Breaking Through Barriers for Women and Girls

Ideas on Mission-Based Programming for Indiana AAUW Branches
Just a New Slogan?

• “Breaking Through Barriers” is more than just a slogan or brand name
• It pulls together all that AAUW is about and focuses it into 6 areas that represent our AAUW mission and value promise
• It focuses on mission-based programming
• It provides members access to a wealth of information such as Program-in-a-Box/s, brochures and reports
Slogan? Cont’.

- *BtB* is also a new award program which recognizes and awards branches and state AAUW organizations for innovative mission-based programs that can be replicated
How does our nationwide AAUW community break through barriers for women and girls?

- We advocate for women’s career, financial, and life choices.
- We champion equitable compensation and treatment.
- We support accessible, affordable, high-quality education for all women and girls.
- We promote challenging careers as a means to improved quality of life.
- We foster networks that help women succeed.
- We develop and motivate leaders.

How does your branch break through barriers for women and girls?
Our Mission and Value Promise

• We support accessible, affordable, high-quality education for all women and girls
• We advocate for women’s career, financial, and life choices
• We champion equitable compensation and treatment
• We promote challenging careers as a means to improved quality of life
Our Mission and Value Promise

• We develop and motivate leaders
• We foster networks that help women succeed
What is Mission-Based Programming?

• Mission-based programming means planning branch programs AND activities around our shared mission of advancing women's equity through education, career, financial and life choices and through networks that help them succeed.

• Furthermore…. Indiana AAUW got even more specific!
What is Mission-Based Programming?

• Indiana AAUW adopted resolutions at the spring state meeting – see page 8 – directing branches and the state to use the principles outlined in the 4 resolutions for programming and action

• They include education, the effects of poverty, pay equity, job availability, wage discrimination and problems of working women and their families
Easing into MBP

• Does this mean your Branch has to focus *solely* on big issues that national AAUW and the Indiana board lists? No!
• It simply means that your officers – and particularly your program chair should be aware of the emphasis on Mission-based programming and choose community speakers and projects that in some way support them.
OK... Give me an example

• Program – STEM
• 1) call your local Ivy Tech campus and ask for the Director of Curriculum and ask for a speaker on some of the newer courses and career paths for women (bio-tech, instrument repair, etc)
• 2) call your local vocational/technical career center - you may be very surprised at the offerings – invite the director to speak
Example Cont’.

• This program could lead to an activity – perhaps a joint activity with another organization:
  • A special breakfast for junior high girls
  • A non-traditional career day for high school freshmen and sophomores – meet non-traditional career women
  • A special emphasis on honoring women in STEM in your area
Another Example...

• IN AAUW focuses on local poverty and jobs
• Jobs: invite a local career counselor in to speak about the job situation for women in your area
• Activity: partner with this career counselor and/or your local WorkOne to hold a workshop for women in mid-career transition OR...
More

• Find out more about women in poverty and local initiatives to help them. The *Bridges out of Poverty* program is being used in South Bend, Evansville and other places in the state.

• Bring a speaker in to learn more and then decide how your branch might help – could you mentor, provide some resources, sponsor a clothing drive (nice work clothes) or host a special program for the women?
And better yet...

• Reach out and partner with other organizations in your area when you do these types of activities. Example:

  • League of Women Voters     YWCAs
  • Church Women United        Universities
  • BPW, ABWA, Rotary          Sororities
  • Business network groups    Women’s Council
Great Resources from AAUW

• Programs-in-a-box
• Flyers
• Brochures
• Studies and Reports
• Technical Assistance from your State Board – we are only an email or phone call away!
What are Programs-in-a-Box?

• Title IX Compliance: Know the Score
• Focus on the Fellows and Grantees
• National Conference for College Women Student Leaders (NCCWSL)
• Actions for Equal Pay Day
• Financially Fit for Life
• Write Read Write (coming soon!)
• WOW! That’s Engineering!/Engineering Day
Programs-in-a-Box

• Campus Sexual Assault PiaB
• A Woman’s Nation PiaB
• Women’s Summit on Affirmative Action PiaB
• Women’s Summit on Work/Life Balance PiaB
• Grassroots Advocacy Leadership Training Workshop PiaB
• World Medical Card PiaB
• Woman to Woman Voter Turnout PiaB
Programs-in-a-Box

- $start $mart Salary Negotiation Workshop PiaB
- State Lobby Corps PiaB + 12 step guide
- Summit on Women in the Courts PiaB
- Public Policy Brunch PiaB + FAQs
- Meeting with a Public Official PiaB + program guideline
- Woman to Woman Voter Turnout Guide PiaB
Program-in-a-Box

• $start $mart Salary Negotiation + timeline
• Workshop/Status of Working Women Program
• Women and the Courts (new!)
• Let’s Read Math - partner program available
• LAF – hold an event on a college campus and discuss sex and pay discrimination.
Breaking through Barriers Award

Goal: To encourage and recognize high-quality, mission-based branch programming that breaks through barriers for women and girls.

Purpose:

• Give visibility to effective, replicable programs
• Encourage programming creativity
• Reward excellence
Application and Process

• Online application available summer 2010 through February 15, 2011.

• Applications will be reviewed by a panel composed of the Branch Program Resources Task Force, select board members, and staff.

• Finalists and honorable mentions will be announced by March 15, 2011.

• The top 3 award winners will be announced at the AAUW Nat. Conv. 6/16–19, 2011.
### Award Levels and Prizes/Recognition

<table>
<thead>
<tr>
<th>Award Type</th>
<th>Top Awardees (3)</th>
<th>Finalists (up to 20)</th>
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<td>Program in a Box</td>
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<td>Recognition in AAUW publications and social media</td>
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Other Ideas from National

• Financial resource planning for women – what women need to know to plan ahead
• AAUW + AARP partnering for workshops on planning ahead (for you or your parent/s)
• Aldante! book club – a great opportunity to reinforce programming through your reading groups.
WOMAN-TO-WOMAN
Voter Turnout

A Manual for Community-Based Campaigns to Mobilize Women to Vote

AAUW
Second Edition
Conclusion

• Is Mission-based programming something new that National is pushing on us?

• No! It is just new terminology for what most branches have been doing all along in planning their programs and projects! We just needed a reminder.

• They have just gotten more proactive in promoting it and offering lots of tools to help us accomplish it.
Conclusion (more!)

• And even better, they have come up with a new awards program which will
  Encourage MB programs and activities
  SHARE those great ideas around the country
  And AWARD cash prizes and recognition for branch or state organizations.
Conclusion (finally!)

• Your State Board members can be a valuable resource in making suggestions and/or helping you make connections for speakers and programs.
• Please do not hesitate to email or call any of us.