



American Association of University Women
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PRESIDENT'S REPORT APRIL 2016

During my state presidency the New York State Board of AAUW has focused on the importance of mission-based programming to promote equity for women and girls; heightening our visibility; strategic planning; and emphasizing the value of collaborating with like-minded organizations to further our mission. Following is my final report on our work towards these goals in 2015-16:

Convention 2016

The Convention 2016 Planning Committee for “AAUW *Women on the Move: Achieving Women’s Economic Justice*” should be commended for their hard work preparing for this convention: Margaret Williams and Jane Russell (Co-Chairs); Linda Hammond (Local Chair); Donna Seymour (Public Policy Vice President); Janice Brown (Development Vice President); Karen Carr (Immediate Past Convention Director); Maria Ellis (C/U Director); Mary Lou Davis (District Director/State STEM Chair); Jennifer Mayfield (Cultural/International Director); Nancy Mion (LAF Director); Valora Blackson (Diversity Director); Lucienne Nicholson (EOF Director); Betty Preble (Buffalo Branch); and Linda Roberts (Convention Treasurer).

Convention 2016 continues two new features introduced in 2015 –

- **A workshop offering Continuing Legal Education professional credit for practicing attorneys – “*Know Your Rights!*”, a collaboration with the Legal Aid Society of Northeastern New York, and**
- **Our second “*New Leadership Track*” for college and graduate students, with a focus on financial literacy.**

Featured speakers at Convention 2016 include: Mayor Joanne Jepsen of Saratoga Springs; Beverly Neufeld, Founder, PowherNY; Christine Sedowski, Executive Director, YWCA Orange County; Leah Rambo, Tradeswoman, United, Sheetworkers, Local 28; Lois M. Johnson, Director of Workforce

Strategies, The Workforce Development Institute, Troy, NY; Kathy Brenniman, AAUW LAF Committee Chair; Leigh Ann DeLyser, NYC Foundation for Computer Science Education; and Marie Anid, Dean of the School of Engineering and Computer Sciences at the New York Institute of Technology.

Strategic Planning Goals and Outcomes

In *Focus* articles and visits to branches around the State I have had the opportunity to speak about my goals for the 2014-16 NYS Board:

- ***Enhance Visibility:*** Increase visibility through training and assisting branches in communications.
- ***Emphasis on Mission-Based Programming:*** At our 2014 State Fall Board Meeting, two key goals were identified to increase membership: (i) developing practical leadership modules for branches; and (ii) facilitating community engagement in branch programming.¹
- ***Increase Board Outreach to Branches:*** Ensure the state board is reaching out to all branches to engage them in AAUW's mission and goals and help them when problems arise. This included ensuring that branches are aware of state resources, such as the Leader on Loan Program and our state Speaker's Bureau; reaching out to branches as liaisons to the state board on a regular basis throughout the year; and ensuring that all branches are aware of the current state board grant incentive programs.

We utilized our strategic planning process to best address these goals of increasing visibility, increasing mission-based programming, and increasing board outreach to branches. I am happy to report that we were able to complete quite a few of our goals:

- To better serve our NYS members, we undertook a review of our Working Rules to ensure that the work and the processes of the NYS Board is in alignment with our Bylaws and Roberts Rules of Order; amongst other things we began, once again, to draft articles for branches newsletters, in addition to the articles we wrote for the statewide *Focus* newsletter;
- To increase our visibility in New York State, we focused on improving and increasing AAUW communications, which included on the state level creating a YouTube Channel and enhancing our Face Book and

¹ Our *Strategic Planning Outline* is attached hereto as Attachment A.

Twitter outreach, and on the branch level included ensuring that all branches had a basic level of web presence;

- To build bridges to future leadership, we (i) established a state board student advisory council, (ii) created a new leadership track for students at our state convention, and (iii) partnered with AAUW national to host a “Fellows” dinner in New York City to coincide with the AAUW Delegation to the United Nations Commission on the Status of Women Parallel Event, providing an opportunity for Fellows to interact with AAUW-NYS leaders and forging a connection that will hopefully lead to their remaining engaged with AAUW when their fellowships end;
- To assist branches in the recruitment process, we developed a concise “elevator speech” members can use when they meet persons they think might be interested in AAUW, and we developed an easy-to-use template for orientation brochures, all posted to the NYS website;
- To encourage mission-based programming, we aggressively promoted the state grant opportunities for mission-based programs on the branch level and at district conferences, resulting in a doubling of the grant awards in 2015-16 to over \$6,000;² and
- To enhance the quality of our state events, we prioritized making use of the speaker fund created in the budget several years ago for speakers/special guests for conventions.
- The full list of strategic planning deliverables is attached at the end of this report.³

Summer Meetings

- The 2014 summer meeting, “*Empowering Branches to Meet the Needs of Modern College Campus,*” took place July 25-27 at Cazenovia College. It included a ‘Hot Topics on College Campuses,’ a panel with students who attended NCCWSL, and a Communications session on ‘Enhancing your Branch Communications.’ Many of the sessions are posted on our YouTube Channel (<https://www.youtube.com/user/TheAAUW>).
- The 2015 Summer meeting, “*Connecting AAUW’s Mission at the Branch Level to Local Communities,*” took place July 24-26 at Cazenovia College. It included a workshop on ‘*New Leadership Models*’ provided examples of successful leadership development models, mentoring models, transition planning, and bylaws considerations to support the strengths of branches and their leaders. These examples will stress the

² A listing of the 2015-16 NYS Branch and District Conference grants is attached hereto as Attachment C.

³ The full list of Strategic Planning Deliverables is attached hereto as Attachment B.

importance of matching leaders to their strengths, prioritizing quality over quantity, and avoiding burnout. *'Making the Community Connection'* explored examples of processes branches have used to identify community needs and choose the right community partners.

Legislative Advocacy and Strategic Collaborations

Coalition Work:

- Under the leadership of our Public Policy VP Donna Seymour, we have developed relationships with a wide breadth of organizations and coalitions that work on matters of importance to AAUW. As a member of the Women's Equality Coalition, AAUW-NYS developed a statewide reputation for diligence and excellence. Thanks to WEA (Women's Equality Coalition), and thanks to our work around the Paid Family Leave Legislation, many, including Governor Andrew Cuomo, know AAUW and our issues and reach out to us when they have an issue that fits within our public policy umbrella. Coalitions AAUW-NYS is a member of include:
 - WEA - Women's Equality Coalition - no longer a 501c4, but still a loose confederation of groups taking action on issues;
 - A Better Balance: The Work & Family Legal Center;
 - HANY - High Achievement NY - supporting the Common Core;
 - EPC – The Equal Pay Coalition;
 - PowHer NY, Inc. – a variety of women's economic issues;
 - GENDA – working to pass GENDA (the Gender Expression Non-Discrimination Act) in New York State;
 - Women & Justice Project – working on the social justice issues of women prisoners;
 - Human Trafficking Task Force;
 - Paid Family Leave Coalition;
 - Domestic Violence Coalition;
 - Family Planning Advocates – currently they have a campaign on to get better sex education in schools; and
 - Winning Beginning NY – on child care and early education issues.

Legislation Advocacy:

AAUW-NYS submitted a memo to the Governor and Senate and Assembly leadership requesting support for –

- The Assembly's proposal to provide \$4 million in funding for non-residential domestic violence programs (A.9003-B);
- The Assembly and Governor Cuomo's proposal to provide \$50 million in supportive housing programs that include survivors of domestic violence (A.9004-B);
- Our opposition to the Senate's proposal for the creation of a domestic violence offender registry. A registry would create harmful unintended consequences for victims and their families, and would divert funding away survivor support services. (S.6405-B);
- Our opposition to the Senate's proposal for a public approval process for new domestic violence shelters in New York City; such a process would be an outright violation of state and federal law. (S.6406-B [SA1]);
- The Senate's proposal to prioritize domestic violence survivors in NYC for Section 8 housing (S.6406-B);
- The Assembly's proposal to create a NYC family eviction prevention housing supplement program that includes survivors of domestic violence (A.9005-B);
- Increased funding for civil legal services for survivors of domestic violence; and
- The Paid Family Leave act and the *#15andFunding* campaign that would create important economic security supports to survivors of domestic violence.

Website and Social Media Outreach

Key to raising AAUW-NYS's visibility has been creating a robust web presence. To that end, we have very active Facebook and Twitter public policy exposure, and the website has attracted a high number of visitors –

- *Facebook:* As of the end of March, our Facebook page has 363 'likes' and is averaging a weekly total reach of 52,000 people;
- *Twitter:* As of the end of March, our primary Twitter handle @AAUWNY had 319 followers, 554 'likes' and 733 tweets;
- *Website:* This year our website has had over 16,000 unique visitors, with almost 370,000 hits.

Effective stewardship of our social media presence has allowed AAUW to reach thousands on key public policy issues, extending our ability to influence legislation and public policy.

AAUW-NYS at the National Level:

AAUW continues to be well represented at the national level –

- **Eileen Hartmann:** AAUW Board Secretary
- **Melissa Guardaro:** United Nations Representative
- **Janice Brown:** Fundraising (Member)
- **Eileen Hartmann:** Governance (Member)
- **Elizabeth Harrel:** Governance (Member)
- **Nancy Mion:** Legal Advocacy Fund Committee (Member)
- **Mary Lou Davis:** STEM Liaison (Member)
- **Uma Gupta:** STEM Liaison (Member)

Branch Milestones

Below is a chart of our branches celebrating important milestones in 2015-16; collectively, this list represents 1,110 years of AAUW on the ground in New York State!

Branch Milestone		2015	2016
Anniversaries			
Adirondack	1920	95	
Albany	1890	125	
Buffalo	1890	125	
Cortland	1965	50	
Elmira/Corning	1917/1890	125 - Corning	
Fairport Area	1970	45	
Greater Rochester	1916		100
Islip Area	1960	55	
Jamestown	1921	95	
Kingston	1925	90	
Poughkeepsie	1925	90	
Southern New York	1900	115	

Special Events/Branch Visits

Branch Visits:

- ***September 15th-16th – GRAB: Guest Speaker, Board Meeting; Dinner***
- ***September 20th and October 20th – Staten Island: Membership Tea with Guest Speaker NYS Senator Diane Savino; Candidates' Forum featuring candidates running for Richmond Cty. DA***
- ***September 25th to 26th – District IV Conference: Guest Speaker***

- *October 17th – Poughkeepsie:* Attended Women of the Year Luncheon and delivered brief remarks regarding honoree Mary Lou Davis
- *February 27th – Rockland County Diversity Brunch*
- *April 9th – L.I. Interbranch Awards Brunch*

Special Events:

- *Fellows Dinner* – On March 16th, following a successful AAUW Delegation to the United Nations Commission on the Status of Women Parallel Event, AAUW leaders from NYS and the national office gathered with Fellows, Commission delegates, and AAUW staff for an evening of sisterhood and learning - sharing our passion for the mission of AAUW, and learning about the extraordinary work of AAUW Fellows in New York.
- *New York Stock Exchange* – On March 30th I was invited as one of the AAUW participants to ceremonially “ring the bell” at the start of the trading day, in recognition of Women’s History Month.

* * * *

George Elliot, in her prelude to ‘Middlemarch,’ her classic novel about the limited choices and opportunities of 19th century women, crystallized the crushing oppression women had to endure and survive:

Many . . . have been born who found themselves no epic life, wherein there was a constant unfolding of far-resonate action. Perhaps only a life of mistakes, the offspring of a certain spiritual grandeur ill-matched with the meanness of opportunity. Perhaps a tragic failure which found no sacred poet and sank unwept into oblivion . . . Their ardour alternated between a vague ideal and the common yearning of womanhood, so that the one was disapproved as extravagance, and the other condemned as a lapse.

How far we have come from those times. What an extraordinary time to be a woman in America – what choices we have in our lives, our careers, and our futures.

And so, I thank everyone present for your service to AAUW and to your communities – your work makes up the fabric of our great democracy.

ATTACHMENTS

- A: AAUW-NYS STRATEGIC PLANNING PROCESS**
- B: STRATEGIC PLANNING UPDATE: 4/16/16**
- C: AAUW-NYS GRANTS 2015-2016**
- D: AAUW-NYS 2015-2016 WEBSITE ACTIVITY**
- E: AAUW-NYS 2015-2016 DISTRICT CONFERENCES**
- F: SUMMARY OF EXECUTIVE AND FINANCE COMMITTEE
ACTIONS; SPECIAL MEETINGS OF THE BOARD OF DIRECTORS**

ATTACHMENT A

AAUW-NYS STRATEGIC PLANNING PROCESS

Purpose of Strategic Planning: To (i) help AAUW-NYS better coordinate efforts and nurture and grow its membership in NYS; (ii) provide guidance to state board members in developing their action plans for the year; and (iii) provide guidance in refining state board job descriptions.

Strategic Goals:

1. ***Communicating & Supporting Branches:*** Help branches develop tools to better nurture and increase membership by raising visibility; measure by a tangible increase in media hits and membership retention and recruitment

Strategies to Achieve Goal

- *Communications & Marketing:* Improve Communication With Branches/Provide Leadership in Marketing AAUW through
 - Providing Website Assistance:
 - model with NYS website
 - educate branches on site resources;
 - investigate moving websites to site resources
 - *Increased Communications:* Increase modes of communications with branch counterparts:
 - Monthly or bi-monthly communication of tips/best practices – via email/Focus
 - Create a Record: Shared drive for conference calls; place on website; send out via social media
 - Increased Modes of Communications to Membership:
 - Making more/better use of Constant Contact or SALSA platforms – Utilize to reach out for state events to reach more National members as well
 - Create Useful Toolkits:
 - Press Kit for Branches:
 - sample press release, communications best practices, sample elevator/fundraising pitch
 - Fundraising dinner planner and template letters
 - Membership Renewal Planner –
 - Develop a timetable; early renewal incentives
 - Checklists:
 - Produce one-pager explaining the role of the state board and function of national office to help leaders/members understand what they do operationally

- Baseline information needed for websites/newsletters;
- **Diversity:** Enhance Understanding of Role of Diversity in Membership through –
 - Consistent messaging on importance of diversity as an AAUW leader;
 - Including a diversity module in leadership development;
 - Giving leaders the tools to help integrate diversity intentionally:
 - Develop best practices to share with all branches;
 - Providing guidance to branches on ways to connect with more diverse groups/organizations - understand the diversity of their communities – age, employment, ethnic background, geographic, sexual orientation, etc.
 - Determine if current diversity statement is useful/consistent for use by branches;
 - Creating a “diversity committee” to ensure statewide effort
- 2. **Building Leaders:** Strengthen branch/state structures by building leadership tools/training and guidance in Transition Planning; Measure by incorporating into each statewide event and number of quarterly events or tasks completed

Strategies to Achieve Goal

- **Recruitment:** Provide Leadership in Membership/Leadership Recruitment Efforts through –
 - Encouraging Recruitment of Branch Scholarship Recipients – make them AAUW ambassadors; connect with partner c/u
 - Increasing special outreach to emerging leaders – special invitations to summer leadership and board committees
- **Increased Communications:** Increase modes of communications with branch counterparts:
 - Monthly/Quarterly/Bi-Monthly calls for officers/directors
 - Create a Record: Shared drive for conference calls; place on website; send out via social media
 - Increase nuts & bolts training, esp. with respect to membership/program/treasurers at state meetings (Summer/Convention)
 - Form committees to help nurture and grow state leadership
- **Leadership Transition:** Create leadership transition materials such as:
 - Orientation Booklet
 - Module/process for transitioning: provide guidelines for transitioning and record keeping
 - Providing examples of new leadership models – bylaws adaptation
- **Branch liaison program:** Increase state board engagement with assigned branches

ATTACHMENT B

STRATEGIC PLANNING UPDATE: 4/16/16

Deliverable	Actions	Status
NYS Website Redevelopment	Communications Director developing with Communications Committee	Ongoing
Branch Website Assistance	Communications Director and Website Manager worked with branches with no web presence to develop their pages on the state website	All branches now have some level of internet presence
Educate Branches on Site Resources	2014 Summer Meeting Workshop	Posted on YouTube
Increase Counterpart Communications	C/U quarterly calls and committee formed; periodic update emails from president to branch leaders; regular communications emails to counterparts	Make counterpart outreach part of board reports
Press Kit Creation: Sample press release, sample elevator pitch	Sample Materials on Visibility Page; some documents need updating – <ul style="list-style-type: none"> • Logo, brochure, bookmarks 	Sample elevator pitch developed
Membership Renewal Planner with Timetable & Incentives	Timetable on Membership page and incentives include \$25 awards and recognition at convention	At convention membership counterpart session brainstorm other ways to re-energize membership activities and keep uppermost in members minds
One-pager on role of the state board and role of the national organization	Draft article prepared.	Draft article for branch newsletters circulated
Assist branches with ideas on how to connect with diverse organizations in their community		Update at April board meeting
Create diversity committee	N/A	N/A
Develop/Promote Diversity Best Practices	Diversity Director and Cultural/Immigration	Update at April board meeting

Deliverable	Actions	Status
	Director developing best practices	
Fundraising Dinner Planner and Template Letters		Update at April board meeting
Special Outreach to Emerging Leaders for Board Events	Special outreach was made for summer meeting and 2015 convention	Outreach to previous awardees for 2016 convention as well as to the 2016 awardees; Incorporate into duties of district director
Increase Nuts & Bolts Trainings and Counterpart Sessions	Substantially increased time for counterpart sessions at 2015 Convention and 2015 Summer Meeting; also workshops at 2014 and 2015 summer meetings geared towards communications tactics, connecting with the community and new leadership paradigms	Keep as priority in planning process for state events
Suggested Transition Guidelines	Currently working on various working rules and bylaws items; transition suggestions have been built into working rules revised 2 years ago	Transition article drafted to circulate to branches for May/June branch newsletters
Enhance Board Liaison Program	Ongoing liaison discussions and revised assignment process to make it easier for board members to attend assigned branch events; identified branches for enhanced outreach/assistance	Update on enhanced outreach at April board meeting
Create Sample Orientation Booklet	Created board orientation; develop branch orientation/recruitment brochure template	Template approved at November board meeting; brochure template posted state website

ATTACHMENT C

AAUW-NYS GRANTS 2015-2016

Grants to promote mission-based programming and AAUW visibility were available for both district conferences and branch programs. The following have been granted since July 2015:

Districts:

District 1	Conference: Transgender	\$200
District 2	Conference: Women Rising out of Poverty	\$500
District 3	Conference: From Mudpies to Dinosaur Bones/STEM	\$500
District 4	Conference: Food Insecurity	\$ 48.37
District 5	Conference: Focus on Feminism (money returned until conference rescheduled)	\$500
District 6	Conference: Women at Work	\$500
TOTAL:		\$1,748.37

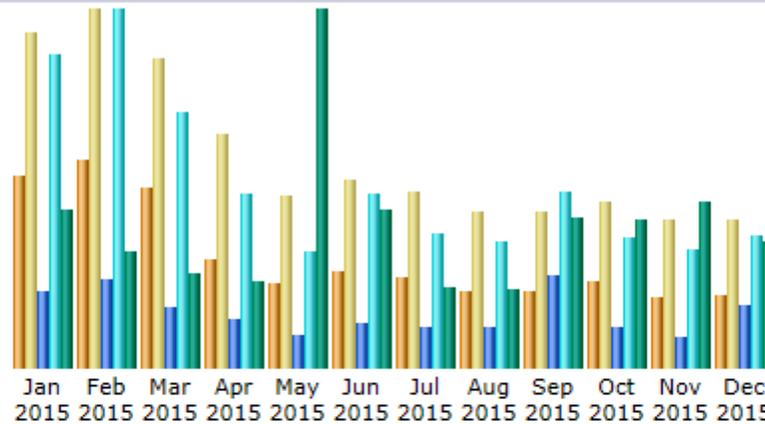
Branches:

Cortland	Start Smart	\$500
ESVB	Girls on the Go	\$500
Ithaca	Tech Savvy	\$500
North Shore	Equity High School Essay Contest	\$500
Poughkeepsie	Leading to Reading	\$500
Smithtown	Elect Her	\$273.77
Southern NY	Women in Computing	\$200
	Girl Power	\$300
Westchester	Wiz Girls/technology, engineering	\$500
Jefferson Cty.	Girls Grow – STEM Program	\$500
TOTAL:		\$4,273.77
GRAND TOTAL:		\$6,022.14

ATTACHMENT D

AAUW-NYS 2015-2016 WEBSITE ACTIVITY

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2015	2,332	4,091	12,576	52,150	6.30 GB
Feb 2015	2,543	4,366	14,870	59,493	4.62 GB
Mar 2015	2,207	3,777	10,168	42,520	3.76 GB
Apr 2015	1,314	2,847	8,092	28,843	3.41 GB
May 2015	1,019	2,098	5,356	19,358	14.25 GB
Jun 2015	1,188	2,298	7,389	28,801	6.32 GB
Jul 2015	1,099	2,151	6,703	22,419	3.22 GB
Aug 2015	943	1,903	6,769	21,019	3.16 GB
Sep 2015	936	1,906	15,340	29,412	5.95 GB
Oct 2015	1,059	2,015	6,754	21,502	5.86 GB
Nov 2015	851	1,797	5,265	19,808	6.64 GB
Dec 2015	885	1,799	10,521	21,957	5.05 GB
Total	16,376	31,048	109,803	367,282	68.54 GB

ATTACHMENT E

AAUW-NYS 2015-2016 DISTRICT CONFERENCES

District	Theme	Date	Highlight
1	Transgender: What Advocates Need to Know	October 17 th	Michelle Wolf, the co-chair of Spectrum, the Transgender Group of Western New York, gave an informative, insightful and heartfelt presentation regarding the history, lives and challenges of transgender people.
II	Women Rising out of Poverty	October 17 th	The group in attendance was very happy with the range of the speakers and their ideas.
III	From Mud Pies to Dinosaur Bones: Encouraging Girls' Interest in STEM	October 24 th	The speakers included Warren Allmon - the Director of the Museum, Illa Burbank – founder and president of Ithaca STEM Advocates, Ellie Fitts Fulmer – assistant professor of education at Ithaca College and past professional developer with the DA Vinci Science Center, Dr. Patrice Torcivia Prusko – Instructional Designer of MOOCs and Digital Initiatives at Cornell University, Dr. Silverstone – Associate Director of the Rochester Area Colleges' Center for Excellence in Math and Science, and Sally Wolfe – professional developer for Da Vinci Science Center teacher leadership programs.
IV	Food Insecurity	October 26 th	The final panelist, Catherine

District	Theme	Date	Highlight
			Barton from State Senator Betty Little's office, enumerated some of the federal and state programs to help the hungry.
V	Focus on Feminism		Cancelled due to weather
VI	Focus on AAUW Research	October 9 th	Aby Adesina, the CEO of Crest Coaching and Consulting; Laurie Cantileno, an executive from Cisco Systems, Inc.; and Sandra Kopecky, a senior Oracle database Programmer and NYIT adjunct professor spoke about the challenges in the field of engineering and what needs to happen to make a balanced, successful work and life experience for women engineers.

ATTACHMENT F

AAUW-NYS 2015-2016

SUMMARY OF EXECUTIVE AND FINANCE COMMITTEE ACTIONS SPECIAL MEETINGS OF THE BOARD OF DIRECTORS⁴

- July 15, 2015 – Executive Committee
Accepted resignation of Fierro-King as treasurer and agreed to remove her from account. Agreed to close First Niagara accounts and return money to former accounts at TD Bank.
- July 25, 2015 – Finance Committee
Agreed on RFP modification language.
- August 1, 2015 – Finance Committee
Approved Berard and Associates as bookkeeping firm for 2015-16.
- September 15, 2015 – Finance Committee
Moved to develop specific guideline for convention on how general budget and convention funds are to be allocated.
- November 10, 2015 – Executive Committee
Agreed to modify the fall board meeting agenda to show the vote on the Nominating Committee report will be held on Sunday.
- November 20, 2015 – Executive Committee
Moved to hold a special Board of Directors Meeting to reconsider the slate presented by the Nominating Committee at the Fall Board Meeting.
- December 3, 2015 – Board of Directors Meeting
Voted to extend the deadline for applications for the position of Program Vice President on the 2016 slate to January 20, 2016.
- January 25, 2016 – Board of Directors
Moved to add Geeta Desai to the 2016 slate in the position of Program Vice President.
- February 15, 2016 – Finance Committee
Moved to invest \$20,000 from our matured Raymond James CD and \$10,000 from our TD Bank Money Market Fund in a 5 year CD at TD Bank. Authorized Martin to move the funds.
- March 30, 2016 – Executive Committee
Agreed to amend the proposed bylaws amendments to be presented by the Bylaws Committee at the 2016 convention to include:
 - The Bylaws Committee moves to amend Article 5 section 3 c. by substitution - The officers “nominated” in a given year shall be members of different branches “unless they are running for the same office.”
 - The Bylaws Committee moves to amend Article 6 – section 3 by addition. Adding to the proposed amendment “and pending approval of the executive committee. No officer may serve more than 3 consecutive terms in the same position.”

⁴ Color code: Board of Directors, Executive Committee, Finance Committee.