

Ideas to Help Your Branch Stay Connected

This issue of *floriVision* is packed with ideas to help your branch navigate the New Normal brought on by the pandemic.

Be sure to check the [AAUW FL website](#) and our [Facebook](#) page frequently, too – and get in touch to share your ideas.

[Carol MacDonald](#) and [Patricia Ross](#), Co-Directors for Communications

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Mark Your Calendar

August 26, Women's Equality Day

August 27 – Public policy meeting, Zoom.

September 3 – State board meeting, Zoom

2021

March 17, 18 – Lobby Days, Tallahassee

April 17, 18 – AAUW FL Leadership Conference – Daytona Beach Resort, Daytona Beach

President's Message

Pandemic makes technology vital

By Patricia DeWitt, AAUW FL President

The pandemic may have forced us to cancel our in-person state convention this spring, but it also led to creative solutions for staying in touch and staying on mission. Board members and branches, alike, have tackled the new challenges with energy, technology, and creativity, making communications possible and adding value for our members.



Patricia DeWitt
President, AAUW FL

Embracing technology and social media. With face-to-face meetings off the table, electronic communication has become mission-critical.

Technology and parliamentary adaptations enabled us to conduct our annual meeting in April via Zoom, the popular video conferencing tool, and to conduct other required business meetings. We also set up a communications committee to determine the best ways for the board of directors to communicate with branches and the public. Accordingly, we:

- Adopted Zoom for both face-to-face meetings and recording of presentations.
- Began an extensive, ongoing website overhaul.
- Continued Constant Contact for email messaging both to members and, recently, to legislators.
- Continued our [Facebook](#) page.
- Continued the [Advocacy blog](#).
- Established a site on [Vimeo](#), a video hosting platform, for making mission-relevant videos available to members and to the public
- Are developing presences on LinkedIn and Instagram.

Communications team. After several years without a Director for Communications, we now have two -- Patricia Ross and Carol MacDonald will serve as co-directors. With their committee members – Theresa Owen, web manager, and Rose Llanos-Almeida and intern Bianca Herrera, managing LinkedIn and Instagram – we have a powerful team.

Present and future benefits. I urge all branches to jump into the new world of electronic connectivity without reservation. It is a necessity now, but in the future it offers us a new way to connect with a wider and more diverse audience and potential membership. State leaders can help your branch navigate the New Normal, providing guidance as well as mission-related content.

Continued on page 2

State News

President's Message (Continued from page 1)

Video presentations. Several members have created presentations that are available on Vimeo for your branch to use as inspiration or to springboard discussion.

- Ellen Roche and Linda Barker created an excellent model for a branch to understand their philanthropic efforts in the context of AAUW's mission.
- Kimble Medley's compelling presentation, "Suffrage Lessons Learned," offers a challenge for all of us, and we have shared it with other organizations.
- Bea Holt's Zoom session, "Programming Going Virtual," brought forth new approaches from several branches that provide examples others can follow.
- Finally, we have a short video from Mary Gatta, associate professor of sociology at the City University of New York, explaining the major con-

clusions from her study of Black women's economic security in Florida with her usual animation—a great message to share widely.

There are also a couple of private videos, fascinating interviews with members, that can be accessed from the members-only section of the website, <https://aauw-fl.aauw.net>.

Other sources of help. You will be hearing about lots more mission-related content and ways to get your name in the paper and become known in the community, from Director for Public Policy Kay Lee-Smith as well as Diversity and Inclusion Chair Patricia Hilliard-Nunn.

Our Parliamentarian Virginia Farace can help you adapt your

rules to the online environment.

Director for Program Holt can offer guidance not only on virtual programming, but on our mini-grant and leader-on-loan programs. (See page 6).

Co-Directors for Communications Ross and MacDonald can offer suggestions on spreading the word about branch activities. Director for Membership Llanos-Almeida can help with ideas on increasing and retaining membership and specializes in ways to reach younger audiences.

Working together and embracing the new reality, we'll be able to ensure that AAUW in Florida remains a vital, important organization focused on equity and equal opportunity for women and girls. ■

2020-21 AAUW-FL Officers and Appointees

Elected Officers

President – *Patricia DeWitt*
 Director for Program – *Bea Holt*
 Director for Membership – *Rose Llanos-Almeida*
 Director for Finance – *Kathy VanderVliet*
 Director for Development – *Ellen Roche*
 Co-Directors for Communications – *Patricia Ross and Carol MacDonald*
 Director for Public Policy – *Kay Lee-Smith*
 Secretary – *Fay Murphy*

Appointed Officers

Bylaws, Policies, Resolutions – *Virginia Farace*
 Historian – *Open*
 Parliamentarian – *Virginia Farace*
 Administrative Assistant – *Susan Baird*

Other Appointees

C/U Partner Liaison – *Shawnrece Campbell*
 Web Manager – *Theresa Owen*
floriVision Editor – *Carol MacDonald*
 Tech Trek Coordinator – *Sue Slone*
 Voting and Elections Chair – *Open*
 Diversity & Inclusion Chair – *Patricia Hilliard-Nunn*
 Nominating Committee Chair – *Jacqueline D'Alessio*
 Women's Vote Centennial Committee Chair – *Kimble Medley*

Did you know?

Member dues cover only 17 percent of AAUW National expenses.



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.

Public Policy: GOTV

Use AAUW tools to get ready for November election

By Kay Lee-Smith, AAUW FL Director for Public Policy

The November 3 general election is fast approaching. And while every election is important, this one has special significance, because 2020 is the centennial of the passage of the 19th Amendment providing equal rights for women, including the right to vote.



Download the graphic, above, and four others to use in your branch GOTV campaign or your own social media account at www.aauwaction.org.

Change the Conversation!

A nonpartisan organization, AAUW FL promotes open and fair elections and nonpartisan voter education information. We also promote equitable political participation and representation in elected office.

AAUW FL is ready to help members know what's at stake for the upcoming election – because *When Women Vote, They*

A variety of nonpartisan materials have been developed to help educate our members and communities on election issues. Although we are nonpartisan, we believe it is extremely important for you to know what the issues are, as well as the candidate's position on issues, prior to casting your vote.

AAUW has identified six key gender equity issues for 2020:

1. Voting access
2. Pay equity
3. Paid sick and family leave
4. College affordability
5. Campus sexual harassment and violence
6. Health care access and reproductive rights.

The following resources from the AAUW Action Fund can help you be an informed voter:

- The [2020 Voter Issue Guide](#) provides nonpartisan information about the policy concerns that are critical to women and their families.

Use it to prompt conversations

about what's at stake in this election.

Consult it to develop questions to ask your candidates and your elected officials to get them on the record on the issues that matter most.



Kay Lee-Smith
Director for Public Policy

- The [Federal Election Head to Head Voter Guide Template](#) is for comparing congressional candidates. It allows you to compare candidate positions on AAUW issues such as economic security, education, and civil rights. You can annotate the position of each candidate.

- The Head to Head Voter Guide Template that focuses on state elections is being revised to reflect specific Florida issues. It too will identify candidates who support or oppose AAUW issues relative to Florida. ■

Keep Florida vote timeline in mind

Florida law allows vote by mail without the need to give a reason or an excuse. But there are deadlines to be aware of.

Use the information below so you won't miss a step. Or use it as part of a branch GOTV (Get Out the Vote) campaign in your community, or include it in your branch newsletter to remind members.

Step one: [Check your registration](#) at the Florida Division

of Elections website.

October 5: Last day to register to vote or update your voter registration. [Register to vote](#)

October 24: Last day to apply for a mail-in-ballot. However, don't wait. Do it now! [Apply for absentee or mail in ballot.](#)

October 24-31: Early voting; however, check with your county Supervisor of Elections.

November 2: [Find you're polling place.](#) If you prefer to vote in person, be sure to check your polling place. Many were moved in the primary because of Covid-19.

7 p.m., November 3: Deadline to return your mail-in-ballot. Complete your ballot and send it back as soon as possible to avoid mail delays.

For more information, go to <https://dos.myflorida.com/elections>.

– Kay Lee-Smith. ■

Vote Centennial

Suffrage challenges today echo those of the past

By Kimble Medley, AAUW FL Women's Vote Centennial Chair



Kimble Medley
Vote Centennial Chair

It seems longer, but it was just six short months ago that AAUW branches across Florida were participating in and finalizing

events for the Centennial of the 19th Amendment.

Then, as if a stop button were pushed, activities came to a halt: COVID-19 surged.

It's either eerily ironic or, perhaps, poetically fitting, that today's keepers of suffrage's legacy face challenges similar to those faced by warrior women who heeded Inez Milholland's call to go "Forward through the Darkness, Forward into Light."

More than 100 years ago, suffragists across Florida faced the deadly Spanish flu. Research by AAUW St. Augustine member Karen Zalkin shows it lasted more than two years with the fourth and final wave ending in April 1920.

Nevertheless, these tenacious and trailblazing women persisted. Relying on the tools of the day, suffragists across Florida penned letters to editors, published newsletters, lobbied lawmakers, and still managed to raise much-needed funds.

Fast forward to today. They left us a great legacy from which to gather strength and move forward.

An enhanced tool box. Today, our advocacy tool box is much more enhanced than that of 100 years ago.

Six months ago, Zoom was arguably nothing more than a word used to describe the quick movement of an object or a function performed by a photographer. Today, AAUW Florida and its member branches have taken crash courses in video conferencing and have determined amazing ways to honor social distancing without becoming socially distant.

Zoom meetings afford us the opportunity to meet, organize, and continue to advocate. Facebook and other social media platforms help us keep members and the public informed about important election dates.

Videos featuring sociologist Mary Gatta's research, and online programs like Work Smart and Start Smart provide crucial information to this and future generations of women as they continue to battle inequities in the workplace.

Old ways have value. Although we have enhanced methods of communication, tried-and-true methods are as valuable today as they were 100 years ago.

We have time to write articles and letters to editors to tell the stories of suffrage. So many of their tales remain untold. There are generations of women, today, who do not know that which these women willingly and selflessly endured to win the vote.

Email, instant messaging, electronic newsletters, cell phones, and a host of devices give AAUW members freedom suffragists would never know.

Imagine the power Inez Milholland felt as she donned her warrior

Branches find many ways to mark Vote Centennial

- AAUW Manatee County created table decorations designed to honor 100 years of women voting and offer reminders of upcoming election dates.
- Sun City/South Shore members gathered to discuss Florida's suffrage movement.
- Vero Beach marched to pay homage to suffrage and the 100th anniversary of their city's founding.
- St. Augustine hosted a suffrage tea, recorded it, and shared it with all branches via Facebook.
- AAUW Flagler dusted off a script, dressed up a suffrage tree, created book displays, and marched with AAUW St. Augustine sisters to reaffirm women's rights.
- Lobby Day attendees wore white and donned a suffrage sash as they advocated for the very issue that first drew Susan B. Anthony to the cause – Equal Pay. ■

– Kimble Medley.

tiara, cloaked her shoulders with her super-hero cape, and mounted her magnificent steed as she led the suffrage march from the darkness into the light. (See and read more at www.nps.gov/people/inez-milholland.htm.)

We're fortunate that we don't have to sit astride a horse to continue the research, education, and advocacy that will secure suffrage's legacy and pass on its lessons to the next generation of tenacious and trailblazing women. How will you go forward? ■

Membership

Pandemic brings social media opportunities

By Rose Llanos-Almeida AAUW FL Director for Membership

The pandemic has created unique opportunities for our 33 AAUW FL branches to use social media to diversify their networks, attract new members, and stay connected.

Zooming potentials

The popular Zoom video broadcasting platform provides a virtual, remote experience that can not only help your branch keep in touch with existing members, but can also help you connect with potential new members.

For example, you can interest student interns and provide a real-life learning experience including them in meetings. Zoom also provides a way for your branch to link with other branches or collaborate with other organizations.

And if you don't want to see or be seen, you can dial in. Your invitation to a Zoom meeting provides telephone numbers to join a meeting with your phone, just like a conference call.

Collaboration platforms

Platforms like LinkedIn, Facebook and Instagram also offer ways to increase outreach to new members and collaborate with partners who are aligned in advancing the mission of equity for all women, even more so, now that the elections are approaching.

Reach out for training

If your branch is interested in receiving training for your members on how to use social media effectively, contact me at rose.llanos-almeida@nova.edu.

Educational workshops are aimed at encouraging members to become familiar with the media options and at removing initial fears about navigating the waters of new technology.

Polo-shirt recognition

To further promote cross-collaboration across branches and attract new members, be on the lookout for communication which will be sent out in September regarding your interest in

purchasing a polo shirt to wear and represent AAUW at various events.



Rose Llanos-Almeida
Director for Membership

Whether you are supporting the election from afar or volunteering as a poll worker, advocating for diversity and inclusivity initiatives, traveling to lobby days in Tallahassee, or attending a meeting, our goal is to build community and connect with each other from wherever we are.

At the same time, we'll let others know what AAUW is and that we are "tenacious and trailblazing" – like the suffragists before us.

Through online social media platforms, educational opportunities, and programming, our hope from a membership perspective is that interest in AAUW can only increase. ■

Make sure your membership is up-to-date

The pandemic has put many otherwise routine tasks on the back burner. But don't let one of those tasks be renewing your AAUW membership.

Your branch may be going virtual for the time being, but activities are still being planned,

often through Zoom, the popular video conferencing tool.

Not technology-oriented? Don't worry. Zoom is easy, and many branches are offering assistance. Also, check the AAUW FL website Branch Resources tab for easy-to-follow [Zoom instructions](#).

It's easy to pay your dues, too. You don't even have to go to the post office. Just log in to the [Member Services Database](#) on the [AAUW website](#) and follow the instructions.

Also, you'll find a list on the National web site of the many [perks and benefits](#) your membership affords. ■

Program

Tap state resources for program ideas

By Bea Holt, AAUW FL Director for Program



Bea Holt
Program Director

Setting up the annual program for your branch has never been easy. Now you have to consider the uncertainties that pandemic has brought.

You won't be able to count on in-person get-togethers for some time, so virtual meetings through the popular video conferencing platform Zoom are likely to be the norm.

And that means having an interesting topic isn't your only task. You'll need to make sure your members are comfortable with accessing the program online.

Zoom training aid

Let branch members know that simplified instructions on accessing and navigating Zoom are available on the Branch Resources tab on [AAUW FL website](#). The instructions include links to helpful videos that take the mystery out of the popular online tool.

Sharing through Zoom

Many branches are already training members on how to get comfortable using Zoom. They shared their experiences on a recent Zoom discussion, "Programming Going Virtual," noting that the training has helped their members express a

willingness to make the shift to virtual meetings this fall.

Some 36 members responsible for branch programs participated in the discussion. Several branch officers described the programs they have in the works dealing with a wide range of subjects: celebrating the women's vote centennial; a GOTV (Get Out the Vote) campaign; inviting guest speakers; and offering member participation in book group discussions.

Ideas on how to plan alternative holiday celebrations this season were also discussed.

The meeting was recorded, so if you missed it, want a refresher, or want to share with your board, you can view it on the AAUW Florida [Vimeo website](#) or through the [Branch Resources](#) tab on the AAUW FL website.

Vote centennial tools

Kimble Medley, AAUW FL Women's Vote Centennial Chair, presented initiatives to provide branches the tools to participate in the celebration of the 100th anniversary of the women's vote.

Her video can be also be viewed on the Florida Vimeo website and through the AAUW FL website. She has compiled a number of other resources on the [Women's Vote Centennial page](#) of the AAUW FL website.

More videos

In addition to the videos on program planning and suffrage,

you'll find a short video from sociology professor Mary Gatta discussing her research on Black women's economic security. It's just 15 minutes long and could be used to start discussions at a virtual branch meeting.

Our Vimeo website also has a video about strategic philanthropy from Ellen Roche, director for development, and Linda Barker, committee member.

Interviews with named gift honorees can be accessed through the Members Only tab on the AAUW FL website.

Minigrant program

Revised minigrant application forms are on the [AAUW-FL website](#). Check Forms under the Branch Resources tab.

Applications must be submitted on or before Oct. 1, 2020, for board review. If funds are available, a second round of applications will be accepted on or before Jan. 1, 2021.

Speakers Bureau

Leader on Loan consultants offer help to branches on organization and governance issues. Guidelines are being revised. In addition, a speakers bureau is being added.

Feel free to contact Bea Holt if you have questions or need more information on any program issues and resources. beaholt45@gmail.com. ■

Philanthropy

Donate now to match last year's generosity

By Ellen Roche, AAUW FL Director for Development

We give to AAUW because we care about the mission: gender equity in education, economic security, and leadership.

And we're generous. In 2019 AAUW Florida and its members contributed more than \$60,000 to AAUW Funds, more than half of that to the AAUW Greatest Needs Fund.

In addition, AAUW Florida branches and members supported Tech Trek with more than \$110,000 in donations. Thousands of dollars more were donated through branch initiatives such as scholarships.

Hosting events that bring in donations is going to be difficult now with COVID-19 concerns and social distancing. But the need for your generosity remain. Luckily,

there's an easy way for you and your branch to support our philanthropies:

Sit down right now, and donate \$32 to the AAUW Greatest Needs Fund and \$56 to the AAUW Florida Supporting Foundation.

If we all do that, we'll equal our 2019 contributions.

- Use your credit card to make a secure [online donation to the Greatest Needs Fund](#). This fund gives AAUW National the flexibility to respond rapidly to meet new challenges facing women and girls. It also ensures AAUW's continued visibility, relevance, and sustainability.

- Use your [checkbook to make a donation to our AAUW FL Supporting Foundation](#), which makes possible our Tech Trek STEM camps for

rising eighth-grade girls.

Mail your check made out to the foundation to Treasurer, Tech Trek Florida 2021, PO Box 2938, Jupiter, FL 33468. Write Tech Trek 2021 and your branch name on the memo line.

Get details about the camps at the [Tech Trek Florida website](#),

For more on AAUW philanthropy, view "[Strategic Philanthropy](#)," a video intended for the April AAUW FL Convention. Ellen Roche and Linda Barker discuss how changes in our priorities can be reflected in our philanthropy. ■



Ellen Roche
Development Director

Planned giving keeps AAUW vital in the future

By Patricia Ross, AAUW FL Co-Director for Communications
AAUW Legacy Circle Team

The pandemic has dramatically changed our routines and given us a New Normal that's been anything but comfortable. But it's also provided the time for you to take care of to-do-list items that are easy to avoid.

Now you have the time for thoughtful financial planning and can learn about legacy giving from the AAUW Legacy Circle Team or revisit your current plan with them.

The top three motivations that AAUW donors cite for making a planned gift are the importance of AAUW's mission; the belief that AAUW makes a significant impact;

and the ability to make a larger gift through an estate gift than is normally possible during the donor's lifetime.

There are many creative and flexible giving options to help you achieve your vision. Popular options include: a bequest through your will or trust, naming AAUW a beneficiary of your IRA (which may provide tax benefits while benefiting AAUW), and naming AAUW as a beneficiary of your life insurance policy or a bank account.

There are also planned giving options that provide income to you for life and give you an immediate charitable tax deduction for the present value of the gift in the year the gift is made.

To learn more about the benefits of planned giving, contact Heather Miller, AAUW Advancement Director at millerh@aauw.org.

Patricia Ross of the AAUW Legacy Circle Team paross@aol.com is also available to assist you. In addition, you can find more information on [AAUW's website](#).

Let us welcome you to the Legacy Circle—AAUW's recognition society for our visionaries who are committed to advancing equity for women and girls long into the future. ■



Patricia Ross
Legacy Team

A century of equity activism

AAUW has been actively working for equity and equal rights for 100 years.

Take a look at actions from our amazing past

- **1921** lobbied for independent citizenship for married women.
- **1922** lobbied for access to contraceptives for married women; advocated to allow women in the diplomatic service.
- **1935** lobbied to legalize the dispensing of contraceptive information by physicians.
- **c.1942** created a refugee aid fund for Jewish women refugees from Germany and other Nazi-held countries; helped Jewish women professors who had been fired find positions in the U.S.
- **1949** amended the national bylaws to clearly state all college women graduates were entitled to membership regardless of race or religion—16 years before Civil Rights Act. (AAUW never prevented anyone from joining, but it became clear some branches were refusing membership to women of color, so the bylaws were amended.)
- **1962** established African Educators Program that for almost 20 years gave African women educators, primarily high school teachers, professional development opportunities in the U.S. to address the shortage of teachers in Africa. Branches in the U.S. hosted these women.
- **1964 and 1965** lobbied for passage of the Civil Rights Act and the Voting Rights Act.
- **1969** created the Coretta Scott King Fund to support opportunities for black women to study African-American history and culture. Began lobbying for woman to be appointed to the Supreme Court.
- **1972** instrumental in passage of Title IX, co-authored by Patsy Mink of Hawaii, an AAUW member.
- **1987** admitted men to membership (first proposed in 1979).
- **1993** after seven years of lobbying and support, the Family & Medical Leave passed.
- **1988** appointed a diversity chair to the national board with a committee of diverse members.
- **1989** adopted AAUW's Diversity Statement to be included in all National, state, branch publications: "AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin or disability." (Later added gender identity, geographical location, socioeconomic status; changed "creed" to "religious beliefs.")
- **1991** initiated the AAUW Initiative for Educational Equity with "Shortchanging Girls/Shortchanging America" which was followed throughout the 1990s and into this century by researched publications on bullying in schools, gender equity in STEM, discrimination in higher ed tenure, and 2015's "Bias and Barriers: Women in Leadership."
- **Recent years** have seen continuous work on equal pay and benefits for all women, eliminating discrimination in higher ed and the workplace, and women's success in STEM fields. Today two-thirds of fellows and grant recipients are diverse, as is 52 percent of the AAUW National staff.

– Courtesy of Caroline Pickens
AAUW McLean Area (VA) Branch



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