

OVERALL BRANCH PROGRAMMING 2011-2012

Note: Completion answers should be only 1 to 3 sentences.

Planning: (50 points)

The branch had a **written strategic plan** guiding branch activities (10). (Please **attach** a copy.)

It included: ✓

Goals related to the AAUW mission (10) ✓

Specific action steps (10) ✓

Measurable outcomes (10) ✓

Which outcomes were achieved? What changes might your branch make next year? (10) ✓

50

Our branch has an overall strategic plan (attached) and specific goals, action steps and measureable outcomes for each program or event. Our goal is to advance the AAUW mission to achieve equity for women and girls through advocacy, education, philanthropy and research through out \$tart \$mart pay negotiations workshops, Pay Equity Day advocacy event, EYO Conference for 7th grade girls, 8th grade awards for science and math achievement (awards to 79 schools, 220 girls), 12 grade awards for academic excellence and community service, use of AAUW research findings, three \$1000 college scholarships; advance philanthropy by funding support for EYO and \$tart \$mart, provide three AAUW student memberships to scholarship recipients; as part of My Sister's Keeper help inmates at Bedford Hills Correctional facility by collecting and purchasing gifts they could give their children at Xmas, support the Pencil Promise which delivers school supplies to enable children living in extremely poor, underserved, communities in Laos, Cambodia, Kenya and Cuba to attend school, raise contributions for AAUW national funds, educate members, guests and community about gender discrimination, pay inequity, financial issues, wellness issues, cutting edge technology, voter education and legislative advocacy and actions that can be taken through our program meetings, current issues interest group, action groups, projects, events, email, website, newsletter, and our brand new facebook site. We hosted the AAUW District V conference with the theme of communication and connecting. This allowed us to expand our communication and cooperation with other branches and to share ways AAUW branches could connect with community groups and with their own members. The keynote speaker's address was titled "Speak Easy". Feedback was excellent. Action steps include time lines with specific deadlines and lists of actions completed and still outstanding. The initial plan for our new Running and Winning conference is attached as an example. Outcomes are measured by results and feedback. We had 260 girls sign up for the the 7th grade EYO conference. This exceeded our expectations. Eileen Hartmann and

Linda Hallman both attended. We ask students, parents, and teachers to fill out evaluation forms and we listen to how we can improve. Many students asked if they could come back in the 8th grade! Schools think the conference is so important that many schools in economically disadvantaged communities provide a school bus for attendees and teachers volunteer their Saturday to bring the students. We receive thank you letters for the gifts we collect for the incarcerated women at Bedford Prison. Our response from schools in Westchester for awards for 8th grade and 12 grade girls is excellent. In 2011 Our \$mart \$tart workshop to teach college women how to negotiate for equal pay was presented at the State University at Purchase, Sarah Lawrence College and at Westchester Community College. This is the second year at WCC and they expanded to two workshops showing that they thought the workshop was useful and successful. We will continue to make changes and take action in response to new threats to gender and pay equity, and attacks on women's rights to access reproductive health care and contraception that relate to our AAUW goals. Current political stands are attempting to destroy the separation of church and state and to turn back women's rights to where they stood in the early 19th century. We have been a platinum branch for a number of years and we are usually in the top 10 branches in NY State for contributing to the AAUW Funds. All of these outcomes have been achieved. Following up on last year's goals we were able to reschedule the My Sister's Keeper, AAUW-NYS project with Joan Monk and Melissa Guardaro which was cancelled last year due to snow. We also were able to hold a program meeting with an elected woman representative, Sheila Marcotte, Westchester County Legislator, 10th district. Our branch will also co-sponsor a one day conference for girls, titled Running and Winning. Another new project is a one week summer camp titled Visualization in Engineering for middle school girls. We will also expand our efforts to educate voters, register voters and get the vote out in this election year. 50-

Program: (50 points)

- 50
- Calendar of branch events** (Please **attach** a copy, including title (3), presenters (3), date (3), time (3), place (3), co-sponsors (3), and approximate attendance (3).)
 - List of interest groups** (Please **attach**, including name (3), one sentence description (3), and time of meetings - day or evening, weekday or weekend (3).)
 - New or ongoing branch projects.** Please **attach**, with a short one paragraph description of each. (10)
 - How many members participated in planning programs? (5) More than 100 including a program committee of 8 people, the 9 council members, the editor of the newsletter, the editor of our web site and the EYO website, 16 presenters, 20 volunteers on the planning committee for EYO, 19 mystery women for EYO, 36 workshop leaders and assistants for EYO, 6 volunteers and facilitators for Running and Winning, 5 members for \$tart \$mart, three leaders for the Current Issues Interest Group and three presenters for each Current Issues meeting, 5 members for the new Visualization in Engineering for middle school girls, and planning for action groups, branch projects, committees and interest groups.
 - In planning your program, did you have an overriding theme or other guidelines? Explain. (5) In planning our programs we choose a theme each year. Our theme this year was Connections. The theme must move the AAUW mission forward by advocating for equity for women and girls through advocacy, education, philanthropy and research. An action component is tied to most programs. Our first meeting is a pot luck dinner celebrating our connections through our cultural diversity. Two actresses presented vignettes describing women's issues and their responses. In October Joan Monk and Melissa Guardaro, AAUW-NYS representatives, presented information motivating our branch members to continue supporting the AAUW-NYS initiative, My Sister's Keeper. The District V conference in October had connections and communication as a theme (brochure enclosed). In November, "Women's Work, Not Just in the Kitchen", was a presentation that highlighted the way women artists connect with their audience and raise respect for women's creative abilities and independence. In December at our holiday luncheon as part of Our Sister's Keeper projects we donated

gifts, and money for gifts for the children of women incarcerated at Bedford Prison. Our member Lucy Swann gave a very moving talk about her escape from Austria during World War Two. At one point, at a risk to their own lives, another family hid Lucy her mother and her father on their farm. Lucy described how the family acted out our AAUW theme of 'my sister's keeper' and by doing so, saved the lives of her family. In January Sheila Marcotte, Westchester County Legislator discussed how connecting led her from a being a member of the library board to the town council to the County Legislature. At the same meeting the president of the Westchester League of Women Voters described their new initiative, Running and Winning, a conference to motivate high school girls to run for office. Our members immediately wanted to support this program and we are now co-sponsors with the LWV and the White Plains YWCA. In March Jean Havens presented a program honoring the 100th anniversary of the girl scouts. She showed a silent film made in 1918 and discussed how the scouts have connected with their communities, from the beginning. Scouting allows girls to gain confidence, leadership skills and gives them an opportunity to provide community service. Our EYO Conference in March connects, our branch with 7th grade girls, schools all over Westchester, the College of Mount Saint Vincent, teachers, parents, work shop leaders, mystery women and volunteers. We all come together to introduce and motivate the students to follow courses and a path leading to careers in STEM fields. In April Mary E. Westmoreland, Colonel, US Army, Retired will speak about her long career and connection with the United States Army. In May two members of the National Association of Mental Illness will speak about "In Our Own Voice: Living with Mental Illness" Stories of Recovery. In October and April we hold membership coffees that help active members connect with new and prospective members by relating the experiences they have enjoyed through AAUW membership. In June, as part of our My Sister's Keeper projects, we hold our Final Fling where we honor our Westchester Community College Scholarship recipients. This is an opportunity for our members to connect with these inspiring young women and to let them know that we appreciate their efforts, admire their success at WCC and wish them well as they go on to pursue a four year degree.

Membership Development: (50 points)

- The branch improved retention of members. (5) ✓
- The branch invited former members and/or members at large to branch events. (5) ✓
- The branch added new members. (5) ✓
- The branch included information on how to become a member in its publicity materials. (5) ✓
- The branch Membership VP or others actively recruited new members at branch programs. (5) ✓
- Community groups co-sponsored programs or projects, collaborated with the branch to host activities, or established an ongoing partnership with the branch. List the group(s) (5): ✓

50
Our current membership is 188 as of March 19th. We have a retention rate of 91.2%. We put pictures of members in our Yearbook so that members can recognize new and other current members and make them feel welcome. We invite former and prospective members to monthly branch meetings, new member coffees and events. We added 8 new members and convinced three former members to rejoin. Information about joining is in our newsletter, branch membership pamphlet, on our branch record form and on our website. We send out a mailing to MAL members in our zipcode areas, inviting them to join our local branch. We actively recruit new members and have a membership table and two greeters at meetings. We also recruit members at our two membership coffees. We offer a \$10 discount to new members for the 1st year. Each student and parent at the EYO conference receive a membership pamphlet in their folder. Each student receiving an 8th grade or 12th grade award receives a membership pamphlet in their envelope. The Greenburgh Nature Center, The Greenburgh Town Library, The Pleasantville Library, most middle schools for the 8th grade awards, most high schools for the 12th grade awards, most Westchester 7th grade schools (for EYO), Bedford Hills Women's Prison, Club Fit in Briarcliffe Manor, AAUW Rockland branch, Westchester County Office for Women (brochure enclosed), Pearson Publishing, St. Andrews Golf Club (donate 2 dinners for the scholarship winners), the League of Women Voters, the Westchester County Federation of Women's Clubs, the White Plains YWCA, the National Association of Mental Illness, Cassaletto Restaurant (donated two \$25.00 gift certificates), The Pencil Promise a project we continue to support through our My Sister's Keeper projects..

- Campus groups co-sponsored programs or projects, collaborated with the branch to host activities, or established an ongoing partnership with the branch. List the group(s) (5):

Westchester Community College partners with us for our scholarship luncheon and our Pay Equity Day Project. The Westchester Community College Foundation partners with us by accepting responsibility for the accounting for individual contributions for our three \$1000 scholarships. They also send thank you letters and information for tax deductibility to all donors. This year WCC sponsored two \$Smart \$tart workshops for women students. Sarah Lawrence College and SUNY Purchase each partnered with our branch to present a \$Smart \$tart workshop. The College of Mount Saint Vincent partnered with us to present the EYO conference for 7th grade girls. The College of Mount Saint Vincent also hosted planning meetings, bought a full page ad in our journal and will host a follow up meeting .

- Diverse or underrepresented groups co-sponsored programs or projects, collaborated with the branch to host activities, or established an ongoing partnership with the branch. List the group(s) (5): ✓
Westchester Community College for 3 AAUW \$1000 scholarships awarded to diverse and underrepresented women going on for a four year degree, two \$Smart \$tart workshops, and advocacy for Pay Equity Day which makes students aware of the pay gap facing women. Bedford Hill Women's Prison, Westchester schools sponsoring diverse and underrepresented for the EYO conference and for 8th and 12th grade awards.

- The branch successfully recruited new members from underrepresented populations. (5) ✓
- The branch tried something new to recruit members. Please describe briefly. Did it work? What might you do differently next year? (5) ✓

We give our Westchester Community College scholarship recipients, chosen as diverse and underrepresented women, a one year AAUW student membership. We have also gained members

through our partnerships with other groups. By co-sponsoring projects with the LWV, we have recruited two members from the League of Women Voters. Our most recent new member is the Director of Career and Technical Education at BOCES in Yorktown Heights who joined and is instrumental in BOCES partnering with us this summer in our camp program, Visualization in Engineering: Paper to 3D program. This year the Greenburgh Library, which co-sponsors our branch meetings, posted a librarian near the library entrance to tell people coming in about our program and directing them to the auditorium. We hope that we can continue to attract more new members. We have a new membership co-vp. who is very enthusiastic. We will continue to try to increase our membership through our partnerships.

Leadership Development: (15 points)

- 15
- The branch maintains and regularly uses a card file or other data base of members' skills and interests. (5) ✓
 - New and ongoing members who haven't held leadership positions were actively sought for new roles. (5) ✓
 - The branch publicized to members opportunities for leadership positions within the branch and at the State and Association level. (5) ✓

10

Technology and Communications: (10 points)

- The branch has initiated or expanded new technology in communications (ex. E-mailing, conference calls, electronic transmission of newsletters, branch web site, etc.). Describe what you did. How did it work? ✓

We had two important technology and communication break throughs this year. For the first time our branch has its own Facebook site! We are still at the beginnning stage and are hoping to create more visitors. We were on TV, Channel 12, Bronx News. Lorrin Johnson, co-chair of the EYO Conference was interviewed and some student attendees were also interviewed. the College of Mount Saint Vincent is located in the Riverdale section of the Bronx. Before the conference took place, Channel 12 also broadcast free public service announcements publicizing the conference and asking 7th grade students to sign up. We have two websites, one for AAUW information and news about branch projects and events, action calls, our calendar, copies of our newsletter, Our award winning newsletter continues to improve. There is more use of colored photographs and clip art. We are using emails more frequently to immediately urge members to take action when they have an opportunity to advocate against gender harrassment and discrimination. We continue to use our two websites and conference telephone calls through freeconferencecall.com for board meetings. The state of art equipment at the library has enabled speakers to use power point and films as part of their presentations. The library equipment now works seamlessly. Our new initiatives have received very positive feedback from members and guests.

25

Visibility: (25 points)

- The branch sent press releases to local newspapers. (5) ✓
- The branch put up posters in libraries, colleges, and other public places. (5) ✓
- The branch notified other organizations about programs of mutual interest. (5) ✓
- The branch explored local radio and/or TV exposure. (5) ✓
- The branch tried a way to reach people they had not done before (or in a long time). What did you do? How did it work? (5) ✓

We send notices and articles to newspapers but do not often get articles printed. We have much more success with social media and digital technology. We had posters and membership pamphlets at the voter registration events at the library and Club Fit. The Greenburgh Library co-sponsors our meetings and each month they create a flyer which is available on the 1st and 2nd floors. We also have a large poster size meeting announcement on an easel near the entrance to the library and a librarian is stationed

near the entrance to suggest that library visitors attend the meeting. The Greenburgh library, the college of Mount St. Vincent, Westchester Community College, many schools participating in 8th and 12th grade awards, and schools participating in the EYO conference publish information about our branch meetings in their own newsletters and/or websites. We have AAUW posters, red ribbons, and "pay day bars" at a table near the entrance to the cafeteria at WCC on pay equity day. We reached out to members who had not renewed membership in over a year and this year we were successful in bringing back 3 members. We send meeting information and an invitation to attend, to the Westchester Federation of Women's Clubs. Their Club members are publicly welcomed to our meetings. Increased visibility can lead to increased membership and larger attendance at meetings therefore we are always eager to utilize new sources for expanding our visibility. Our members and guests, and voter registrants have given us ver positive feedback for our visibility.

Leadership Development (Box for replies did not open). Our branch has a data manager who maintains a list of skills and interests for each member and she emails member info to the chairperson of their indicated interest and action groups and the relevant chairpersons. New members as well as experienced members are actively sought for leadership roles. Our unopposed slate for our Board of Directors will be elected in April. New members to be elected include last year's emerging leader as President and a brand new member as Co-VP of Membership. We advertise openings on our website, in our newsletter, in emails to all members and at branch program meetings. We also let members know about vacancies at the state and association level. We have three members, Jean Havens, Joan Monk and Roli Wendorf serving on the AAUW-NYS Board of Directors.

Mail or email the original of your entire application with supporting materials to:

- Peggy Kelland, AAUW-NYS Program Vice President
- 13 Susan Lane, Poughkeepsie, NY 12603
smkell45@aol.com
Questions? (845)297-0507

AAUW STRATEGIC PLAN

- I. AAUW Westchester Branch of NYS will be recognized as the leading advocate and resource in our area for equity for women and girls through advocacy, education, philanthropy and research.
 - A. Promote AAUW Westchester Branch of NYS as an important organization to consult on women's issues.
 - B. Continue to develop our contacts with schools, colleges, libraries, community organizations, women's advocacy groups, and institutions and become a resource as opportunities arise.
 - C. Continue to offer awards and programs to local students from the seventh grade through the college level.

- II. AAUW Westchester Branch of NYS will continue to grow by retaining current members and attracting new members.
 - A. Develop educational and engaging programs that promote the mission of AAUW.
 - B. Continue to examine the structure, location and timing of general, board meetings in order to encourage participation of new and current, working and non-working members.
 - C. Develop an active program to enhance the image and recognition of AAUW and gain new members.
 - D. Coordinate and disseminate information about branch activities through our newsletter, CHIPS, website, Facebook page, partners, coalitions and other media resources. Each committee, interest group, project or action group will coordinate publicity with the newsletter, website, and Facebook editors and other contacts as appropriate.
 - E. Develop innovative ways to increase attendance at Branch and Board Meetings.
 - F. Provide awareness of the various levels of membership: branch, district, state and national to the membership.
 - G. Nurture new members by developing innovative ways of incorporating them into Branch activities
 - H. Increase member retention by encouraging increased participation in mission related activities.
 - I. Survey members when appropriate, particularly new members and members who have not renewed.
 - J. Increase member attendance at meetings through extensive use of email, our newsletter, our co-sponsors, partners, and community resources.
 - K. Stress with both old and new members the mission of AAUW, and encourage their participation in mission related activities through Action Groups or other venues.
 - L. Encourage all members to lend their assistance by offering their services to Branch related activities.

- III. AAUW Westchester Branch of NYS will develop strategies for increasing our celebration, understanding and advocacy of diversity through its action groups, branch projects, committees, and interest groups.
 - A. Reach out to local organizations with diverse memberships, such as colleges, and women's advocacy groups. Explore common grounds for cooperation.
 - B. Encourage the participation of diverse communities in our programs.
 - C. Continue to expand coalitions with other groups.
 - D. Emphasize and celebrate diversity in our community through programs, activities and outreach for new members.

- IV. AAUW Westchester Branch of NYS will continue to work on effective branch management.

- A. Continue to examine the leadership structure in order to accommodate and manage growth.
 - B. Encourage members with specific expertise to use their talents to work on short-term projects.
 - C. Create new board and non-board positions to meet the branch's changing needs.
 - D. Actively encourage newer members to take part in branch activities, and assume leadership roles, by becoming co-chairs with experienced members of action groups, branch projects, or special committees.
 - E. Redesign the branch brochure and the branch record form to conform to current branch needs.
 - F. Develop and promote the use of technology as a means of communicating with our membership and recruitment community while ensuring that non-technology members are kept informed.
- V. AAUW Westchester Branch of NYS will maintain a sound financial base to assure present and future effectiveness.
- A. Strengthen financial management capabilities and continue to refine financial planning.
 - B. As needed, update record keeping procedures to conform to bylaws, state, and national requirements as well as the operational needs of our Westchester branch.
 - C. Clearly communicate branch financial needs to our membership and accept member feedback on financial priorities.
 - D. Hold fundraisers and direct member solicitations to benefit the AAUW Funds, Explore Your Opportunities (EYO), local scholarships, and other Branch projects and activities as approved by the Board of Directors.

Revised February 2012

AAUW-WESTCHESTER
PROGRAMS & SPECIAL EVENTS 2011-2012

Theme - "Connections"

Locations: First Congregational Church, Chappaqua (FCC) or Greenburgh Public Library (GPL)

WEDNESDAY, SEPTEMBER 7

Branch Meeting

6:00 p.m.

FCC

Celebration of Cultural Diversity: Internationally themed pot-luck supper. Members bring a traditional dish to share.

Program: *Women's Stories*: Vignettes by Elaine Hartell and Phyllis Kirigin. Attendance 65

SATURDAY, SEPTEMBER 24

New Members Welcome Coffee 10:00 a.m. Marie McKellar's Home, Dobbs Ferry
Attendance 18

WEDNESDAY, OCTOBER 5

Branch Meeting

10:30 a.m.

FCC

Program: *My Sister's Keeper*, AAUW-NYS project to foster greater understanding of the plight of women worldwide and within our borders.

Speakers: Joan Monk, Project Co-Chair and Melissa Guardaro, NYS International Affairs Director and Project Co-Chair.

Co-sponsored with the Greenburgh Public Library and AAUW-NYS Attendance 60

SATURDAY, OCTOBER 29

District V Conference 9:30 a.m. - 2:30 p.m. Unitarian Society, Hastings-on-Hudson
Theme: *Communication* Attendance 35

WEDNESDAY, NOVEMBER 2

Branch Meeting

5:30 p.m.

GPL

Program: *Women's Work, Not Just in the Kitchen: Woman painters - Part 2*

Speaker: Natalie Schifano, Artist and Adjunct Assistant Professor of Art Education

Co-sponsored with the Greenburgh Public Library Attendance 60

SUNDAY, DECEMBER 4

Holiday Luncheon

12 noon

Casaletto Ristorante, Elmsford

Program: Personal Immigration Stories by selected members of our branch

Community service Project: Toys for Tots. Please bring unwrapped toys, books, or cash donations for children of Bedford Hills Correctional Facility for Women for ages 1-18 years.

Co-sponsored with the Bedford Hills Correctional Facility and the Greenburgh Public Library
Attendance 63

WEDNESDAY, JANUARY 4 (snow-date February 1)

Branch Meeting **10:30 a.m.** **GPL**
Program: *Women Who Make a Difference in Public Life*
Speaker: Sheila Marcotte, Westchester County Legislator, 10th District
Co-sponsored with the Greenburgh Public Library Attendance 60

WEDNESDAY, MARCH 7

Branch Meeting **10:30 a.m.** **GPL**
Program: *Forever Green: Celebrating a Century of Girl Scouting and Beyond.*
The Girl Scouts celebrate a 100th anniversary and shared values with AAUW
Speaker: Jean Havens, Director of Communications, Girl Scouts Heart of the Hudson, Inc.
Co-sponsored with the Greenburgh Library and the Girl Scouts Attendance 55

SATURDAY, MARCH 17

EYO Conference for 7th Grade Girls **8:30 a.m.**
Science, Technology, Engineering & Math The college of Mount St. Vincent
Riverdale (Bronx), New York
Co-sponsored with the College of Mount St. Vincent 260 girls signed up

WEDNESDAY, APRIL 4

Annual Branch Meeting **6:00 p.m.** **GPL**
Vote on Budget and Slate of Officers
Program: *One Woman's Connection with the United States Army*
Speaker: Mary E. Westmoreland, Colonel, US Army, Retired
Co-sponsored with the Greenburgh Public Library

TUESDAY, APRIL 17

Scholarship Luncheon 11:30 a.m. Iron Horse Grill, Pleasantville
Eve Widdows, leader
Fund raiser for three \$1000 scholarships
Pay Day Event 11:30am Iron Horse Grill Pleasantville
Selena Barron, leader
Red ribbons and small "pay day" candy bars are given to all attendees to symbolize the 77 cents women earn compared to the \$1.00 men earn.

TUESDAY, APRIL 17

Running and Winning Workshop for High School Girls White Plains YWCA
Sharon Lindsey, Leader
Co-sponsored with the League of Women Voters and the White Plains YWCA

WEDNESDAY, MAY 2

Branch Meeting 6:00 p.m. GPL

Installation of Officers

Program: *"In Our Own Voice: Living with Mental Illness"* Stories of Recovery
Speakers: Roxanne Johnson & Linda Weintraub, National Association of Mental Illness
Co-Sponsored with the Greenburgh Library and the National Association of Mental Illness

SATURDAY, MAY 12

New Members Welcome Coffee 10:00 a.m. Selena Barron's home, Hartsdale

WEDNESDAY, JUNE 6

Final Fling 6:00 p.m. St. Andrews Golf Club

Program: *Honoring our Westchester Community College Scholarship Recipients*
Marilee Scheuneman, Leader Speakers: Three scholarship winners
Co-sponsored with the St. Andrews Golf Club which donates dinners for two of the scholarship winners

AAUW - WESTCHESTER 2012

List of Interest Groups

<u>Group</u>	<u>Description</u>	<u>Time of Meeting</u>
Active Artists	Meet in someone's home to paint	weekday
Art Interest	Visit a museum, lunch together	weekday
Bridge	Monday bridge game	weekday
Bridge	Friday bridge game	weekday
Current Issues	Prepare for and discuss political & social issues	weekday
Financial Group	Discuss finance & investing	weekday
Gourmet Cooking	Cook a meal together	evening
Literature	Upper Westchester book discussion	weekday
Literature	Lower Westchester book discussion	weekday
Literature	Evening book discussion	weekday evening
Mah Jongg	Tuesday game	weekday
Mah Jongg	Thursday game	weekday
Now & Then	Lunch group	weekday
Play Reading	Read a complete play at one sitting	weekday
Poetry	Read various poetry with guidance	weekday
Walking Group	Low impact hiking	weekend

New and Ongoing Projects

New Projects

1. District V Fall Conference

The AAUW Westchester branch hosted the District V Conference. Members of the Westchester, Rockland and Staten Island branches attended and participated. The theme of the convention was "Communication", Mary Lou Walker, author of *Speakeasy*, was the keynote speaker. Roli Wendorf and Maria Ellis, both NY State Board members, each spoke. Topics included communicating and listening to members and prospective members; speaking your donor's language: Tax Deductions; why women and young girls decide to join or renew their membership; using written media, public relations and newsworthiness to put your branch on the map; How to use photography to communicate; AAUW LAF working to combat sex discrimination in higher education and the workplace through community and campus outreach programs and other advocacy tools. All three branches working, sharing and learning together were a role model for successful communication. Attendees came away feeling proud of AAUW and eager to work toward fulfilling the AAUW mission by using the skills gained at the conference. (Conference booklet enclosed).

2. Running and Winning

Running and Winning is a workshop designed to introduce young women in high school to political leadership careers. This is the first year for the project which will take place at the White Plains YWCA on April 17th. AAUW Westchester is co-sponsoring the Running and Winning Workshop with the Westchester League of Women Voters and the White Plains YWCA. Volunteers from our branch include Adelaide DiGiorgi, Wilma Gitchel, Mary Logan, Jane Pendergast, Barbara Sarver and Marilee Scheuneman. Other branch volunteers have worked on planning, publicity and our financial contribution. Our branch has committed to contribute \$260.00 toward the workshop budget. We recruited volunteers through announcements at meetings and an email sent to all members. The keynote speaker will be Madeleine Kunin, former governor of Vermont will be the keynote speaker. Each high school in Westchester will be invited to select two students to participate in this active political experience. We project that 75 girls will attend. Women holding elected office will be invited to discuss their experiences in seeking and holding public office. In small groups, with a facilitator, the girls will develop leadership and teamwork skills. Each group will plan a campaign, analyzing issues, designing publicity, and writing and delivering a campaign speech. Projected outcomes for the students include greater self confidence in their leadership skills, a greater understanding and appreciation of public service, and awareness that a career as an elected official or as part of a campaign is possible. If young women start to run for office in high school, it is more likely that they will run for office in college, and then in their communities. All participants will be awarded a certificate of recognition, a valuable credential for college and employment applications. Women hold only

16.1% of the 535 seats in Congress: 17 Senators and 73 of the 435 seats in the House. In 2011 there were only 6 women Governors. NY State has a woman Senator, but women are still under represented in political office in NY State. As a co-sponsor of this workshop we hope to start more girls on the path to holding elective office. Our branch also gains recognition as an advocate and innovator of programs for girls.

3. Visualization in Engineering: Paper to 3D

Roli Wendorf attended a workshop at last year's convention that discussed the AAUW research paper titled, "Why So Few, Women in STEM Careers". In AAUW research it had been found that many women have less skill than men in visualizing in 3D, a necessary skill for engineering. The convention workshop stressed that this ability to visualize in 3D can be taught successfully. A group of AAUW volunteers led by Roli, was determined to bring such a program to Westchester. One member of the group was a recently retired Dean of Education at Pace College Sandy Flank, and she helped create the curriculum. Another volunteer was a member who joined our AAUW branch just a month earlier. Through the group's efforts they reached out to the Technology Center, Yorktown Heights (BOCES). The center was extremely interested and agreed to co-sponsor a one week summer camp from August 6th through August 10th from 9am to 1 pm each day. Our branch members were successful in their effort to have the Technology Center co-sponsor the summer camp because of our outstanding reputation in running the EYO program for 9 years, because of the professional backgrounds and knowledge of our branch volunteers and because of the respect AAUW research material has. The camp, for middle school girls, will teach them 3D visualization skills in the context of engineering through interactive computer-based lessons and hands on project work by using origami and making pop-up books. The students will also visit a local company to see engineers at work. The AAUW Westchester branch will gain visibility and respect at the schools from which the girls are recruited, from the staff at BOCES, and from the community at large. The girls will gain self confidence, specific skills necessary for careers in engineering and motivation to continue to improve their 3D visualization. Our branch can enjoy pride in initiating this new program and by taking this action, we are women making a difference.

Public Policy

A. Public Policy: AAUW Westchester has taken a strong role in protecting the rights of women and families. By creating awareness through a monthly column in our newsletter, CHIPS, and on our website and promoting action, we will be successful. In an election year many of the public policy articles have centered on women's issues and family issues. Several articles describe ways members can take action by learning about the background, pros and cons of the issues, by voting for the candidate they feel best represents their stands on the issues, by responding to action calls from AAUW and other action oriented groups, and by letting our elected representatives know how we want them to support our stands. Articles included: The Power of One Vote, Empowering Women Around the World: My Sister's Keeper, Year 2, Pay Equity and

Pay Discrimination, Review of Presidential Voter Approval Rates, International Women's Day, and Ending Violence Against Women.

B. Program Meetings provide information for informed decision making. The program presented by Joan Monk and Melissa Guardaro gave us greater understanding of the plight of women worldwide and within our borders. They motivated us to continue helping women many of whom are extremely poor, who need job skills and education, who have suffered from sexual harassment and physical violence, and who have been forced to leave their homes. Our branch's My Sister's Keeper projects are a way for us to take action. The program Women's Work Not Just in the Kitchen presented the strength and courage of women artists using their creative talents to stand up for women's rights. Our program for the holidays supported incarcerated women by providing toys and gifts that they could give to their children thus preserving family ties and a small sense of normalcy. Many of these women have been physically abused by the men in their lives and some have been used to be helpers in drug trafficking. Knowing that other women who don't know them, have taken this opportunity to help them, is a comfort to the prisoners. At the same program Lucy Swann, a Westchester branch member, gave a poignant talk about her experience fleeing from Austria as a child just as World War II started. Her family fled from country to country and at last they found a sponsor and were allowed to enter the United States. Her personal history made us all very aware of the life or death, urgency many immigrants feel when they come to the United States. This year immigration is a "hot" election issue, Lucy's talk gave us much to think about. In January Sheila Marcotte, Westchester County Legislator, 10th District, spoke at a program meeting about her path from library board member to town council woman to county legislator. She informed us about barriers for women who run for office and discussed some issues important to women and to Westchester residents. At our April meeting Mary E. Westmoreland, Colonel, US Army, Retired will speak about her career experience in the army. Sure to come up will be questions on whether women encounter sexual harassment and gender discrimination in the army and if so how these problems are handled. We also are anxious to hear her thoughts on the future role of the United States Army at home and abroad. Military budget is also an important issue and Ms Westmoreland is well informed as she served in the Pentagon. In May Roxanne Johnson and Linda Weintraub from the National Association of Mental Illness will speak on "In our Own Voice: Living with Mental Illness, Stories of Recovery". Many candidates this year are running on a platform to reduce or eliminate health and mental health services, programs that now receive federal funding. This presentation should give us a picture of the real needs and actions that we can take to tell our elected official to continue these vital sources of help.

C. Current Issues Interest Group: this group meets once a month and this year has chosen to give priority to issues important to the presidential election. We average between 18 and 25 attendees. One issue is usually discussed for an hour and 30 minutes. Two or three women volunteer each month to prepare the history of the issue and the pros and cons of solving the problems surrounding the issue. Often we have some action steps that our members can take. For example

in February we added a very urgent subject to our agenda, the Susan G. Komen's decision to end their funding for Planned Parenthood's cancer screenings for women. We shared the statements and action taken by AAUW National and we gave out links to websites, social media and Planned Parenthood. The outcome of our current issues meeting was emailed to all members and became the Public Policy Column for the March issue of CHIPS. We asked members to then thank Senator Gilibrand who signed a statement with other senators denouncing the Susan G. Komen Decision. (Our CHIPS, Public Policy article is enclosed). A short time later we took a strong stand on another issue affecting women and their ability to access contraception. The House of Representatives committee, 5 men and no women, held a hearing about the birth control issue with no women presenters. Again we gave out information and links for action. Then Rush Limbaugh launched a vicious and degrading attack on a Georgetown Law School student, Sandra Fluke, who just wanted a woman's views to be listened to. Again we asked our current issues interest group and all our members to take action. One link, CREDO, had over 500,000 signatures in just a few days, asking sponsors to stop advertising the Limbaugh show. They are now requesting signatures asking those sponsors who only suspended advertising to permanently stop their program support. Other topics discussed included: the economic problems of Portugal, Italy, Spain and Greece, and how they intersect with the United States economy; the political candidates, the budget and debt ceiling; hydraulic fracking; U.S. Policy in regard to Israel and the Arab Spring; and the Electoral College. Our next agenda item is separation of church and state.

Ongoing Branch Projects

Equity in Education

A. Promotes equitable education for girls and women and fosters an understanding of what constitutes gender equity and sexual harassment in schools, and reaches out to the school population and the community to achieve these goals.

A. Education Awards: certificates for female eighth graders for excellence in math and science. The Co-chairs contact all schools in Westchester that serve eighth graders. Because of many requests, each school is allowed to choose three girls who will each receive an award. The committee, prepares a budget, submits the budget to the AAUW Westchester board, designs the certificate, inserts each student's name, signs the certificate as awarded by AAUW, and mails the certificate to each school in time to be presented during the honors assembly at the end of the school year. AAUW receives visibility in their partnership with each school, in the PTA newsletter, the school newsletter, at the honors assembly and in the AAUW newsletter and website. We receive letters from students, parents and school staff members, acknowledging the impact and self esteem that the awards provide for the girls. In 2011 we gave awards to 220 girls from 79 schools. This was an increase from 2010 when we gave 209 awards to 8th graders from 69 schools.

B/ Education Awards: Certificates and a book, for female seniors, for excellence in writing. This award acknowledges 12th grade girls for following universally accepted standards of excellence in creative as well as formal writing. Each recipient, chosen by their school, receives an AAUW Westchester award certificate and a book chosen by our branch co-chairs. Each certificate is placed in a folder and gift wrapped with the book chosen by the co-chairs along with an AAUW Westchester membership pamphlet. AAUW visibility is the same as described above with the 8th grade information. A wrapping meeting with 10 to 14 members is held each year to get the awards out to the schools. In 2011 35 schools participated and 35 awards went to 35 girls.

C. Education awards: Certificates and a book for 12th grade girls for service to their school, academic ability, and potential for future service to women in the solution of social and civic problems. Each recipient, chosen by their school, receives a copy of Strunk and Whites, *Elements of Style*, contributed by its publisher, and our partner, Pearson Education, and an AAUW Westchester award certificate in a folder along with an AAUW membership pamphlet. In 2011 we gave out 35 awards to 12th grade girls from 35 schools. (There are more schools with 8th graders than with 12th graders)

D. Expanding Your Opportunities – The Sky's the Limit, sponsors an all day conference for 7th grade girls to introduce them to STEM courses and STEM careers in a fun, stress-free, environment. The girls have breakfast and lunch to meet and talk to students from other schools about the conference. They hear a keynote, motivational speaker, attend two hands-on workshops, attend a wrap up session and participate in a mystery women game. The program is in its 9th year and is our most complex project with a detailed time line and budget. This year we project 40 volunteer AAUW members and 100 non member volunteers. This year we had 260 students sign up. We partner with the College of Mount Saint Vincent. The college provides, several liaison staff members and teachers, space in their cafeteria, class rooms, laboratories, auditorium and security and parking guidance on the conference day. The college also provides space and staff for planning meetings and for a follow up meeting. AAUW executive director, Linda Hallman and AAUW-NYS executive director, Eileen Hartmann, attended the conference. This project gives AAUW visibility in all schools in Westchester and many schools in NY City. In Westchester, many schools, in neighborhoods serving underrepresented, minority students, think the conference is so vital that they pay the \$14 per student registration fee out of their own funds, ask teachers and guidance counselors to volunteer to accompany the girls, and provide school buses to transport the girls and staff members. The college of Mount Saint Vincent buys a full page, color ad for the back page of our journal. Each girl, parent and educator goes home with a book bag containing a folder with the conference journal and an AAUW membership pamphlet.

New this Year: EYO co-chair, Lorrin Johnson, and some student attendees were interviewed on TV by Channel 12 the Bronx. Channel 12 also gave EYO free public spot announcements asking girls to sign up for the Conference.

E. Scholarship Awards – The branch awards three \$1000 dollar scholarships to three women graduating from Westchester Community College who have chosen to pursue a four year degree. This degree will enable the women to have a wider choice of career paths and the ability to earn higher salaries. Priority is given to diverse, underserved candidates. Westchester Community College partners with us. Contributions are given through the WCC Scholarship Fund so that they are tax deductible. The college maintains a separate sub account for our AAUW contributions. They choose the scholarship recipients and release the scholarship funds to the college of the students' choice once they matriculate. The college also co-sponsors an AAUW scholarship fundraising luncheon which we hold on pay equity day. The lunch, prepared and served by their culinary students, is provided to AAUW for the cost of the food, usually \$8 or \$9 dollars. The luncheon has become the largest source of funds for the scholarships. The three scholarship recipients also receive free one year memberships in AAUW Westchester. They are our guests and honorees at our Final Fling banquet and they each give a short talk about their background and aspirations.

Pay Equity

F. Pay Equity Day event April 17th: Our branch sponsors pay equity day on the day we hold our scholarship luncheon. The college is our co-sponsor. Our goal is to bring awareness and visibility to the pay gap that exists between women and men. Women earn an average of 77 cents for each dollar a man earns. We choose April for the event because a woman must work until sometime in April to make as much as a man earned by December 31st of the prior year. Not one state in the US has achieved pay equity. We set up AAUW pay gap posters and have AAUW information available. We give out small "Pay Day" candy bars to bring physical awareness to the pay gap. The luncheon is prepared by the college's culinary students. We ask the attendees to wear red as a symbol of pay inequity. We also give out red ribbons which we ask attendees to tie to their pocket books or button holes so that when someone asks them why they have the ribbon, they can spread the word about pay discrimination. The latest LAF case is also discussed and we urge attendees to contact their elected representatives and urge them to vote for the Pay Equity bill.

G, Pay Equity: The \$mart \$tart Project is in its 2nd year. In cooperation with WAGE, Inc the \$mart \$tart program runs workshops for college women making them aware of the gender pay gap and by teaching them negotiation skills to enable them to bargain for higher pay. Studies show that women hesitate to bargain for higher pay, which creates a widening pay gap from the time of their initial salary.

New this year: We have held another workshop at Westchester Community college, a school with a low tuition fee, which attracts students from minority and underrepresented groups. We also held a workshop in partnership with Sarah Lawrence College for women students in their college. The workshops have gained publicity and admiration. The United Women in Business (UWIB) invited Roli Wendorf, as a representative of AAUW, to speak at an interactive panel discussion that addressed the pay gap and explained how to confidently ask for a raise and

promotion, including best practices for presenting qualifications and accomplishments. The UWIB is a non-profit organization dedicated to the professional and personal development of all women. UWIB's mission is to foster success for its members by providing educational programs, mentorship and networking connections, and leadership and growth opportunities. (Flyer enclosed)

G. My Sister's Keeper: This is the second year of this theme which supports the AAUW mission to educate the public about the barriers women face, and to foster greater understanding of the plight of women worldwide and within our borders. We have continued several projects from last year. We again supported the women incarcerated in the Bedford Hills Correctional Facility by supplying gifts that they can give their children during the holidays. A thank you note is enclosed. Susan Barron made her 2nd trip to Cambodia and Laos giving out locally made book bags filled with school supplies.

New this year: Our My Sister's Keeper project, the Pencil Promise, highlighted Susan Barron's trip to deliver school supplies to two villages in Kenya. A photo of Susan with girls from the Maasai tribe appeared in our newsletter and on our website. As part of the women's empowerment program which she has started, Susan hired local seamstress women to teach the Masai women, living in a village for Maasai widows, how to sew the book bags for the children. Very young Maasai girls are married to older men because they are able to give the bride's family a cow in exchange for their bride. When the older men die, their wives are not allowed to inherit property or remarry. They can not return home because then their families would have to give the cow back to the husband's family. Susan also has developed local sources to provide the school supplies that go into each bag. The all wool Maasai fabrics are so stunning that Susan has now come up with an idea for a special edition tote bag made by the Maasai women. As an AAUW Westchester member Susan plans to have a Pencil Promise logo on one side of the tote and an AAUW logo on the other side. Sewing these totes will give the Maasai women a new source of income. The totes will be free with a \$100.00, tax deductible donation to the Pencil Promise. Susan will equally share the profits with AAUW Westchester. Her share of the profit will be used to purchase more school supplies for children.

Lucy Swann spoke at our holiday luncheon about how important someone who believed in the true meaning of My Sister's Keeper was to her family. Her family fled from Austria just before World War II. They escaped by moving from country to country. At one point a farmer and his family, at the peril of their own lives, hid Lucy, her mother and her father. Her story is a metaphor for all women and families facing, discrimination, violence and death today.