

# AAUW FALLS CHURCH FLASH

Volume 63, Number 3

March 2014

***From this***



***to this***



***takes YOU!*** Volunteer for the Book Sale; details on page 6.



## ***From the President***

Dear AAUWFC Members,

Are you looking forward to the month of March? The first day of Spring is in March! After all of the snow we have had this year, we will all be ready for some sunshine and warm temperatures.

**March 10 is an important date this month.** This is the date of our Annual Meeting. We will be electing three branch officers: President, Program Vice President, and Secretary. You will receive a slate of officers from the Nominating Committee before the meeting. Nominations also will be accepted from the floor. Another important agenda item will be receiving the Treasurer's Report and approving the 2014-2015 Budget. Additionally, each officer and committee chair will give a short report. In order to conduct business at the Annual Meeting, we must have a quorum, so please plan to attend.

Do the words "**book sorting**" strike a familiar note? We will be sorting books in Mary Youman's driveway each Saturday in March. Sorting is a lot of work, but it is interesting and it is fun! Come join us!

I want to express my appreciation to all members who participated in the Visioning Project workshops in November, January and February. We had about 20 members at each workshop. You can find a summary of the workshops in this newsletter, and a full report will be posted on our website. Members strongly agreed that an important purpose of our branch is **to raise money for scholarships through the book sale**. We generated many good ideas for marketing our branch and recruiting new members.

I look forward to seeing you at the March 10 meeting. In addition to conducting business, we will have plenty of time to welcome new members and visit with friends.

*Bunny Jarrett, President*

## ***From the Board***

The Board did not meet during February. Business was conducted by email.

The Board decided to sponsor a table at the **Fall Festival** in September as we did last year. We will not have a table at the Memorial Day celebration.

The Board nominated 18 members to be **Names Honored** at the AAUW-VA Convention in April. We were able to nominate one member for every \$500 donated by our branch.

This year the branch donated \$9172.00 to the Career Development Fellowship and individual members donated \$231.00 to AAUW Funds.

The Board approved the following **Special Project** applications:

**Aurora House**, a residential counseling center for girls ages 13-17 in Falls Church City, \$300 for etiquette class for residents. This class will help girls in their daily lives in the house and help them face new situations with greater confidence. Submitted by Mollie Jewell and Mary Youman.

**J.E.B. Stuart High School AVID Program** in Falls Church, \$750 to help pay for trips to visit colleges. The AVID (Advancement Via Individual Determination) Program targets students who clearly have the potential to go to college but need more guidance and resources to get there. Most of the students in AVID will be the first in their families to go to college. Submitted by Pam Martinov.

**NCCWSL**: Sponsor a George Mason University coed to participate in the AAUW National Conference for College Women Student Leaders, \$395 for resident conference attendee fees. This award will continue our sponsorship of young women undergraduates as they participate in an AAUW conference that not only apprises them of graduate educational opportunities and undergraduate opportunities to lead and learn but also encourages membership in AAUW. Submitted by Sally Brett.

### ***Visioning Project Summary***

Our Falls Church Area Branch participated in a pilot project with the national office of AAUW from November 2-13 to February 2014. Stephanie Kraemer and Deepti Gudipati of the AAUW Member Leadership Programs Department, aided by Denise Decker, facilitated interactive workshops to engage us in a deliberative process of defining the focus or vision of our branch and determining action steps to achieve our vision.

#### *November 11, 2013 Workshop 1: Identifying Our Branch Focus or Vision*

Members identified a focus statement of **what the Branch cares most about** and what the Branch does to achieve its mission: 1) raise money for scholarships (through the book sale; 2) create and maintain social bonds among members; 3) provide educational events for the Branch and the community; and (4) participate in Lobby Corps.

#### *January 12, 2014 Workshop 2: Goals to Achieve our Vision*

The group defined and discussed **three major goals for the branch**: (1) increase visibility in the community, (2) increase revenue for scholarships, and, (3) create bonds between scholarship recipients and the branch.

#### *February 9, 2014 Workshop 3: Marketing Our Branch*

Deepti and Denise shared practices and tips to improve our marketing, not just of an event, but the whole of what we do and who we are. Marketing was defined as telling

people **who you are, what you do, why they should care** about what you do, and (most importantly) what you want them to do with that information.

Our “brand identity” was defined as **what people think of us, not what we think of ourselves!** Once we have examined and settled on our branch brand, we need to start thinking about communicating our branch out to the world.

When we design our next schedule/calendar of branch programs and events, we should use these questions to put our schedule to the marketing/messaging test: Does our schedule of programs accurately communicate our branch brand? What audience is our program schedule likely to attract? Is this the target audience we want to attract? Could we adapt our program schedule to appeal to a wider demographic (and hence, find new potential members).

During the workshop, we suggested **changes in our Book Sale poster** using the following guidelines: (1) Grab their attention *first*. (2) Focus on what *they* need and want. (3) Your branch brand should be well represented in your messaging. (4) Images are powerful. Make them count.

Many guidelines were given for designing an effective website. One of the most important was to make our website **reader-focused** rather than organization-focused. Reader-focused content anticipates and answers their questions, does not use organization-specific language, uses the pronoun “you,” and helps the reader to find the information she is looking for.

**The full report of the visioning project will be available to members on our branch website.** The document will be used in the coming months to plan activities for the coming year and revise our marketing materials.

### ***Member Notes***

Kitty Richardson asks that you please update your member directory with her new email address: [kittyrichardson6@gmail.com](mailto:kittyrichardson6@gmail.com). Even better, drop her a line at her new address, as she says she would love to hear from the branch. A little news from Kitty: She spent two weeks in February visiting her family and grandson in Beverly MA. She notes we had more snow in DC area than they did in Massachusetts!

### ***Travel Group***

Travel Group meets again on **March 17** at 7:00 p.m., 2912 Rosemary Lane Falls Church. All members interested in swapping travel tips, especially cost savings strategies, are invited to join this dynamic group.

If you can host the April meeting, please contact Susan Hesser at [seffhess@usa.net](mailto:seffhess@usa.net) .

### ***What Would You Like to Learn?***

Angie Hattery, the George Mason U. professor who works closely with AAUW (GMU is an AAUW partner school) and with our branch (she identifies our NCCWSL participant), would like to know: **What workshop or seminar subjects would most interest you?** Contemporary women writers? The history of the women's right movement? Trends in women in politics?

Angie's department, Women and Gender Studies, is considering very strongly the idea of putting together a course or two a year that would be exclusively for non-degree seeking students, grown ups who want a chance to explore the world intellectually for no credit. She invites your input, brilliant ideas, modest suggestions--all welcomed. Please email her at ([hatterya@gmail.com](mailto:hatterya@gmail.com)) or phone [703-993-2897](tel:703-993-2897).

### ***Book Group Meeting***

We'll meet at 7:30 pm on Tuesday, **March 18th** at Anne Baxter's to discuss *Book of Ages: The Life and Opinions of Jane Franklin*, a new book by Jill Lepore about **Ben Franklin's sister**. If you'd like to plan ahead, our next reading selection will be **the 2013 National Book Award for Fiction winner: *The Good Lord Bird* by James McBride**. It's **the story of a young boy born a slave who joins John Brown's antislavery crusade—and who must pass as a girl to survive**.

New members and guests are always welcome. Contact Becky Gaul, Olivia Cedillo, or the monthly host with questions or reading suggestions.

### ***AAUW of Virginia Conference April 4 – 6***

Join members of AAUW from around the state at Smith Mountain Lake, location of the 2014 AAUW of Virginia Conference, April 4-6. Smith Mountain Lake (SML) is less than a 4-hour drive from anywhere in the state. This will be a **very enjoyable and informative** destination weekend! The serene, beautiful location will inspire all who attend.

The complete details of this conference are located at the State web site: \*[aauw-va.aauw.net](http://aauw-va.aauw.net) <<http://aauw-va.aauw.net>>\* or the Smith Mountain web site: [smithmountain-va.aauw.net](http://smithmountain-va.aauw.net) <<http://smithmountain-va.aauw.net>>. Print out the "brochure" that is there, or just the registration form! But, register NOW! **The rate for registration goes up after March 15.**

### ***Movie Blog***

The Movie Group is still viewing the latest from Hollywood! If you want to read one member's take on the films of the day, go to Susan Conklin's blog <http://suzismovies.blogspot.com/>

And consider joining the group any Wednesday; contact Kitty Richardson [kittyrichardson6@gmail.com](mailto:kittyrichardson6@gmail.com) for info.

## Notes from Sandy Lawrence

**Northern District Representative(s) Needed.** When asked to be the Northern District Representative (ND Rep), some members have told me that I'm a tough act to follow. But ND Rep is not an act; it's an improvisation, an original performance that depends on its main character to bring it to life. Like any performer, my time as ND Rep is winding down and will soon close. But there is another AAUW performer, waiting for her time on the stage. The stage time has particular requirements, like attending state board meetings, but many of the actions and activities are based on what the performer thinks is important and needed. There is no set script on what a District Rep does. An opportunity to do it "your way" is waiting.

So be that next ND Rep and **send your biography to me by March 20.** The elections will be held at the district meeting at the State conference, Smith Lake, April 4 - 6.

**Lobby Days.** State Lobby day was an awesome experience and it was great to see so many ND members, even with the bad weather. (Check out the pictures at <http://aauw-va.aauw.net/>) **May 18 is Federal Lobby Day** and it would be great to have an even bigger turn out of ND members. You team up with Lobby Corp members and the AAUW staff does an outstanding job to prepare lobbyists to hit the halls of Congress. We also **need members to open their home to members coming in from other parts of the state.** More information to come.

## ***Book Sale: Volunteers Needed!***

Thanks to the generosity of many of you, we've got lots of volunteers; but we still have a few job openings for supporting the sale. We're enlisting:

- **Cashiers and sorters at sale** (April 11 and 12)
- **Sorters** (Saturdays in March and April)
- **Collectors** (now to April)
- **Publicity**

*To volunteer, please do one of the following:*

- *call Mollie on 703-703/941-5643*
- *email her at [gjewell@cox.net](mailto:gjewell@cox.net)*
- *sign up at the March 10 member meeting*

- **Collection**



We need members to **collect books from our bin at the Falls Church Community Center** and/or to be "on call" to pick up books and take them to storage at Mary Youman's garage near Ballston. No denying it, this job does require some heavy lifting! **Sign up for this task** at the March 10 member meeting.



- ***About Sorting***

Each Saturday in March (except in bitter cold!), we sort books, storing them in boxes by subject. Even in a short time, you can accomplish a lot. Come to Mary Youman's (address on p. 8) any time **between 10 a.m. and 3 p.m.** Sign up at the March 10 meeting and we'll give you a reminder call or email. Call Mollie Jewell at 703/941-5643 or Mary Youman at 703/528-8993 to find out more about sorting.

- ***Are We Still Collecting Books?***

YES! We are looking for more good books. To reduce the amount of trash, we are selective about the books we accept. So, please remind your donors about the guidelines for book donations: **No magazines, textbooks, encyclopedias, old reference books, or books that are damaged, moldy or in poor condition** – no matter how meaningful they are to the donor.



- ***Receipts for books you collect***

If you are **accepting book donations from your friends**, you can cut out and give them the following receipt:



**Educational Equity Book sale**

Falls Church Community Center

April 11 and 12, 2014

*Promoting education and equity for women and girls*

*Thank you* for your donation of:

\_\_\_\_\_ Soft cover books

\_\_\_\_\_ Hard cover books

\_\_\_\_\_ Other (DVD, video, magazine, audio book, \_\_\_\_\_)

Value to be established by donor.

Date \_\_\_\_\_ 2014

## CALENDAR OF EVENTS

March	Begin collecting books from individual donors for Book Sale
March, Saturdays	Book Sorting, 4419 18 <sup>th</sup> St., Arlington VA 22207
<b>March 10</b>	<b>Member Meeting, election of officers 2014 - 2015</b>
March 15	VA AAUW State Conference <u>discounted</u> registration deadline
March 17	7:00 p.m. Travel Group, 2912 Rosemary Lane, Falls Church
March 18	7:30 p.m. Book Group, 6337 Hillcrest Place, Alexandria
April 4 - 6	Virginia AAUW State Conference, Smith Mountain Lake
April 10	Book Sale set up, Falls Church Community Center
April 11	9 a.m. – 9 p.m. Book Sale
April 12	9 a.m. – 4 p.m. Book Sale
April 12	6:15 – 6:30 pm Celebratory dinner! Panjsheer, 924 West Broad St. <a href="http://www.panjsheerrestaurant.com">www.panjsheerrestaurant.com</a> for details on menu and prices.
May 18	Federal Lobby Day

*Thanks to Becky Gaul for the photographs of our 2013 book sale shown on page 1.*



### Empowering Women Since 1881

The American Association of University Women promotes equity for all women and girls, lifelong education, and positive societal change. In principle and practice 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.

<http://aauw-va.aauw.net>