



AMERICAN  
ASSOCIATION OF  
UNIVERSITY  
WOMEN

# TOWSON BRANCH NEWSLETTER

Volume XXXIX, Issue 2

January/February 2007

Towson Branch Web Site: [www.aauwtowson.org](http://www.aauwtowson.org)

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Send your newsletter articles to [janetmoses@juno.com](mailto:janetmoses@juno.com)

## TOWSON BRANCH

### ELECTED OFFICERS

Co-Presidents: Christine Schmitz and  
Gail Marciano Thies

Co-Vice President Programs:  
Roberta Sharper

Co-Vice President Membership:  
Ellen MacKenzie

Treasurer: Willard Graves

Board Secretary: Ann Peterson

Branch Secretary:

### APPOINTED OFFICERS

Educational Foundation: Marcia Brooks

Legal Advocacy Fund: Kit Levedahl

Public Policy: Salli Ward

Visibility: Mary Louise Ellenberger and  
Peggy Steele

### SUPPORTING LEADERSHIP

Brochure:

By-laws:

E-Group: Willard Graves

Finance Auditor:

International Relations:

Member News:

Newsletter Editor: Janet Moses

Newsletter Publication: Eunice Young

Newsletter Proof Reader: Lois Leuba

Scholarship for Interrupted Studies:  
Lois Leuba

Yearbook: Carol Graves

### EVENTS and ACTIVITIES

#### COORDINATORS

Bridge: 2nd and 4th Monday Evening:  
Eunice Young

Bridge 3rd Monday Evening:  
Marcia Brooks

Bridge Marathon: Bev Winter

Cultural Activities:

Day Books:

Evening Books: Bev Winter

Gardening:

Holiday Party: Ann Peterson and  
Roberta Sharper

Hospitality: Loraine Lewis

May Luncheon: Bev Winter

## Forthcoming Programs

**Roberta Sharper**

410-624-3144

***Ms. Annette March***

**Saturday, February 24, 10:00 a.m.**

**Goucher Alumnae/Alumni House**

Ms. March is a professional grief counselor who holds sessions in many of our city hospitals and for many community groups. This topic was suggested by Anne Dauria because she thought it would be helpful to members of the group when facing stressful situations. Please plan to attend this meeting as a tribute to her.



***FIDDLER ON THE ROOF***

**Wednesday, April 25, 10:00 a.m.**

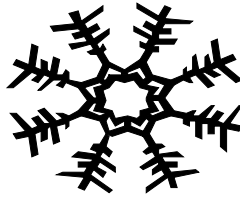
**Toby's**

**Best Western Hotel and Conference Center**

**5625 O'Donnell Street**

Plans are being made to attend a matinee performance of Fiddler on the Roof at Toby's in Baltimore on Wednesday, April 25th, 2007. The doors will open at 10:00 a.m., the buffet will be served at 10:30 a.m. and the show will begin at 12:30 p.m. Additional information will be forthcoming. Please save the date and invite your family and friends to join us for this mid-week early spring event. Toby's offers sumptuous buffet menu and a full service cash bar.

As the cost is dependent upon the number in the group please let Roberta know if you (and guests) are planning to attend.

**CO-PRESIDENTS' CORNER****Christine Schmitz****Co-President**

410-795-5091

I write this message as I make my way through various holiday parties, concerts, gift purchases, etc. Very soon we will put that behind us and look to a new year, 2007. Most especially, we look to the AAUW New Year! Let us remember that AAUW has just celebrated its 125<sup>th</sup> Anniversary as a National organization. Further, let us remember there is still much work to be done on many issues. As we begin this year, let us reflect on those issues as we go about planning the future of our organization.

May I take this opportunity to thank all of you for your continued support of the work of AAUW.

With best wishes, Christine Schmitz

Co-President

**Gail M. Thies****Co-President**

410-597-8918

Congratulations to Carolyn Whittington (fellow retired librarian) for sponsoring the AAUW Towson Branch Holiday Party at Holly House – Broadmead on December 9, the planning committee (Ann Peterson & Roberta Sharper) and the Lois Leuba telephone “tree.” It was so ornamental and cozy, ambiance reminiscent of Currier & Ives, etc. How wonderful to combine branch membership fellowship with charitable spirit; Towson Branch AAUW attendees and guests are to be commended for contributing to the Fund for Social Welfare (serving Baltimore County through DSS) as well as the hors d’oeuvres and desserts. Gatherings such as this one, which enable us to meet up with the new and/or returning members always hold a special place in my heart. ... Special thanks to Jane Costanzi who brought family to the Baltimore Philharmonia Orchestra’s Holiday concert the following day, putting the final touch on this Co-President’s week-end entertaining and performing schedule. ...And, in the spirit of the season, may the Towson Branch AAUW membership have a wonderful holiday and a happy and healthy New Year. May the New Year continue with the branch enthusiasm exhibited above – not only in the area of fellowship, but in the ongoing activities -- from bridge to gardening.

**MEMBERSHIP UPDATE****Ellen MacKenzie**

410—335-8111

The Towson Branch now has 33 members who have paid their dues.

New and returning members who pay their dues between Jan. 1 - Mar. 15 become half year Branch members whose dues are \$53.50 (\$22.50 national, \$8 state, \$23 branch).

**Announcing Maryland's Own Membership Campaign**

AAUW national association is offering prizes and recognition for current members that recruit new members

and **NOW**

AAUW Maryland is offering even more!

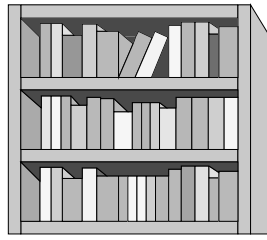
The branch that adds the greatest number of new members compared to last year  
and the branch that has the largest proportional increase in membership over last year.

will receive

2 complementary registrations for the Spring AAUW Maryland Convention

Reminder: the recruiters name and membership number must appear on the application in order to get credit for the national campaign and its awards. This is not required for the Maryland campaign.

(The fine print: membership numbers will be based on the February 1 counts of 2006 and 2007 branch membership)



## Evening Book Group

**Bev Winter**

410-583-2356

Follows is the program for the AAUW Towson Branch evening book group for the remainder of the 2006/2007 year. If you are interested in joining this group please call Bev Winter at 410-583-2356 or e-mail her at [BHWinter@AOL.com](mailto:BHWinter@AOL.com)

### First Mondays

### Facilitator

### Hostess

#### 2007

Jan. 8	<i>Adriane on the Edge</i> Paul Mandelbaum	M. Slater-Kaplan	Marcia Brooks
Feb. 5	<i>The Lost Painting: The Quest for a Caravaggio Masterpiece</i> Jonathan Harr	Sandra Dagdigian	Ann Peterson
March 4	<i>Sisters: The Lives of America's Suffragists</i> Jean H. Baker	Ann Peterson	Marcia Reinke
April 2	<i>An Artist of the Floating World</i> Kazuo Ishiguro	Marcia Reinke	Carol Graves
May 7	<b>Selections for Next Year</b>		Linda Prause
June 4	<i>The River of Doubt: Theodore Roosevelt's Darkest Journey</i> Candice Millard	Bev Winter	M. Slater-Kaplan

We will be meeting at Christopher Daniels Restaurant at 6 pm for dinner before the Jan 8th book meeting. Please call Marcia Brooks 410 560-6122 or [happybrooks@yahoo.com](mailto:happybrooks@yahoo.com) or call Bev Winter 410 583-2356 [bhwinter@aol.com](mailto:bhwinter@aol.com) to make your reservation. **NEW MEMBERS ARE WELCOME TO JOIN US.**

**DRAFT** - The guiding document for the SF sessions of the boards, Oct. 13-14, 2006

## **Legacy and Vision: Leading Together**

In 2006, we honor our legacy of leadership by undertaking a historic strategic initiative to ensure the mission of AAUW's founding mothers lives on, and equity and education for all women and girls is embraced and flourishes.

### **The Challenge: Organizational Change is Urgent**

For years, members and staff alike have observed a downward spiraling in organizational dynamics and impact surrounding both the Association and Foundation. Our missions are diffused to the point that members and external supporters are not clear about our purposes. In turn, recruiting and retaining members, our organizational lifeblood, is severely compromised. Our loyal members and donors are aging, often leaving the organizations with the consequences of revenue reductions and a resultant reduction in our ability to fulfill our mission for women and girls. For the last eight years, a continuing series of difficult decisions have been taken to maintain short-term organization financial viability. These painful, but necessary, actions identified the need to address the longer-term and set the stage for the strategic initiative. Change to our organizations is no longer an option, but a requirement to survive.

#### ***Internal Realities***

- Diversity: 72% of members are age 60 and older; only 3% are under age 40, and only 8% are women of color
- Membership: The Association is 82% dues dependent; the annual rate of member decline is 5.7% and accelerating, with a total of 98,000 members in 2005.
- Operations: Over 10 years, national staff has been reduced from 112 to 53; programs and member communications have been eliminated or cut back, and financial recordkeeping has been inconsistent, hindering effective decision-making.

#### ***External Realities***

- Demographics: Between 2007 and 2030, projected demographic changes include a significant aging population, growing generational diversity, and ethnic and cultural shifts with white women and men transitioning to minority status.
- Technology: Advances in technology will elevate expectations for organizational effectiveness and communication.
- Resource Competition: Competition for organizational resources is increasing including competition for members, funding, volunteers, leadership, partners, membership and staff.

## Strategic Issues

The following strategic issues influence our ability to grow, effect positive societal change and indeed to survive. They are:

1. **Mission Clarity:** The primary finding of the process is that mission diffusion or lack of focus is the root cause of decline in organizational recognition, program opportunities, external funding, and member recruitment and retention. The majority of the general public, external stakeholders and donors, and many members just do not understand the purpose of the two organizations, who we serve or how we serve them.
2. **Program Alignment:** Currently, program is separated across the Association and the Foundation. As a result, critical resources and investments are not aligned for mission impact and target audience relevance, nor are the results of investments measured to assess their effectiveness at advancing mission or social change.
3. **Member Diversity:** Three percent of the members are age 40 and younger, and only 8% are women of color. Member demographics are visible internally and externally. Mission and vision fulfillment, program development and implementation, financial stability, and organizational credibility and viability are dependent on our effectiveness at recruiting and retaining a diverse membership.
4. **Governance Infrastructure:** Governance has surpassed mission as the central organizing principle of the organizations. Norms and practices requiring overhaul include the voting and election processes, board composition, working rules and bylaws, and branch, state, regional and national structures, roles and processes.

## The Opportunity: Equipping and Advancing Women and Girls

Over the next five to 25 years, dramatic demographic changes in the U.S. will challenge education and equity for women and girls. Growing minority populations will bring about cultural and socio-economic changes in our communities never experienced by our citizenry. Four generations will transition through and out of the workforce leading to labor shortages and demand for new skill sets. Aging generations, a global phenomenon, will require extensive new resources and supports. And, increased pressure on time, resources and family will require knowledge and efficiencies at a level previously unrecognized by the average citizen. With focus and conviction to mission, AAUW can prepare and equip women and girls with knowledge and skills to address and meet the societal changes that will shape their lives. AAUW is uniquely positioned to develop a powerful societal strategy.

**Member Confirmed Values:** Education, Gender Equity, and Community Involvement.

**New Mission:** AAUW advances equity for women and girls through advocacy, education and research.

**New Vision:** AAUW will be powerful advocates and visible leaders in equity and education through research, philanthropy and measurable change in critical areas impacting the lives of women and girls. Empowerment for women and girls will come through programs that increase:

- o Awareness of educational choices and access to higher education resources that intervene in lifelong inequities.
- o Knowledge and skills to live resourcefully and responsibly in a multi-ethnic, multi-generational society.
- o Utilization of technology to promote cooperative relationships, and exchange information across time and distance impediments;
- o Accountability for individual and organizational actions that educate, mentor and drive social change.

As AAUW's mission and vision expands in relevance for women and girls, the value of membership will increase, attracting and retaining new diverse members and donors resonating to the possibilities for creating meaningful social change.

The following initiatives and recommendations fundamentally address our strategic issues, and the realities of our current organizations and associated challenges.

## **Strategic Recommendations and Initiatives**

October 13-14, 2006, Board members of the Association and the Foundation confirmed the strategic recommendations and initiatives as the basis for a strategic plan that will strengthen and sustain our organizational voice and work for future generations of women and girls.

### **1. Commit to a single mission as the cornerstone of the organization.**

Develop one short and powerful mission statement for the organization.

Ensure mission and vision are the basis for all we do.

Align and leverage everything we do to mission and vision for maximum measurable impact.

- o Establish program criteria and expected outcomes
- o Measure program impact.

Continue to ensure relevance in a global society.

### **2. Transform the organization's demographic composition.**

Create/Enhance/Develop & maintain/Define/Refine a membership structure that supports the mission and vision.

Identify and communicate the value of membership.

Give member the tools to accomplish the transformation.

Grow and diversify the donor base.

**3. Undertake a strategic restructuring of both the association and foundation that directly supports achievement of the mission and vision.**

Create one corporate entity dedicated to fulfilling the mission of gender equity through education, and organized for impact, efficiency and effectiveness.

Evaluate and streamline all levels of structure, committee, process, norms, roles and opportunities.

Study and reconstruct the voting and election process to support and reflect the needs of the new structure and the membership.

Simplify and rewrite the bylaws, policies, procedures, guidelines and working rules to ensure compliance and support for the mission and the corporate structure.

Elevate the Nominating Committee and its work to address the skill and capacity issues of board composition and recruitment.

Redefine and align staff structure and roles with the mission and vision.

### **Securing the Future**

The actions outlined above reposition our organizations for greater effectiveness, and increase our capacity to fulfill the mission of equity and education for women and girls. Together, they create a framework for the boards and organization leaders at all levels to develop a concrete plan to respond to our challenges, change our organizations, and to prepare the membership to participate in and embrace changing our organizations. We ask for your support in moving forward recommendations for approval by the membership in June 2007, and in developing a cohesive plan of implementation. Thank You.



## Mar k Yo ur Cal end ar

- Saturday, January 27, 2007, AAUW Winter Board Meeting at Alfio's La Trattoria, Chevy Chase, MD
- Saturday, February 24, 2007, 10 a.m. meeting at Goucher with grief counselor Annette March
- March 23, 24, and 25, 2007, AAUW Maryland Convention hosted by the Towson Branch
- Wednesday, April 25, 2007, Fiddler on the Roof at Toby's...additional information forthcoming
- Saturday, May 12, 2007, 12 p.m. luncheon at L'Hirondelle Club.  
**NB time correction**
- June 29—July 2, 2007—AAUW National Convention, Phoenix, Arizona

**NEWSLETTER DEADLINE  
FEBRUARY 16TH**

**For the March/April 2007 newsletter**

**Send your submissions to:**

**Janet Moses at**

**janetmoses@juno.com**

**Or by mail to:**

**21 Theo Lane**

**Towson, MD 21204-2751**

**PLEASE HELP YOUR NEWSLETTER  
EDITOR ...THE NEWSLETTER IS  
ONLY AS GOOD AS YOUR  
CONTRIBUTIONS**