

What's Inside

Calendar, 2018-19 State
Board 2
National strategic plan . . 3
Leadership Conference . . . 4
Board election info 4
State News
Lobby Days 5
Florida Fellows 5
Economic security. 6
Development 6
Program 6
Tech Trek 7
Bethune statue 7
Branch News 8

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State strategic plan adopted

By Patricia Ross, AAUW-FL President

Our new strategic plan for AAUW Florida supports the plan recently adopted by the National board to advance gender equity for women and girls through research, education, and advocacy.

It embodies a shared vision of helping branches address the four strategic focus areas spelled out in the National plan – education and training; economic security; leadership; and governance and sustainability.

Our goals, developed with a facilitator and surveys with past and current branch and state leaders, are to:

- Implement and promote mission-based outreach programs.
- Help branches reach mission potential.
- Increase visibility for AAUW-FL and branches.
- Collaborate with like-minded organizations.
- Manage AAUW-FL fund to support the mission.



Pat Ross
President, AAUW-FL

Your involvement and energy are key to our success. AAUW-FL can only be as powerful as our members. The full plan will be available soon on our website, <https://aauw-fl.aauw.net>. But here are highlights of how you and your branch can be a part of reaching the goals and how we can help:

• **Be involved with at least one mission-based outreach program** such as Start Smart, Tech Trek, or NCCWSL, by June 2020. Our goal is for 90 percent participation. We'll survey branches to help those who need it; share successes of others; and provide at the April conference facilitator training for Start Smart and Work Smart. We'll also encourage branches to apply for our Mini Grants. For example, we're cooperating with three northeast branches who will use Mini Grants to conduct research in their counties on women's income security for Hispanics. (See page 6.)

• **Participate in Lobby Days.** We'll sponsor the annual trek to Tallahassee to meet legislators March 12-13, 2019. (Details and why you should go are on page 5.) We'll also provide timely information on issues and help you use media platforms to advocate effectively.

• **Sign up for the Two-Minute Activist.** You'll get information on national and state bills and can easily send emails to your legislator. (Go to www.aauw.org/what-we-do/public-policy/two-minute-activist/.)

• **Share your successes to multiply visibility.** Let us know what your branch is doing so we can spread the word. Publicizing and bundling similar projects in different branches paints a more impressive picture and increases AAUW credibility. A "Best of Branches" feature on the website is planned.

(Continued on page 3.)

Calendar/State Officers and Appointees

Looking Ahead

October 27 – 10 a.m. AAUW Florida Branch Leadership Series conference call on Public Policy. No charge. Call (712) 432-3800. Enter access code 596285# at prompt.

November 6 –ELECTION DAY

November 15 – State board candidate forms due to Nominating Committee.

November 28 – AAUW’s first organization meeting, 1881.

November 30 – Application deadline for election to 2019-21 AAUW National Board of Directors.

December 1 – Deadline for branches, members to submit proposed changes to AAUW-FL bylaws and proposed resolutions to Bylaws and Resolutions Committee.

2019

January 19-20 – State board meeting.

March 12-13 – Lobby Days.

April 6-7 – AAUW-FL Leadership Conference, Holiday Inn & Suites, Ocala.

June 9-15 – Tech Trek camp, Stetson University, Deland.

June 16-22 – Tech Trek camp, Florida Atlantic University, Jupiter.

2018-19 AAUW-FL Officers and Appointees

Elected Officers

- President – *Patricia Ross*
- Director for Program – *Jacqueline D’Alessio*
- Director for Membership – *Karen Zalkin*
- Director for Finance – *Kathy Vandervliet*
- Director for Development – *Judith Bonn*
- Director for Communications – *Open*
- Director for Public Policy – *Patricia DeWitt*
- Secretary - *Susan Baird*

Appointed Officers

- Bylaws, Policies, Resolutions – *Virginia Farace*
- Historian – *Linda Barker*
- Parliamentarian – *Mimi Welch*
- Administrative Assistant – *Mary Ann Sines*

Other Appointees

- C/U Partner Liaison – *Susan Cornehl*
- Web Manager – *Sally Bailey*
- floriVision Editor - *Carol MacDonald*
- Tech Trek Director – *Sue Slone*
- Voting and Elections Chair – *Susan Berlin*
- Diversity Chair– *Synthia Fletcher*
- Nominating Committee Chair – *Ellen Roche*
- Women’s Economic Security Committee Chair – *Laura Adolfie*

Help wanted

Share your skills and experience with AAUW-FL. We need a Director for Communications to fill the term of Antoinette Kruse, who resigned to continue her doctoral degree studies. If you’re interested or know someone who is, let Pat Ross know, paross@aol.com. Also, check page 6 for three committees that need volunteers. ■



The American Association of University Women is the nation’s leading voice promoting equity and education for women and girls. Since our founding in 1881, AAUW members have examined and taken positions on the fundamental issues of the day – educational, social, economic, and political.

Strategic Plan

National's new strategic plan at a glance

Beyond Aspirations: Advancing equity for women and girls

The AAUW National board provided a clear concise statement of mission, vision, and values, and developed a plan for strategic focus areas, captured in the graphic, below. (For the complete plan, go to www.aauw.org/resource/2018-strategic-plan/).

Mission:
To advance gender equity for women and girls through research, education, and advocacy.

Vision:
Equity for all.

Values:
Nonpartisan.
Fact-based.
Integrity.
Inclusion and intersectionality.

Strategic Focus Areas

- Education & Training**
Addressing the barriers and implicit biases that hinder advancement of women.
- Economic Security**
Ensuring livelihoods for women.
- Leadership**
Closing the gender gap in leadership opportunities.
- Governance & Sustainability**
Ensuring the strength, relevance, and viability of AAUW well into the future.

State strategic plan, Continued from page 1

- **Support an expanded Tech Trek.** We're sponsoring two Tech Trek camps for young girls this summer, increasing attendance to 96 – one at Stetson University in Deland, June 9-15; the other, at Florida Atlantic University in Jupiter, June 16-22.

But AAUW-FL can't do it all. We need the support of all branches – your donations and connections – to make the programs happen. With our AAUW Florida Supporting Foundation, donations are tax-de-

ductible. (See page 7 for details on making donations and an update on Tech Trek.)

- **Collaborate with like-minded organizations.** Identify groups that believe in and advocate for issues similar to ours and invite them to participate. Equal Pay Day and support of the purchase and placement of the Bethune statue (see page 7) are examples.

Collaboration adds more people and power to accomplish vision and mission.

- **Manage funds to support mission.** At the state and local levels, we need to be conscious of our finances and policies, and ensure that we remain fiscally sound. We look for ways to do more with less.

We'll continue to use conference calls for branch leadership development. Our Mini Grants program supports mission-based branch programs, and we planned the April conference to keep costs reasonable and hope that more members can attend. ■

April Leadership Conference

Plans underway for Ocala meeting

By Jacquine D'Allessio, Director for Program

The state board began planning the AAUW-FL Leadership Conference at our September meeting, focusing on speakers and workshops that would help branches and spur members to attend the Ocala gathering.

The conference will be held April 6-7, 2019, at the Holiday Inn & Suites, 3600 SW 38th Avenue, Ocala, FL 34474, with the theme "All Roads Lead to Equal."

Our annual meeting is part of the conference, with nominations to fill four open board positions. (*See Nominations article, below.*)

Here are other plans, but we need your suggestions, input, and ideas, too. Email them to Jacqueline D'Alessio at jqline@verizon.net.

• **Leadership and STEM.** NASA's John F. Kennedy Space Center is celebrating its 60th year in Florida. The possibility of having



Holiday Inn & Suites, Ocala, FL

someone from the center and a woman astronaut speak is being investigated. This section of the conference will combine a focus on women in leadership positions and women in STEM fields.

• **Salary negotiations.** A representative from AAUW National will bring us up-to-date on the national goal of training 10 million women in salary negotiations by 2022. The goal is part of the women's economic security focus area in the new National AAUW

strategic plan.

We'll be offering training for facilitators for both the AAUW Start Smart and Work Smart programs at the conference. Susan Berlin, past AAUW-FL president, will conduct the training sessions.

• **Workshops.** Among the workshops to be offered are a report on the two-year Community Action Grant received by the Vero Beach branch. Linda Barker will present the report.

Patricia DeWitt, state Director for Public Policy, will lead a workshop on doing public policy in your community.

Another workshop will offer step-by-step instructions on effective communications, and another will go over Title IX.

Finally, Florida recipients of AAUW Fellowships will share their experiences. ■

Candidate forms needed by November 15

Four positions on the state board of directors must be filled next year: President-Elect, and directors for Program, Finance, and Public Policy.

The Nominating Committee recently sent a letter to all branch presidents encouraging suggestions of members to fill the positions. Anyone interested in running for office must submit a candidate vita form to the committee by Nov. 15.

Voting begins at the annual meeting that is part of the AAUW-FL Leadership Conference, April 6-

7, 2019, in Ocala, where the Nominating Committee's slate will be proposed. Nominations can also be made from the floor. Those running unopposed may be elected by acclamation at the meeting.

Contested offices will be included in One Member One Vote online and paper balloting, which remains open for a month after the meeting. This allows those not at the conference to make their choices known.

New officers will serve a two-year term beginning July 1, 2019. Descriptions of each position and candidate vita forms can be downloaded from our

website – <http://aauw-fl.aauw.net/>.

To access them, click directly on the Resources and Tools tab. Then, scroll down the page to the links for the candidate vita form and position description you want.

If you have any questions, contact Ellen Roche, committee chair, (eroche9425@aol.com); Maria Barbosa (drbarbosacounseling@hotmail.com); Gloria L. Hilton (GloriaLHilton@verizon.net); Carolyn Brox (thebroxlake@gmail.com); or Synthia Fletcher (SLSFoxx@att.net). ■

State News

Help advocate for equity at March Lobby Days

By Patricia DeWitt, Director for Public Policy

In the AAUW mission statement, advocacy is a key element in ways we advance equity for women and girls – and it's never more exciting and personal than when we go to Tallahassee to visit our legislators face-to-face.

It does require a commitment of time and money from those who make the trip, although AAUW-Florida offers a small stipend. But legislators tell us that a personal visit is the most effective means of letting them know what we support and what we oppose.

Lobby Days for the 2019 session have been scheduled for Tuesday, March 12, and Wednesday, March 13, in the second week of the 2019 session. We will arrive in Tallahassee on Monday night for a training session, so that we will be ready to visit the capital on Tuesday.

Florida Lobby Corps members schedule their own appointments

with their own legislators, and we hope to plan a few visits with legislators as a group. Last year we visited approximately 45 legislators.

We also hope for a rally to support our equal pay legislation. Other bills to be supported or opposed will be determined early in 2019 by the Public Policy Committee. But we always get a few surprises once the session begins!

We have received commitments from several legislators to sponsor or cosponsor this year's version of our equal pay bill, known last year as the Helen Gordon Davis Fair Pay Protection Act. Former representative Lori Berman has now moved up to the Senate, but her office will help coordinate the



These AAUW-FL members participated in Lobby Days earlier this year, meeting with approximately 45 legislators. Join the group in March 2019 to advocate for AAUW issues.

submission of this year's bill.

Sen. Linda Stewart will be the primary sponsor in the Senate, and Jacksonville Representative Tracie Davis will file the bill in the House. Our national state policy analyst Kate Nielson is in communication with these offices.

Plan to come and help us advocate for women and girls. Email Patricia DeWitt, aauwfldewitt@gmail.com for more information. ■

11 in Florida receive AAUW fellowships, grants

Eleven individuals and organizations in Florida are among the recipients of AAUW fellowships and grants for the 2018-19 academic year.

Several winners will attend our state conference in Ocala in April, including Linda Barker of our Vero Beach branch. The branch received a two-year community action grant for "Let Go 4 Schools."

The project will bring a dance performance about understanding and banishing the negative voices in girls' heads to approximately 1,200 middle-school girls in Indian River County.

Other winners from Florida are:

American fellowships: Jessica Cusick, Florida State University, Ph.D. behavioral ecology

Career development grants:

- Maria De Marziani, Barry University, M.S., occupational therapy

- Shanna Johnson, Barry University, M.P.A., nonprofit management

- Alia Simon Montijo, Jacksonville University, M.A., choreography

Community action grants:

- Barry University, Coding through Web Design Summer Camp

- Miami Dade College, The Miami Dade College Microbiology Girls Club

International fellowships:

- Kaoutar Ben Ahmed, University of South Florida, Ph.D., deep learning and medical imaging

- Aliza DeNobrega, Florida State University, Ph.D., neuroscience

- Souad Kheder, University of Florida, postdoctoral, linguistics

- Sharon Lelega, Nova Southeastern University, Ph.D., women's participation in the peace processes

For details, go to

<https://www.aauw.org/article/fellowships-and-grant-awardees/>. ■

State News

New committee will focus on money issues

By Laura Adolfie, Chair, Women's Economic Security Committee

A newly formed AAUW-FL committee is looking for members. The Women's Economic Security Committee will be engaged in issues such as pay equity, paid leave, student loan debt, and salary negotiation, including research specific to women in Florida.

And your help is needed. All skills and talents are welcome. You'll be joining current members from the Sarasota, Miami, Jacksonville, St. Augustine, and Daytona Beach branches.

The Women's Income Security for Hispanics (WISH) research project, adopted as a state initiative, will be a key focus at least initially.

Three branches each received a Mini Grant from AAUW-FL to fund the research in their communities – Daytona Beach, Jacksonville, and St. Augustine. Each branch will provide additional money to fully fund the project.



Economic Security

The research project will examine the economic security of Hispanic women over the adult lifespan. With little research available on this topic, we expect the results of this research may be used in our advocacy efforts.

Gender and race differences increase a woman's chance of being economically insecure in Florida, especially Hispanics. According to the Women's Institute for Policy Research, (<https://iwpr.org/>), it will take Latinas until 2233 to reach pay equality.

The research will be conducted by Mary Gatta, associate professor of sociology at The City University of New York. Gatta, who received her Ph.D. in sociology at Rutgers in New Jersey, reported on "Women, Economic Insecurity, and Aging in Florida" at our state convention earlier this year. (Read the report at <https://staugustine-fl.aauw.net/files/2018/04/Final-Florida-Report-Gatta.pdf>.)

At our 2019 state Leadership Conference, April 6-7, she will present statewide data from the new WISH research that will be useful to all branches. In addition to statewide demographic analysis, Gatta will conduct four focus groups.

Email Laura Adolfie at aauwflwes@gmail.com if you wish to join the committee or if you wish to receive ongoing information on its work. ■

Development, program directors seek volunteers

Judy Bonn, Director for Development, and Jacqueline D'Alessio, Director for Program, believe collaboration is better than going it alone. That's where you and your branch come in.

Development needs. Bonn wants to establish a committee to help find ways to raise funds. You don't need experience in fundraising, but if you have it, all the better. Creativity and optimism are helpful, too.

You should be able to balance a checkbook and keep track of money. Experience in grant-writing is also an asset, especially if you've had success.

Although members will come from around the state, travel may not be necessary. It's anticipated phone, email, or Skype will be the main means of communication.

You'll need to commit about 15 hours a month, probably in spurts, but that's likely to diminish with time.

If you're interested, email Bonn at judybonn@centurylink.net.

Program needs. D'Alessio will be revising directions for two AAUW-FL programs – Mini Grants and Leader-on-Loan. She'd like to create a Program Development

Committee whose members could assist with both programs.

As part of the revision of the Leader-on-Loan program, D'Alessio wants suggestions for speakers who focus on the AAUW-FL goals of economic security for women and girls, women in STEM fields, and other topics consistent with our mission.

She also asks that you send her your branch bulletins so she can share your ideas for speakers and projects with other branches.

If you can help, email her at jgline@verizon.net . ■

State News

Tech Trek expansion makes fundraising crucial

By Sue Slone, Tech Trek Director

More talented young girls will be able to get hands-on experience in STEM this summer. That's because AAUW-FL will offer two camps – one at Stetson University in Deland, the other at Florida Atlantic University's Jupiter campus.

The additional camp means 96 girls will be able to attend, compared to the 64 who participated in the 2018 camp in Boca Raton.

But the expansion means that branch fundraising is even more important. It will take \$100,000 to fund both camps, despite the fact that Tech Trek ended the year with carry-over funds, so your support is crucial.

Tax-deductible donations. Many branches conduct fundraisers with the aim of helping Tech Trek. But contacting local businesses and



corporations for donations can be a better strategy, especially if the firms have a tech focus.

Be sure donors know that they can get a tax deduction, since our AAUW-FL Supporting Foundation, Inc. is a 501(c)(3) organization.

To take advantage, checks should be made out to AAUW-FL Supporting Foundation, Inc., with Tech Trek on the memo line. They should be mailed to Tech Trek, P.O. Box 2938, Jupiter, FL 33468.

Do not send Tech Trek money to AAUW National, however.

Funds must be sent to the address above to ensure proper processing.

Camp details. The camp at Stetson is scheduled for June 9-15, 2019. The camp at FAU in Jupiter will be June 16-22.

The nomination, application, and interview process will remain the same. Girls entering the eighth grade in Fall 2019 are eligible. Girls will select the camp they want to attend when they apply. Each camp will plan its own core courses, workshops, etc.

If you'd like to volunteer at the Stetson camp, contact Shawnrecc Campbell, camp director, at sbcampbe@stetson.edu.

Volunteers for the FAU-Jupiter camp should contact Slone at techtrekfl16@gmail.com. ■

Bethune statue to be unveiled in Statuary Hall in 2020



Mary McLeod Bethune
(1875 to 1955)

Mary McLeod Bethune was a visionary, influential educator, leader, and civil rights activist who became one of the nation's most notable figures.

Born on a farm near Mayesville, South Carolina, in 1875, she was the fifteenth child of parents who had been enslaved. The first in her family to be born free, she vowed as a child that if she learned to read and write she would make a way for others to do so. She accomplished her goal and more. Throughout her lifetime she was an integral part of creating educational opportunities to African-

Americans throughout the country.

The Florida legislature passed a bill signed into law in March for Bethune's statue to be placed in National Statuary Hall in the U.S. Capitol in 2020. She will be the first African-American woman honored in the hall, where each state may place two statues. Bethune's will replace that of Confederate Gen. Edmund Kirby Smith.

Among her many achievements, Bethune founded the Daytona Educational & Industrial Training School for Negro Girls in 1904, which evolved into Bethune-Cookman University, a historically black college and university, in Daytona Beach.

She received many honors for her work, including the Thomas Jefferson Award for leadership in 1942, and an honorary Doctor of Humanities degree

from Rollins College in 1949.

An advisor to U.S. presidents Calvin Coolidge, Herbert Hoover, Franklin D. Roosevelt, and Harry Truman, she was the first African-American woman to head a federal agency and the only woman of color at the founding conference of the United Nations in 1945.

In 1996, the AAUW Daytona Beach National Agenda Special Interest Group received a Community Grant from AAUW to catalogue and archive the contents of the Mary McLeod Bethune Home Museum.

Bethune-Cookman University is coordinating fundraising to purchase the statue. For information, call the university's Office of Legacy and Women's Initiative (386) 481-2374 or go to <https://bit.ly/2jvB9xn>. ■

Branch News

Venice branch links strategic plan to AAUW mission

By Judith Houston, Branch Communications Chair

The Venice branch, holding strong at 260 members, has been focusing on the AAUW mission during the past year.

One outcome has been the establishment of a strategic plan, a process that is still underway.

After establishing a broad framework, portions of regular monthly meetings were devoted to brainstorming to prioritize objectives and actions. Ideas and possible actions were prioritized, and it has become a road map for the next year and a half.

Involvement of members at every step in the plan meant the outcome represented large-scale support.

In practical terms, what does that mean? On the one hand, it means continuation of the branch's successful Home Tour, which in

2018 earned enough to provide seven scholarships of \$2,000 each to women who were either returning to school later in life or just starting an academic program.

Planning is underway to continue this popular fundraiser and to add others to increase support for educational programs.

Programs for the year ahead are also geared to reflecting and supporting the AAUW mission. The opening program speaker was a female vice president from the area's largest employer, a manufacturer of custom windows, discussing "Women's Employment Equity in Pay."

Upcoming topics include legislative issues, immigration impacts on women and children, and success stories from the branch's TechTrek and STEAM (science, technology, art, and mathematics) projects. ■



The Venice branch is implementing a strategic plan focused on the AAUW mission under the leadership of its executive committee: left to right, secretary Suzanne Biviano, vice president Paula Dulski and vice president Kathleen Pickering. Treasurer Fran Potter was not available for the photo.

What's new in your branch?

Don't be shy! Let everyone know. Send articles and photos to Carol MacDonald, Editor, **floriVision**, carol.macdonald@yahoo.com. ■