



Palmetto Leaf

AAUW of South Carolina Newsletter

Vol. 56, No. 1
September 2008

The AAUW Community: A Shared Understanding of Membership

by Linda Hallman, AAUW Executive Director



While each of us brings our own understanding of what AAUW membership means to us personally, there is another aspect to our membership that reflects our shared understanding of the AAUW community and why we are involved. It is this shared vision of ourselves that attracts others to join us, and reinforces our own allegiance.

As we consider what it means to be a member of AAUW in the 21st century, let's use our Value Promise as a starting point - **By joining AAUW, you belong to a community that breaks through educational and economic barriers so that all women have a fair chance.**

First, the Value Promise tells each member what she/he gets for her/his dues, i.e., the value of membership. Each of us gets a chance to break down particular barriers in a way that no individual alone is able to: through community. The Value Promise is a wonderful way for us to think about ourselves as a nationwide community with a common commitment to breaking through educational and economic barriers in order to advance our shared value — a fair chance for all women.

Second, the Value Promise serves as a yardstick to measure whatever AAUW (at any level) does. When members decide to offer programming that breaks through our targeted barriers, we keep our Value Promise to members, potential members, collaborating organizations, the media, decision-makers and the general public.

Third, the Value Promise also provides us a useful communication vehicle to express our complex and challenging agenda to varied constituencies — a consistent elevator speech for our members.

What the Value Promise doesn't fully articulate, however, is the potential force behind this commitment — that is, the incredible power of almost **100,000 members in 1000 branches nationwide**, all dedicated to breaking through these barriers so that all women have that fair chance that we believe is their right. So, how can we (each and all member/s) be that force?

To be members who contribute to this communal force, **we need to see ourselves first and foremost as members of the entire organization.** Too often, our experience and vision of AAUW is limited to our branch and/or state.

When we adjust our perspective to see ourselves as members of AAUW as a whole, we are more likely to:

- Seek out, and engage in communication and Program at the organization/national level;
- Understand and abide by the wisdom of focusing on mission-based programming;
- Weave the commitment of our value promise into the fabric of all our activities;
- Routinely tap the resources of the AAUW website and members throughout the organization;
- Act on the imperative of each member recruiting and retaining members — every day in every way — comprehending that without “my effort,” the organization can't survive.

AAUW's 100,000-member efforts are admired on Capitol Hill and in the civil rights and womens' advocacy communities.

To be members who contribute to this communal effort, **we need to see ourselves as others see AAUW members — a powerful and influential nationwide community deserving of respect.**

State President sets goals for achievement in 2008-09

by Bev James, AAUW of SC President



As we begin the 2008-2009 fiscal year, my goals for the upcoming biennium for AAUW of SC are a continuation of previous goals. Let's call them the three C's: *Communication, Collaboration, and Connection.*

Communication: Since AAUW of South Carolina has a small number of branches, we have a unique opportunity to know personally

members of other branches and the AAUW SC Executive Committee members. Communicate with your board, ask questions, raise concerns and let us know your needs. Use the communications from the board to you, especially those from our Program V-P and Membership V-P, to assist your branch. Take advantage of the opportunity to create a page on our website, www.aauw-sc.org. This would enable your branch to communicate with prospective members.

Collaboration: Branches members have a responsibility to share their expertise both in their communities and with other branches in South Carolina. We need to share with others our successes whatever they may be: noteworthy programs, the way we organize our leadership, membership recruitment ideas. Use and share the research conducted by AAUW which is available to all of us. Use these publications to help your community. Collaborate with organizations in your community with a common cause.

Connection: Some branch members have expressed a feeling of disconnect with AAUW. Feeling connected to our branch members, the state organization, and the Association unites us to our common cause, advancing equity for women and girls through advocacy, education, and research. How do we make this connection?

On the branch level, we need to ensure the mission-based programs are relevant to your members and your community. Form interest groups, have social times planned, call those members who have been absent from meetings. These help establish connections.

On the state level, attend state board meetings and conventions. Mark your calendar now for the 2009 Spring Convention, *Breaking through Barriers*, in

Aiken on April 3-4. Maintain a connection with state officers and read the *Palmetto Leaf* which keeps you informed of state activities. Attend **Legislative Day** in Columbia on February 24, 2009 and connect with those throughout the state with like concerns.

On the national level, AAUW continues its goal of reorganization with the first draft of the proposed By-laws submitted for comments in August. The Bylaws Committee is now reviewing, summarizing and considering the comments received on the draft. The final proposed Bylaws will be completed after the October meeting of the Board of Directors, then made available on the website in January and published in the Spring AAUW *Outlook*. Use the AAUW website, www.aauw.org, to keep you informed of the progress of the organizational transition.

The Current Topics Briefings are a terrific resource. When asked for your input and opinions, take the time to do this. Let your opinions be heard. Attend the **National Convention** in St. Louis on June 26-28. What a terrific opportunity to feel connected to AAUW!

Communicate – Collaborate – Connect. These are straightforward ways to make AAUW SC all it can be.

Bev

Welcome new State Board Members

The Executive Committee of the AAUW of SC Board is pleased to announce the appointment of two new Board members.

Carol Lucas, Beaufort Branch, has been appointed Program Vice-President and **Ellie Setser**, Charleston Branch, has been appointed Public Policy Chair.

They both are well qualified for their appointment and we welcome their expertise. They have already communicated with their branch counterparts, so if you have not heard from them, please let me know.

Other Association news

AAUW gained special consultative status at the United Nations with the Economic and Social Council which initiates reports, makes recommendations and promotes respect for human rights and fundamental freedoms.

Winds of Change are part of AAUW's future

by Carol Newnam, South Atlantic Regional Director



By the time you read this, you will have been hearing that there is a draft of new bylaws for AAUW. You may see the proposed bylaws and explanatory notes on the AAUW website (*Member Center* under *Strategic Process*). There is an important transition taking place in AAUW and this is another step in the process. The Bylaws Committee has solicited comments from a

number of Association, state and regional officers as well as members, and will present an updated draft to the Board in October. There will, no doubt, be further discussions and the bylaws will be brought to our convention in St. Louis in June 2009 for a vote.

The goals of these bylaws are to synchronize the two corporations, streamline the bylaws, add flexibility to all levels, and provide members with multiple ways to participate in AAUW. The Association Bylaws Chair has pointed out that: *"These bylaws address the national level organization and set up its purpose, membership, and structure by which it carries out its purpose. If a national organization has anything beneath it, such as chapters or branches, the national bylaws have to provide for their existence, but they address only the parameters and restrictions on those sub-units that are required by the national organization. The*

AAUW states and branches then have their own bylaws that set out for that particular level the way the state or branch is organized in order to carry out the AAUW mission and programs. So it is not necessary, nor is it desirable, for the national level bylaws to address in detail how states and branches are organized and operated. That is properly taken care of in the bylaws for those specific levels."

Some of the more important changes in the proposed bylaws are:

- Elimination of the Regional structure
- Members may form interstate structures if desired
- Opens membership to anyone who supports the mission
- States are free to have a state structure or no state structure
- Branches are free to choose their structure with no required positions other than an administrative and financial contact
- There will be fewer standing committees but the Board may appoint task forces and committees as needed
- Every member has a vote

This is a very important time in AAUW with far-reaching changes in the making. If you want to be a part of the future of AAUW, please plan to attend our convention in St. Louis, June 26-28, 2009.

Carol

Judicial Reform meeting examines the diversity of lawyers in SC

by Ellie Setser, AAUW of SC Public Policy Chair

The Judicial Reform Meeting held in Columbia in early September was a standing room only affair. It was sponsored by the League of Women Voters and the Women Lawyers of SC. The very distinguished panel was headed by Jean Toal, Chief Justice of the SC Supreme Court and highest ranking female in SC government.

The thrust of the panel's discussion was diversity. Although the SC bar is 20% female and 10% African American it is certainly not reflective of the population of the State which is 52% female and 39% African American. The trend is increasing diversity from 40 years ago when there were 10 female lawyers in all of SC and less than 10 African American lawyers. Now 40% of the law school students in SC are female but only 10% are African American.

In SC there is a Screening Committee that examines tax records, public documents, newspapers, credit reports,

education and credentials of prospective judges. Many pass the screening but only three are allowed to be presented to the legislature for vote. So our State has a combined screening and legislative election process. Many aspirants complained of having to stand for days in the lobby of the State House and the parking garage in order to campaign for the judgeships, losing valuable work time in the process. It was generally agreed that the process is dominated by white males and that more diversity is needed.

Some changes are needed in the process of judge selection however it was generally agreed that popular election of judges is the worst solution as it leads to campaign finance interference with justice issues. More pressure should be brought to legislators to make the process fairer.

Plan a celebration of 50 years of AAUW's Educational Foundation

by Trish Johnson, AAUW of SC EF and LAF Chair

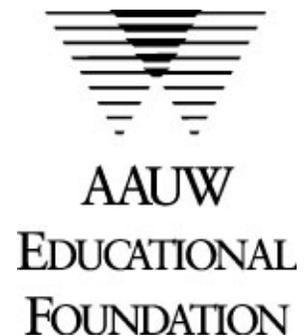
For 50 years, the AAUW Educational Foundation has been *breaking through barriers* for women and girls.

In 1958, the Educational Foundation was officially established to administer AAUW's fellowship and grant programs, advancing educational and professional opportunities for women in the United States and around the globe. Thanks to the generous contributions of AAUW members across the nation, the Foundation remains one of the world's largest funding sources for graduate women. Adding to this distinguished legacy, the Foundation also became the source for AAUW's landmark research reports and more recently, the AAUW Legal Advocacy Fund program.

Celebrate the Foundation's long and distinguished history of advancing educational and professional opportunities for women in the United States and around the globe. Each year the Foundation provides about \$4 million in fellowships, grants, and awards for outstanding women around the globe and for community action projects. The Foundation also funds pioneering research on women, girls, and education. Learn how your branch can participate.

Visit Foundation's 50th Anniversary Scrapbook

Share stories, photographs, anecdotes, memorabilia, and other historical information about the Educational Foundation in the *50th Anniversary Commemorative Scrapbook* which will be available until June 30, 2009.



What's Happening in Your Branch or State?

Branches and states have held their own unique celebrations in recognition of such an important milestone. Remember to share what you have been doing and will be doing in the *AAUW Scrapbook*. If your branch or state has not celebrated yet, review the *50th Anniversary Program in a Box* for ideas.

Help to celebrate the Foundation's 50th birthday by encouraging all your members to make a special contribution to the Educational Foundation. We are so close to finishing the *Ann Scott Terry Research & Projects Endowment* and with your help during this celebration, we can complete it.

AAUW members are "passionate about education"

by Pat Batten, AAUW of SC Membership Vice President

For most of us, we're now getting back in the swing of AAUW in our branches with the start of another program year.

But – AAUW never takes the summer off! In the branches, the treasurers and membership contacts have been collecting dues and forwarding that information to Washington. Programs were being finalized for the year and all the officers are receiving information about what's "new" at AAUW.

At the State Summer Leadership Conference in Columbia in August, **Ann Terry**, our *Palmetto Leaf* Editor and member of the AAUW Educational Foundation Board, introduced us to the new DVD set that is being given to all branches from the Association. She focused on the membership section and one interesting suggestion for all of us is the "elevator speech."

What is that, you ask? Well, imagine stepping into an elevator with an AAUW badge on and having someone say, "What's AAUW?" Unless you're going to the top of a very tall building, you will only have a few minutes – if not seconds – to answer that question. What would you say? Ann's speech was, of course, excellent. Because you never

know when you might have that chance to tell someone about us, take a moment to think about your speech.

The **Hilton Head Branch** has had its first meeting and we focused on AAUW, with an emphasis on advocacy and equity. While we didn't write our "elevator speech," many of the points emphasized by our members would be good beginnings for one.

My personal favorite was part of a publicity release about our September meeting which was written by one of our new members (who happens to be the managing editor of a local magazine). She wrote that we were a group "passionate about education." I would like all our members to be passionate about our commitment to education and equity and to share that enthusiasm with friends and colleagues. When others see how we feel, they want to be a part of this organization that's 125+ years old and still going strong.

Let's make our organization even stronger by increasing our numbers!

Advocacy efforts critical to all of our futures

by Ellie Setser, AAUW of SC Public Policy Chair

Public policy advocacy is among AAUW's most important missions. You may obtain copies of AAUW's current policies from the national website (www.aauw.org/issue_advocacy/principles_priorities.cfm).

Brochures can be copied and distributed to Branch members. There is also a Resource Manual available for each branch Public Policy Chair or President. The South Carolina Legislature is in session from January until June of each year. This will be an important year for many of our priority issues especially public education funding.

AAUW opposes using vouchers for public education and we have fought for several years a very powerful organized campaign to use our state as a guinea pig to force the use of public funds for private school education. This effort is being partially funded by out of state sources. We must remain vigilant because despite past defeats this issue is raised again and again.

We will join with other women's organizations at our **Legislative Day** in Columbia on February 24, 2009. Jean

Norman has volunteered to coordinate SC AAUW's efforts again. We will hear important speakers addressing issues of interest to us and we will most importantly have an opportunity to visit our legislators and tell them directly about our views. You may keep up with what is going on in our state at www.scstatehouse.net. Please make contact with your local legislators in your district so they will know who you are. You may also want to send them a copy of our legislative brochure and sit down with them to discuss it over the fall hiatus.

We will have the opportunity to address another of our important issues at our convention in Aiken, SC in April. One of our featured speakers will be Michele Leber who is the long time chair of the National Committee on Pay Equity. Pay Equity is still very much a front line issue.

I look forward to hearing from you to answer questions and help in any way I can. I am humbled to be Public Policy chair after the passing of Betty Bayless, who was so effective and such a dear friend.

Gear Up for Election Day – encourage women to vote Nov. 4

AAUW hopes you are preparing now to ensure women's voices and issues are heard on Election Day, Nov. 4.

Encourage other women to vote by forwarding AAUW's e-card to other women and encouraging them to register to vote and get involved.

Read AAUW's *Woman-to-Woman Voter Turnout: A Manual for Community-Based Campaigns to Mobilize Women to Vote* for tips on how you and your branch can help get more women to the polls.

Use AAUW's new *Woman-to-Woman Voter Turnout Program in a Box* with your AAUW branch or with a group of friends and neighbors to plan and implement a personal voter outreach campaign.

Also, be sure that you are registered to vote and that your voter information is current. If you have moved since the last election, then you will need to re-register as many as 30 days before the election.

Finally, get informed by reading more about AAUW's Voter Education Campaign, and read AAUW's *Congressional Voting Record for the 110th Congress* to find out how your elected officials voted on issues important to women and girls.

Use AAUW Voter Guide Templates to Get Out the Vote

AAUW recently released the *Congressional Voting Record* for the 110th Congress and voter guides for some hotly contested races this November.



The *Congressional Voting Record* gives our members and the public critical information about how members of Congress voted on AAUW priority issues, and the voter guides will help voters make informed decisions on where candidates in the presidential race and in hot congressional races stand on AAUW issues.

Branches are encouraged to use the voter guide templates on the AAUW website to create a voter guide for a race that affects their community. If your branch has compiled a voter guide for a U.S. House or Senate race, send it to AAUW and we'll put it on the web site. Visit AAUW's *Two-Minute Activist* for more ways you can spread the word about where candidates stand on issues important to women and their families.

Please consider being part of the state Leadership team

While it sounds like somewhere off in the distant future, it actually is time to start working on the slate of officers for 2009-2011. Candidates are being sought for the positions of: **President-elect, Treasurer and Program Vice President**

Each branch is requested to please forward the names of potential candidates for the above offices to the Nominating Committee. You are encouraged to nominate yourself if you are interested in service at the state level.

In addition, each branch should submit the name of one (1) candidate to serve on the **2009-2010 Nominating Committee**. Along with the election of officers, three members of the Nominating Committee will be elected by the delegates, and two will be appointed by the Board of Directors at the 2009 Spring Convention.

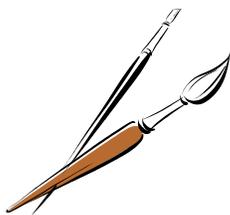
Please forward, by **November 1, 2008**, the names of the potential candidates to: Dot Tunstall, AAUW of SC Nominating Committee Chair, 159 Corley Mill Road, Lexington, SC 29072, or call her at 803-356-2170 or email her at dottun57@peoplepc.com. Other committee members are **Bernadette Houghton** (Aiken), **Lynn Shore** (Greenville), **Kathleen Boggs** (Hilton Head) and **Harriet Teasdale** (Rock Hill).

Please do your part to help with this important part of the success of AAUW of SC. Leadership activities are done as a team and others are always available for mentoring and help along the way. No one is in it alone.

Calling AAUW Artists – you could be the new AAUW notecard designer

To showcase the artistic talents of AAUW members, AAUW announces the AAUW Note Card Design Contest. AAUW's 2009 note cards will be made special by using members' original art on the front of the cards.

To make them even more special, AAUW members will select the three designs that appear on the cards by voting once a week online for their favorites. Every time you vote, you are automatically entered into a drawing to win one of ten \$25 gift certificates to *ShopAAUW*.



Enter soon and encourage your friends to enter this exciting new AAUW contest. Then, make sure to visit the AAUW Design Gallery to see all the terrific artwork submissions and vote for your favorites.

Complete details on how to enter the contest and how to vote for the winning design can be found on AAUW's website www.aauw.org. Entries are due by November 3 and voting is open from November 10 – December 12.

Help us to ensure that the boxes of cards we mail to AAUW members next spring are uniquely AAUW.

AAUW Helpline gets new name

The former AAUW Helpline is now known as **Connect2AAUW**.

"This name change comes with a re-energized commitment to success through outstanding customer service," said Christy Jones, Director of the AAUW Membership Department.

CONNECT2AAUW is a team of four dedicated individuals, whose focus is serving AAUW members and the public by responding to general inquiries, providing online support to end users, and fielding special requests with other departments and staff.

You can email 24/7/365 to connect@aauw.org or call between 10 a.m. & 5 p.m. weekdays to 1-800-326-2289. Their goal is to respond within 24 to 48 hours.

The staff reports the following activity for this service of AAUW. Between January 1 and June 30, 2008, staff tracked 53,227 contacts that were a combination of phone, email, written and fulfillment activities. This is a slight decrease to the same time in 2007 when there were 53,921 contacts made.

That's a lot of customer service by just four people!

AAUW Mission Statement

AAUW advances equity for women and girls through advocacy, education and research.

Action needed NOW to ensure your place at Spring AAUW convention

by Bea Peyser, Aiken Branch President

The Aiken Branch will host the State Convention on Friday and Saturday 3-4 April 2009. Come early and spend a day touring the charming city of Aiken. Arrangements have been made to book rooms in the historic Hotel Aiken right in the heart of downtown at 235 Richland Avenue West, Aiken, SC 29801. Hotel Aiken is over one hundred years old and very quaint. The rooms are not large, but they will be fine for two to share for sleeping and showering. Besides, you will either be shopping, eating in a great restaurant on Lauren's or at the Convention.

Like many things in life there is a hitch to this location. The owner would like the reservations to be made **before January 2009**. The reason given is the Masters Golf Tournament! Need I say more? In and around Aiken the motels begin to fill up months in advance. The owner of Hotel Aiken will keep the price @ \$95.00 for a room in the main building with 2 full beds through December. Sometime in January the cost begins to rise. The Hotel boasts an award winning Polo Tavern on site claimed to be Aiken's most popular night spot. The room price also includes a complimentary hot cooked breakfast.

Just downstairs and around the corner is Lauren's Street which is the main downtown shopping area. It has unique

clothing, antique, and boutique shops. If you are interested there are also hardware, real estate, restaurants and a 'Bona Fide' Bakery where the owner makes homemade cookies for your four-footed friends.

On Friday afternoon I will host the State Board meeting at my home 1316 Woodbine Road. Later we will stroll across the street to the home of our evening host Kathy Hauer, Aiken Membership VP at 312 Northwood Drive. Our Branch will offer some choice nibbles, cool drinks and wine to complete your evening. Everyone is welcome to attend.

Saturday will find us at the University of South Carolina Aiken (USCA) where we plan to have an interesting program for you. By the way USCA is only a couple of miles straight down Richland Avenue from where Hotel Aiken is located.

Please call Hotel Aiken at 803-648-4265 or fax 803-649-6910 now and reserve a room for Friday, April 3, 2009. You know a room can be canceled if you can't make the Convention, but if there are no rooms then what? If each of you reserves a room we will be covered. Ask for a room on the second floor in the main building. **Do not book a room in the Courtyard!!!!** Those rooms have not been renovated as yet. Even at this early date I am looking forward to meeting hundreds of you at this Convention.

Program in a Box: New Tool for Branch Programming

by Carol Lucas, AAUW of SC Program Vice President

AAUW members frequently request recommendations for programming for their branches. While many kinds of programs are available – reflecting local preference, priorities, capacity, and capability – the task of identifying appropriate programming is very important for branch effectiveness and member satisfaction. In particular, members seek programming ideas that will help us keep our Value Promise.

We keep our promise by focusing every single activity we do, in some way, on *Breaking through Barriers*. This is how we can build our brand and increase our membership appeal.

New Tool for Members

With the introduction of a new online resource, *Program in a Box*, members will be able to go to the Member Center of the AAUW website, www.aauw.org, and see a portfolio of program activities for their branches. Emphasis is on mission-based programming that engages the community and provides more strategic focus for monthly branch meetings.

This new tool is actually a collection of programs, each identified as an individual *Program in a Box* (PIAB). Each PIAB outlines an activity that members could choose for their branch, with the "what, why, and how" to implement that

program. Each PIAB has hyperlinks to downloadable resources that provide programming options. Over time, additional resources will be added to enrich the options and showcase examples of effective branch implementation.

Roll-Out Plan

The PIAB project was undertaken this summer in response to requests from AAUW states and branches for programming assistance. Rather than wait until a full portfolio of program options could be posted, it was decided launching with some initial PIABs and building inventory rapidly with the focus on posting new and time-sensitive programs first would be the best way to serve members. PIABs will be added as new programs are developed and details of effective local programs are provided. Members are reminded on the Program in a Box opening page to check back frequently for new PIAB postings.

Program in a Box Content

The definition of "programs" accommodates the wide diversity of interests, involvement, and preferences of our

[continued on page 8]

What exactly is this AAUW Value Promise – why do we need it?

AAUW Value Promise:

By joining AAUW, you belong to a community that breaks through educational and economic barriers so that all women have a fair chance. Describes what we believe and what we do.

The AAUW “Value Promise” is a product of the recent **Strategic Process** undertaken by AAUW members and leaders over the past couple of years. Establishing this Value Promise has been an important element in helping to clarify our identity, purpose and key strategies, and is helping to guide our decisions for the future.

The Value Promise embodies both the goal of a “fair chance” for all women and the description of an overarching methodology that we are dedicated to utilizing – “breaking through educational and economic barriers.” Everything we do should be measured against the Value Promise to see if we are actually fulfilling the “obligation” that is implied by joining.

[Note: check out other important topic briefings for members on AAUW activities and action on the AAUW website – www.aauw.org]

Program in a Box

[continued from page 7]

members – education, advocacy, communications, membership, fundraising, LAF, etc. – that help us keep our Value Promise.

State/branch leaders and members will be encouraged to provide suggestions for additional PIAB postings. As with all web content, posted programs must be relevant and appropriate; when submitting, please identify how the recommended program/activity helps us break through barriers.

As the Program in a Box site becomes more robust, please encourage members and leaders to use this resource as they plan programming for the year. Recommendations for additional Programs in a Box may be e-mailed to programsinbox@aauw.org.



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Ann S. Terry, editor, 4882 Stoneridge Road, Catawba, SC 29704

AAUW of SC Calendar

November 1, 2008

Deadline for nominations for 2009-2011

January 6, 2009

Deadline for Legislative Day issue of *Palmetto Leaf*

February 6, 2009

Deadline for Spring Convention issue of *Palmetto Leaf*

February 24, 2009

AAUW Legislative Day, Columbia

April 3-4, 2009

Spring Convention, Aiken

June 1, 2009

Branch Officer forms completed and sent to national and state president

June 5, 2009

Deadline for Summer workshop issue of *Palmetto Leaf*

June 26-29, 2009

AAUW National Convention, St. Louis

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