

AAUW EdEqChange

April 26, 2006

TO: Association and Educational Foundation Boards of Directors

CC: Regional Directors, Standing Committee Chairs, State Presidents, Past Presidents, Staff

FORWARD TO: Committee Chairs and Members, State EF/LAF Liaisons, State Board Members, Branch Presidents and Officers, Interested Members

FROM: Ruth Sweetser, President, Association; Barbara O'Connor, President, Educational Foundation President; Michele Wetherald, Executive Director, AAUW

RE: *EdEqChange* # 16 - Late April Briefing

Contents of this <i>EdEqChange</i>:
• Duke University and Campus Climate
• Natl. Conf. for College Women Student Leaders: Sexual Harassment Summit
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Duke University and Campus Climate

Given the recent incidents in the news about Duke University athletes, it's clear that the campus environment is not a safe place for women. It's also clear that student attitudes and behaviors are key to the quality of the campus climate. What can AAUW do to support a positive learning environment? It's crucial that AAUW's research, campus action projects, and other resources are broadly available to campuses and students (http://www.aauw.org/campus_connection/cap.cfm). One of the best ways to ensure this is to promote this year's National Conference for College Women Student Leaders.

National Conference for College Women Student Leaders - Summit on Sexual Harassment: Leading Change on Campus and Beyond

Through this conference, which will be held June 7-10 in Washington, DC, AAUW can create a significant cultural impact. To reach as many students as possible, **we need your help.** What can members and branches do? You can help in these ways:

- Please spread the word about the event to every student, campus, educator, or anyone else you know who has influence with students. Point them to the website or download a flyer at (<http://www.aauw.org/nccwsl/2006/NCCWSLFlier.pdf>) or registration materials (<http://www.aauw.org/nccwsl/2006/NCCWSLElectronic.pdf>).

- Visit your local campus to post the materials and talk with student affairs staff and the students themselves to encourage them to attend. Remind them that discounts are available for student affiliate members, college/university partners, and other campus delegations.
- Help a student raise funds to attend (http://www.aauw.org/nccwsl/2006/tips_students.cfm) or even better, sponsor a student's registration, housing, or travel expenses.

See <http://www.aauw.org/nccwsl/2006/index.cfm> for conference details and to register for this unique event.

Strategic Process

Forecasting the Future: A Catalyst for Change

The strategic process is transitioning from the Phase One focus of process planning, organization, and data gathering to the Phase Two focus encompassing synthesis of data, the application of our learning, and the generation of visioning ideas and potential strategic directions. The current boards and leadership will use the process findings and resulting recommendations to create a comprehensive plan to ensure AAUW's viability.

Environmental Trends: Through interviews, presentations, dialogues, and literature searches, we have identified internal and external trends that have strong implications for programming, membership recruitment and retention, and organization structure and governance.

Significant Internal Trends:

- Our dynamic membership is growing older; 72 percent of our members are over the age of 60 and only 2 percent are under the age of 39. To recruit and retain younger members, AAUW must develop programs that give voice to the issues of women in the workforce and those under the age of 40. This means involving those voices in the design of their programs.
- Overall membership numbers and contributions have been in decline for at least 10 years. This challenging trend requires an organization strategy for programming that meets the needs of a broader group of women (younger and older) combined with an aggressive, unified marketing approach and expanded fundraising outreach to a broader donor base. It also means honoring and eliminating some programs and initiatives that members have nurtured and hold dear in lieu of creating the next portfolio of programs and initiatives that will be embraced by members.
- We are a predominately Caucasian organization. This is not news. Only 8 percent of members are women of color. Diversity and inclusion have long been values and issues, and we have developed programs aimed at addressing these values. However, we have not been successful at attracting women of color in our membership. To be an effective organization of the future, we must develop programs and strategies that result in demonstrably increasing membership of women of color. In doing so, we will increase the likelihood of meeting the needs of *all* women and girls.

Significant External Trends:

- Individuals and organizations external to AAUW do not differentiate AAUW's corporations: the Association, Leadership and Training Institute, Educational Foundation, and Legal Advocacy Fund. For the most part, they recognize one AAUW. While it's too early to predict the overall influence of this finding, it calls for an exploration of organizational structure as we redefine our niche in the world.
- Women ages 55 and older will increase in the work force by 52 percent within four years (by 2010), and 50 percent of college enrollments will be over the age of 21 within five years (by 2011). These trends have significant implications for our programming and for the recruitment and retention of members within the next five years.
- Half of the U.S. population will be minority by 2040. This is a mirror statistic to the internal trend identifying only 8 percent of our members as women of color. If we are to be viable, visible, relevant, and effective in fulfilling our mission, our future membership must reflect the population we choose to serve, and we do not have decades to make this happen.

National Leader Feedback: We sent surveys to 150 current and former national board members for the Association, Educational Foundation, and Legal Advocacy Fund, and 57 surveys were completed. Board leaders have intimate knowledge of the organizations and the related issues, opportunities, and challenges.

- ✦ Sixty-one percent believe the Association has fulfilled its mission, 75 percent believe the Educational Foundation has fulfilled its mission, and 71 percent believe LAF has fulfilled its mission. Most respondents are not familiar the mission of the Leadership and Training Institute.
- ✦ The majority of respondents noted that characteristics best describing the current membership include white, middle- to upper-class, and aging (leader responses affirm the internal trend data noted earlier). Characteristics that might describe future membership include a smaller or nonexistent organization and more of the same, just an older membership unless we embrace significant change.

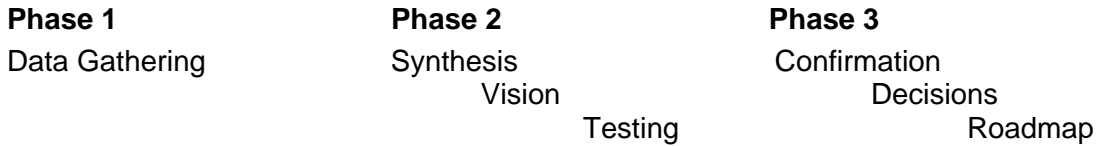
Values Discussions: These discussions are a key component of the participatory strategic process. Branches were requested in December and January to make time for a values discussion between February and the end of April (discussion results will be received into the summer). In addition, state and regional meeting planners were requested in January/February to include, if at all possible, a values and discussion at their meetings. Identifying and using organization values are *fundamental* to determining strategic direction, transformation and renewal strategy, and organizational decision making. In today's world, organizations that plan, program, and work out of their values are more aligned with their members, organization purposes, and the external world. As of April 19, 2006, 35 of 1,300 branches responded with values discussions.

The values discussion process illuminated two important characteristics that affect the future and success of AAUW as an advocate for women and girls:

- Communicating the values discussion request to all branches through *existing* structures and communication vehicles is critical and challenging. To be effective, an organization must be positioned to reach and mobilize its membership quickly through clear and dependable communication systems.
- Requests for branches to convene a values discussion and for state and regional meetings to include a values discussion were perceived as late requests by meeting planners. While the

characterization is understandable given the date of requests, our system has lost its flexibility and adaptability – critical characteristics of effective organizations.

2005-2006 Strategic Process Time Line



← Values/Vision Discussions & State/Regional Meetings →
(AAUW is here)

2006 - Mar April May June July

Special Feature: What Does AAUW Do For Branches and States?

21st-Century Recognition Database of Best Practices

One of the best resources AAUW has to offer is the success of its branch and state programs. The database of 21st-Century Recognition best practices is *now updated* to include the 2003–04 programs. Go to http://www.aauw.org/member_center/recognition/database.cfm to search outstanding platinum and gold winners from around the country for ideas and inspiration as you plan future programs. We look forward to learning of your successes.

Updates

Association

Association Programs & LTI

Come Shine in Phoenix!

It's not too early to plan to attend the 2007 AAUW National Convention in Phoenix, Arizona, June 29 to July 2, 2007. And right now is the time to show us your very best by proposing a workshop for convention. As in the past, AAUW has issued a call for presentations and will select sessions through a competitive process. See <http://www.aauw.org/convention/Conv2007/index.cfm> for details about convention workshop tracks and submission guidelines and to submit your proposal online.

2005-06 21st Century Recognition Program - Deadline Reminder: May 1

Congratulations to all states and branches that were recognized for their mission-based programming through this years 21st Century Recognition Program!

As a friendly reminder, states please forward your list of branches honored this year to your regional director. Regional directors, please forward consolidated reports (states and branches recognized) to Andrea Parker at: parkera@aauw.org. If you wish to list branches and states by level of recognition, feel free to do so. States will be honored in June at the Conference of State Leaders:

http://www.aauw.org/member_center/leader_corner/2006leaderconf/index.cfm

All states and branches will be acknowledged on AAUW's website as the 2005-06 21st Century Recognition Award winners.

Public Policy

AAUW Congressional Voting Record, 109th Congress, 1st Session Now Online

AAUW's [Congressional Voting Record](#) informs AAUW members and the public of positions taken by senators and representatives on AAUW federal legislative priorities. This publication is one of the key tools in AAUW's voter education efforts aimed at the 2006 midterm elections. You'll see related material in the current issue of *AAUW Outlook*, including a pull-out poster for members to hang in visible places in their community, and the forthcoming *Woman-to-Woman Voter Turnout* manual, to be published at the beginning of May. In the meantime, a PowerPoint on the voter education campaigns using the principles of *Woman-to-Woman Voter Turnout* is available for those doing programming at state conventions. For more information, send an e-mail to VoterEd@aauw.org.

Trailblazing Women Who Inspired *North Country* Honored by Minnesota Branch

The Hibbing (MN) Branch presented letters of commendation on April 21 to several women who fought sexual harassment at the Eveleth Mines, as dramatized in the recent major motion picture *North Country*. Letters from AAUW President Ruth Sweetser and AAUW Educational Foundation President Barbara O'Connor praised the women for their perseverance under stressful, humiliating, and threatening circumstances and thanked them for paving the way for other women to earn a living in nontraditional jobs and to have the courage to draw the line against sexual harassment.

Educational Foundation

Legal Advocacy Fund

Resource Library: Pay Equity

In honor of Equal Pay Day, LAF launched the pay equity page in its Resource Library. The new page will provide a brief history of pay inequity and the Equal Pay Act and explain the laws prohibiting pay inequity, including Title VII of the Civil Rights Act of 1964. Look for at <http://www.aaw.org/laf/library/index.cfm>.

Cross Corporate

Communications

AAUW Outlook (Spring/Summer 2006)

The magazine has been mailed to members and most will receive it this week. Among its timely articles and features this *AAUW Outlook* includes the first in a three-part series of articles in honor of AAUW's 125th anniversary, a cover story on AAUW's work to build sexual harassment-free campuses, an annual report for fiscal year 2005 for the Association and the Educational Foundation, and AAUW Strategic Process information for all members.

Development

One-in-a-Million Campaign Needs You!

The One-in-a-Million Campaign to raise unrestricted support for the Association comes to an end in June 2006. We are approximately \$20,000 away from goal and would like to remind all AAUW members that they can still be a part of this important campaign. We would also like to thank those who have already contributed. Remember, donors who make a gift of \$120 or more will receive the AAUW Equity pin. So make your donation today! Visit <http://www.aauw.org/contribute/onemillion.cfm>

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We encourage you to help us make *EdEqChange* truly an "exchange" by sending us comments. Please send to Sandy Monroe at monroes@aauw.org.

An online archive of previous editions of *EdEqChange* can be found on the AAUW website at http://www.aauw.org/member_center/leader_corner/EdEqChange/EdEqChange.cfm