to the applicants in March so they can plan
Announce the awards in April at IA Annual meeting
Recipient Recognition at AAUW IA Annual Meeting
Grant Time Period: March 1, 2018 – December 31, 2018
Final Report Summary Due: January 31, 2019