



AAUW BOARD OF DIRECTORS MEETING
STAFF REPORTS
May 2021

FELLOWSHIPS AND PROGRAMS

Summary

- The official launch of a new pilot program [AAUW STEMEd for Girls](#) is underway, funded by the Arconic Foundation. It is a national virtual STEM series for high-school girls taking place in summer 2021, with a focus on girls of color. AAUW's new STEM Program Director, Dr. Leshell Hatley, is leading this programmatic effort with support and the expertise of curriculum experts, fellowships and grants alumnae and AAUW staff.
- AAUW's annual [fellowships and grants](#) notification day was April 15th and nearly 270 scholars and community program leaders will receive nearly \$5 million in funding for the 2021-22 award year—the largest amount in over a decade. The diversity of awardees reflects staff's strategic work to ensure AAUW's fellowships and grants reflect AAUW's commitment to diversity, equity, and inclusion.
- The Year 3 [Coca-Cola Foundation](#) grant continues outreach to Historically Black Colleges and Universities (HBCUs), minority-serving institutions (MSIs), and women's college students, staff and alumnae through Work Smart, Work Smart Online, Start Smart and Empower.
- Ongoing virtual training for Work Smart and Start Smart resulted in 185 workshops and a total of 9,130 participants in FY 2021. The total all-time trained in-person, virtual and via Work Smart Online is **184,324**.
- Virtual [NCCWSL 2021](#) was launched with a fully online platform and will take place May 25-26, 2021. Over 700 registrants have signed up. A wide range of panels and workshops will be available to participants.

The team continued its success via its cross-collaborative work in a challenging remote environment. The team's efforts support the goals laid out in the Strategic Plan 2.0 around growing STEM, education and training and economic security work focused on girls and women of color.

Work Smart/Start Smart partnerships continue to move forward despite the pandemic, with the launch of AAUW's Year 3 grant from the [Coca Cola Foundation](#). Relationship-building continues with HBCUs, women's colleges and minority-serving institutions. New efforts include expanding the training portfolio to pilot a Financial Literacy curriculum for students and bolstering AAUW's web career resources with a 2021 Graduate Series to support new graduates in their work/life transition.

New/renewed Work Smart partnerships include the Mayor's Office on Women's Policy Initiatives in Washington, DC and the Sparks-Reno, NV Chamber of Commerce. Workshops began with the launch of the Work Smart initiative with the [City of Pittsburgh](#) in partnership with the Gender Equity Commission. Discussions are currently in progress with Tempe and Phoenix, AZ for partnerships.

Empower continues its important focus on career training and in preparation for graduation 2021 season, is kicking-off a May-June series in partnership with College Code. Training sessions will also be available through AAUW's Learning Management System.

NCCWSL Women of Distinction awardees and Keynote Speaker, Dr. Brittney Cooper, are on board and ready to welcome and inspire the attendees, which we anticipate will reach nearly 800. A new STEM



Roundtable feature industry, academic and nonprofit leaders will provide meaningful insights on the recruitment and retention of women entering STEM careers, with specific focus on retention and mentoring.

AAUW Fellowships and Grants reflect AAUW's focus on diversity, equity, and inclusion and identifying excellent scholars and community leaders. This lens is utilized throughout the cycle – from collaboration with more than 150 leading scholars and professionals with varied backgrounds to program design and selection criteria – the team applies an equity lens to ensure awardees are racially diverse and, in the case of our international scholars, come from a broad set of home countries. For example, in the 2021-22 award year, the percentage of awardees who are women of color ranges from 38% to 82%, depending on the program. International Fellows include women from more than 40 countries.

F&G Alumnae and fellows generously shared their expertise, inspiration and accomplishments via [outstanding webinars](#) for the Equity Network and AAUW members. Content explored strategies for educational and professional success, as well as racial equity and inclusion. Programs included: Brandi Nicole Johnson on “3 Steps to Boost Your Career”, Book talks with Dr. Koritha Mitchell and Dr. Shanna Benjamin and a session on the k-12 Digital Divide with Dr. Devorah Heitner.

STEM Programs are moving forward with the onboarding of our new STEM Program Director, Dr. Leshell Hatley. Her knowledge and expertise in teaching and innovative program development, k-12 and higher-ed training, and extensive engagement with the challenges and solutions for teaching women and girls in STEM are assets as AAUW develops a new playbook for our STEM work. She is leading our new pilot program, STEMEd for Girls, which will strengthen STEM pathways for girls by demystifying STEM education and inspiring them to pursue STEM careers. Special content will be provided for parents/guardians to help them support their girls' aspirations.

UN and Global activities were highlighted by the 65th UN Commission on the Status of Women in March, held fully virtual for the first time. AAUW's event for NGOCSW, “Policy, Practice & Promise: Advancing Women's Global Economic Power”, featured F&G recipients Prof. Jessamyn Schaller and LaToya Council and AAUW policy staffer Letty Bustillos. Staff also attended monthly virtual UN events, conferences and briefings. AAUW also signed-on to a coalition letter supporting transparency and civil society participation with the UN Selection Committee for the new UN Women Executive Director. In partnership with Lehigh University a STEM Networking Webinar was led by AAUW's two UN Youth Representatives and featured AAUW STEM fellows and alumnae.

AAUW Tech Trek guidance remains consistent with all camps being held virtually in summer 2021 in an abundance of caution for students, Tech Trek staff, and member volunteers. As of April, AAUW Tech Trek camps in California, Florida, and New Jersey have signed the MOU with AAUW National and plan to hold virtual camps for students.



PUBLIC POLICY & LEGAL ADVOCACY

Summary

- In FY 2021, through our Two-Minute Activist tool, we engaged thousands of activists who sent tens of thousands of letters to elected officials calling for action on AAUW priorities, including weighing in on the expansive plans put forward by the new Biden-Harris administration.
- We advanced critical federal legislation, including pushing for important protections in COVID-relief bills. Working with coalition partners, we helped to enact the American Rescue Plan and are working to pass the American Jobs and Families Plans, which introduce unprecedented supports for women and families.
- We led the pay equity coalition to pass the Paycheck Fairness Act, with bipartisan support, through the House of Representatives.
- We provided technical assistance to our advocates in the states, including drafting legislation, offering media guidance, and conducting presentations.
- We launched the Latina Policy Initiative to gain a better understanding of the economic and health impact of COVID-19 on Latinas, particularly those who are essential workers and in low wage occupations. The project included 40 interviews of Latina women from many different walks of life, and yielded a report, policy recommendations, a resource document, and a website showcasing their stories.
- We revamped the Legal Advocacy Fund, supporting five active cases and distributing over \$70,000 in 2020, and added an additional case in 2021.
- We are expanding our work in NYC to investigate how women are dealing with recovering from the COVID-19 pandemic. We will be launching a survey and producing related products.

Building off of successes in FY 2020, AAUW Two-Minute Activists sent 62,400 letters to elected officials calling for action on AAUW priorities such as comprehensive COVID-19 relief, the Voting Rights Advancement Act, the Paycheck Fairness Act, removing the deadline for the ratification of the Equal Rights Amendment, paid family leave, support for Title IX, and more. AAUW and coalition partners successfully advocated for passage, with bipartisan support, of the Paycheck Fairness Act in the House of Representatives. We pushed for the inclusion of protections for women and girls in any responses to the COVID pandemic. Throughout all of this engagement, we worked behind the scenes to explore new ways to engage with our members and supporters, trying techniques to build new types of campaigns and empower our members leaders to direct advocacy efforts in their own states. As a testimonial to our work, one member emailed saying “Thank you for creating these succinct, easy to respond to emails. You make incorporating advocacy into my busy schedule very doable.” Also contributing to our advocacy and education, thus far in FY 2021 we authored or signed onto 89 letters detailing AAUW’s position on critical issues.

Post-election, the policy team worked to prepare for the new administration and Congress. We wrote several letters and joined coalition letters outlining our priorities during the transition, on day one, in the first 100 days, and in the 117th Congress. These included economic security and education priorities. We also held calls and advised the transition team.

We worked with advocates in 34 states to help advance AAUW priorities. This work included drafting amendments for a pay equity bill in Alabama, advocating for the successful passage of a pay data collection bill in California, helping to enact a comprehensive paid sick days bill in Colorado, advising Hawaii advocates on a Title IX bill prior to a meeting with elected officials, providing technical assistance



to Idaho on their voter registration campaign, helping draft media statements in Michigan and Mississippi, providing guidance about 501c3 compliance in New Mexico, presenting at virtual conferences in North Carolina and Wisconsin, revising a pay equity bill in Virginia and creating a factsheet for advocates to counter the business lobby, and reviewing resolutions for Oregon.

In November, AAUW launched the Latina Policy Initiative to gain a better understanding of the economic and health impact of COVID-19 on Latinas, particularly those who are essential workers and in low wage occupations. We are finalizing a package of resources: a report, policy recommendations, a resource document, and a website showcasing the stories of many of the participants we interviewed. This collection of resources will be used to advocate for policies to address inequities that disproportionately impact this vulnerable population.

We held five webinars – examining the status of Latinas in the U.S., discussing Justice Ginsburg’s legacy, examining women in manufacturing, and providing two overviews of the current policy landscape in the new “AAUW Public Policy Talks” series. We also publicized previously recorded webinars that helped to teach and cultivate valuable skills, such as utilizing social media, getting out the vote during COVID, and engaging in advocacy during COVID.

We revamped the Legal Advocacy Fund, moving our funding system in line with other AAUW grants and professionalizing the process. We also continued our support for five active cases, including three newly adopted cases, and distributed over \$70,000 in 2020. We joined ten amicus briefs, including leading one regarding challenges to voting rights in Alabama. In July, we learned that the U.S. Supreme Court declined to hear a challenge to a case AAUW has championed for years – Aileen Rizo’s fight for pay equity. Declining to hear the case means that her favorable opinion at the Ninth Circuit remains.



RESEARCH

Summary

- Published *Factory Flaw: Why Women Leave Manufacturing Jobs and What Can Be Done to Retain Them*, a report funded by the Arconic Foundation.
- Updated the annual *Simple Truth* report and produced a special supplement *The Systemic Roots of the Gender Wage Gap: Why Women of Color Are Paid Even Less Than White Women*, which was funded by the Mooneen Lecce Giving Circle.
- Began a new research project on the economic effects of COVID-19 on women of color in the New York City metro area, in support of a broader research-policy-programs effort.
- Currently updating the *Deeper in Debt* report for graduation season.

Over the past year, AAUW has produced two major research projects on women’s economic well-being.

The first of these was *Factory Flaw: Why Women Leave Manufacturing Jobs and What Can Be Done to Retain Them*. A grant from the Arconic Foundation asked AAUW to determine why women were leaving manufacturing jobs. We determined there were two central questions at hand: whether women were indeed leaving the industry, and if so, why. We used econometric data from the Bureau of Labor Statistics and the Census Bureau and designed, collected, and analyzed our own survey of women in the manufacturing industry. We found that women in manufacturing were more likely than men to leave the manufacturing industry, as well as more likely to leave their industry than women in other fields. And we found that sexual harassment, inequality in pay and promotions, a sense of being outnumbered by men, and poor paid family leave policies all contribute to their departure—and, if remedied, can induce them to stay.

The second project was *The Systemic Roots of the Gender Wage Gap: Why Women of Color Are Paid Even Less Than White Women*, a supplement to our annual *Simple Truth* report. In light of the ongoing racial reckoning in the U.S., we explained not just what the wage gap was but what caused it—and what can be done to fix it. Deploying a mix of econometric and historical analysis, we traced the racialized roots of the gender wage gaps, elucidating how they resulted from centuries of exploitation and segregation on the part of the U.S. government, as well as implicit bias on the part of its citizens. Since the federal government played a central role in creating and perpetuating the wage gap, we argue that now—with a new administration and a new Congress—the federal government must take concrete steps to fix it.

We have also begun to design, administer, clean, code, and analyze a survey on the economic effects of COVID-19 for women of color in the New York City metro area. The survey will help us better understand the economic insecurity wrought by the pandemic and determine what kinds of policies and practices/programs women will need to recover.



COMMUNICATIONS

Summary

- **Building out website with fresh, timely content.** We have developed a content strategy for our new website and are working to ensure that AAUW develops a more robust online presence, emphasizing our work in STEM and our new and continuing programs. We update the site weekly so the homepage feels fresh and current and we feature a mix of content highlighting the work of policy, research, our fellows and grantees and our programs. Our goals include driving traffic, increasing engagement and ensuring that AAUW remains a voice in the national conversation on equity issues.
- **Promoting AAUW to/in the media,** with an emphasis on increased visibility to our new research and programs. We created and distributed more than 200 press releases to national and targeted local media outlets. In addition to publicizing AAUW's initiatives, we released AAUW real-time statements on major social and political events, resulting in sustained media coverage of our work, including this [piece in Newsweek](#).
- **Editing, designing and publishing reports** such as [Factory Flaw: The Attrition and Retention of Women in Manufacturing](#); a collaboration with the Eos Foundation on *The Power Gap Among Top Earners at America's Elite Universities*; a special supplement to *The Simple Truth* on the systemic roots of the gender pay gap; and a multi-faceted report on how the Latina population fared during the COVID-19 crisis,
- **Supporting AAUW departments** by editing, designing and publishing web content on their projects, such as the [Diversity, Equity & Inclusion Toolkit](#) and AAUW Action Fund election initiatives, including the [Voter Issue Guide](#), [Congressional Voting Record](#), and other [voter education](#) and [get-out-the-vote](#) resources. Additionally, we have created branded materials for new initiatives including STEMEd for Girls and the Equity Network's Social Change Ambassador Program.
- **Communicating with AAUW membership** through newsletters and emails. One of our top goals has been to encourage voting in the upcoming member election, specifically with regard to the ballot initiative to remove the degree barrier to membership.

After debuting the revamped AAUW website last year, the comms team moved into the next phase of the project: developing and implementing a content strategy to better engage members, thought leaders, policymakers, the media and the general public. In addition to creating new written and visual materials, we streamlined our workflow to more easily meet the digital needs of various internal departments. Initial plans included redoing the branch and state sites, but project was put on temporary hold while we await new a data management system. This delay proved fortuitous: It allowed us time to survey to branch and state leaders, soliciting their input on how to best support their website needs. We have determined the top priorities for state/branch webmasters (event calendars, registration, updates, branch/state new) and are exploring options for delivering a revamped multi-site experience in the most efficient way.

Comms continued our work raising AAUW's public profile with our media outreach. We generated publicity for our [2020 Simple Truth Update](#), *Factory Flaw* and *The Power Gap Among Top Earners* reports. We promoted of our Fellowship and Grant awardees, targeting national as well as state and



local media outlets. We pitched a number of columns and op-eds, which were picked up by the *Cleveland Plain Dealer*, [Newsweek](#) and *USA Today*. Collectively, these op-eds garnered more than 10 million views. Additionally, we have also stepped up our outreach on social media, where we continue to attract followers and build engagement. Kim Churches continues to contribute regularly to MSNBC's [Know Your Value website](#).

As we do every year, the Comms team also designed our two year-end reports, [2020 By the Numbers](#) and the [2020 Year in Review](#). We worked with the policy and research teams to edit and design a special supplement of *The Simple Truth*, which focuses on the structural roots of the gender wage gap, as well as on a new report, entitled *Factory Flaw*, which examines the barriers and biases that keep women from lucrative manufacturing jobs. Our report with the Eos was released in late February, with a panel produced by the National Press Club that included Kim Churches and AAUW alumna and BU Law School Dean Angela Onwuachi-Willig. In addition to helping to raise public awareness about pay inequity in academia, this report positioned AAUW as a vocal participant in policy discussions about how to remedy the problem. We are currently working on plans for another project with the Eos Foundation.



ADVANCEMENT

Summary

- New Senior Director of Institutional Advancement, Katrina Sun Breese, starts at AAUW on May 17.
- Corporation and foundation funding is meeting budget expectations with new donors like 3M, FINRA and API, plus renewed and increased support from longstanding corporate donors. We brought on a consulting team to assist in corporate outreach, solicitation, and rationalization of record-keeping as we look to the future of AAUW and hire up on the Advancement team.
- 107 branches and 6 states are enrolled in the Five Star recognition program with 1 state (VA) and 28 branches having achieved Five Star status.
- Legacy Circle has recruited 27 new members this fiscal year towards a goal of 50, and we've received a generous \$595K bequest from Cleo Gibson.
- Virtual programming continues since February 2021 to AAUW members, Equity Network and general public. Evaluations by attendees have been excellent.

We are on the cusp of launching a new phase of the Equity Network program called Social Change Ambassadors. This eight-week learning and networking series will be marketed towards early and mid-career professionals as we continue to engage more diverse audiences. We are testing \$25 entry fees for this program and will evaluate this model for the next fiscal year in tandem with other Equity Network programming.

The planned gifts we've received to date this fiscal year have already exceeded our year end goals. Planned giving revenue is up 58% over this time last year. Unrestricted or favorably restricted gifts are nearly 400% higher than this time last year, primarily due to the \$595K Cleo Gibson trust gift.

Branch dues are trending a bit under budget, and national member dues remain down. The national renewal series began in January with a strong start and we are continuing to measure the results of the last print effort that mailed in April.

While not unexpected branch and state affiliate giving is down largely due to the lagging embrace of virtual programs and fundraising by many branches. For many, it was difficult to change from in-person special events and book sales to online fundraising efforts. However, we continue working with the Advancement Committee and staff on targeted outreach to seek more support to AAUW National to help close the gap in funding by FYE. Recent gifts from some affiliates is yielding results alongside engaging with branch members during the spring convention season.

As AAUW celebrates its 140th anniversary this autumn (1881 to 2021!), we are planning ahead to launch a mini celebration campaign for the second half of 2021. We'll continue to grow the culture of philanthropy at AAUW and generate enthusiasm and increased revenue for our visionary plans while fostering cross-collaboration among staff and volunteers. 140th anniversary plans will also overlap with the "Go-live" phase of our new Nimble CRM, so we will prioritize raising more revenue in areas that are supported by this new system. For example, this could be an ideal time to name our sustainer giving program while promoting the ease of giving on a monthly or quarterly basis.



OPERATIONS

Summary

- AAUW's DEI work over the FY 2021 fiscal year have been inclusive of staff, leadership team, board, and member efforts, including the release and promotion of the new [DEI toolkit](#) and work with an external consultant to AAUW for our capacity building work for staff, the leadership team, and board.
- We revamped many employee policies including annual, bereavement and parental leave, and the telework policy. We are also well into planning for an eventual return to the office, keeping abreast of continually evolving CDC and local guidelines.
- The part-time archivist started in September. She's met with lead members of the archive corps and is updating and revising the records management policy.
- The Nimble project continues in earnest. We are in the development, release and testing phases and are excited to see our many planning meetings come to life.
- AAUW's business continuity plan and emergency succession plan were updated and presented to the Audit Committee. The final versions of these plans are scheduled for review by the Board at the June 2021 meeting.
- The Finance team has transitioned AAUW to a new invoicing system, Concur. This is part of the larger Nimble transition as Concur will be used to distribute affiliate dues when Nimble is launched.

Working with the Inclusion & Equity Committee, we released new DEI toolkit in December, which has been very well received. Outreach plans include continued member webinars and facilitating outreach activities with state diversity chairs. Our HR department managed the RFP process for the external DEI consultant, MindSpring Metro DC and we partnered to design and facilitate insight surveys and engagement sessions for the board, senior team, and staff.

We have completed the process of researching and interviewing payroll software companies and will be switching to a more efficient and robust platform that will utilize newer technology, provide user-friendly access to relevant data and proactively support best practices and compliance regulations.

IT has been working on the Nimble transition, in addition to keeping our current systems, including the MSD and all associated support systems, functional until the transition. The team's current work is focused primarily on data conversion, which is complex given the AAUW's various systems plus the length of time of our records. We have been testing releases of Nimble as they are ready and are planning end-to-end user testing in July ahead of planned training in August and September. IT has also been engaged in a robust staff training program on cybersecurity.

The staff completed a mid-fiscal year forecast of expenses and revenues in January and we continue to closely monitor revenue and expenses. We are also finalizing the FY 2022 budget process ahead of the Board's vote on the FY 2022 budget in June. The Finance team also completed another clean audit for the FY 2020 fiscal year.

The Operations team supports the work of 6 of AAUW's 8 national committees, plus the Racial and Social Justice Working Group. FY 2021 was another robust year for committees with key projects completed such as an affiliate structure review, Public Policy Priorities review, business continuity plan review, completion and promotion of the DEI toolkit and member webinars, and implementation of a new committee effectiveness survey/process.