

SOCIAL MEDIA AND YOU

GET CONNECTED!

OUTLOOK

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THE MAGAZINE OF



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BREAKING THROUGH BARRIERS

AAUW advances equity for women and girls through advocacy, education, philanthropy, and research. AAUW, founded in 1881, is open to all graduates who hold an associate or higher degree from a regionally accredited college or university. In principle and in 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, disability, or class. This publication is available in alternative formats for those with visual impairments.

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OUTLOOK

WHAT YOU'RE SAYING

THE BIG PICTURE

In reading your Winter issue and [thinking about] the male-dominated language and system we are stuck with and have bought into—we need a consciousness of this and a restructuring of what models we seek, bringing in the creative, interactive big picture and connecting isolated “facts.” I hear us referred to as “you guys” over and over, and those male pronouns in our language unconsciously reinforce a male superiority.

Let’s have some articles on examples of female lives, such as our genealogy, inheriting the female side of our history. My grandmother’s and others’ history is lost. ... Much is hidden and disguised as “the tradition” as we have become so programmed.

We don’t have to just buy into male systems; we need to create new models!

I’ve been a teacher, dance therapist, M.A., mom, artist, grandmother and Rebel all my 87 years.

Sincerely yours,

**RUTHE BROWNE
WAUKESHA, WI**



ON THE COVER

SOCIAL MEDIA AND YOU

More than 400 million people use Facebook, and half of them visit the site every day. Twitter subscribers send out 55 million messages daily. Of adults ages 18 and older, 74 percent use the Internet, and 89 percent of those send e-mail. With innovative social media tools popping up every week, it’s clear these new communities are here to stay.

Whether you’re already connected or just curious, social networking tools have enormous potential. Join Facebook and Twitter or post your thoughts on a blog, and you’ll soon find yourself part of a community of people who share your interests, ideas, and causes. For organizations, social media tools are a great way to reach out to current supporters and to attract new ones.

We welcome your comments. Send letters to editor@aauw.org or AAUW Outlook, 1111 Sixteenth St. NW, Washington, DC 20036. Letters may be edited for brevity and style.



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In our rapidly changing world, new social media networks spring to life with amazing frequency. Find out how these tools can enhance your personal and professional life.

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Puzzled by the world of social media? A reluctant "tweeter" reflects on her first year in this strange new universe—and explains why you should join her there.

By **Lisa M. Maatz**

The vacation of your dreams is a mouse click away!



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on the
AAUW website.
Just click on
“Member Benefits”
in the top
right toolbar!



www.aauw.org/benefits

Socially Adept

AAUW members everywhere are now embracing social media such as Facebook, Twitter, and YouTube—as well as teleconferences, webinars, video streaming, and blogging—to collaborate, influence, plan, learn, or simply connect with each other, often without ever leaving home.

Social media can help bring our message to new audiences.

As I attended state conventions across the country over the past few months, it struck me that—more than ever before—our members really have come together as a nationwide community. Although AAUW has been a significant force across the United States for many decades, it seems we have never been more united on the national level. Wherever I went, members wanted to talk about collaboration with other branches and states. And it is way more than just talk.

As AAUW members everywhere are embracing social media, through blogs, Facebook, Twitter, YouTube, LinkedIn, and more, it is even easier for us to “get together”—without trains, planes, or even a commute. Electronic networking is helping us engage with others on critical issues as we teleconference, webcast, video stream, and blog to collaborate, influence, plan, learn, or simply connect with each other.

Social media are also helping to bring our messages to new audiences. The innovative AAUW Experience—our virtual town launched in conjunction with the new website—makes it easy to explore and learn about AAUW, whether you are just getting to know us or are a longtime member.

AAUW fellowship and grant recipients are connecting through our new Ning website for networking, mentoring, job referral, and peer counseling. Even the awards process has received a huge boost from social media. Selection teams get applicant profiles electronically, meet by teleconference, and announce winners on the website—allowing thousands more dollars to go to the students who need our help. Likewise, the AAUW Dialog blog now has real traction in the blogosphere, and in the public policy arena—where every vote counts—our Action Network brings tens of thousands of AAUW member e-mails to Capitol Hill.

A social media expert recently told me that AAUW is way ahead of most nonprofit organizations in the use of these innovations. In this exciting arena, who knows what new Facebook or Twitter will emerge next week? But by keeping pace with current technology and embracing these vehicles now, our AAUW community will be in an even better position down the road to expand our outreach through whatever new resource becomes the Next Big Thing!



Explore the AAUW Experience on the new AAUW website.



Linda D. Hallman, CAE
AAUW Executive Director
Twitter: @LindaHallman

Enhance your lifestyle and save money...



with these special offers for AAUW members!

Active Forever	Life Line Screening	CareerBuilder
BN.com/AAUW	Health Proponent	VirtuArte
Jitterbug	Metlife Auto and Home	VisionDirect
World Medical Card	US Bank Credit Card	The Princeton Review
FiledBy	MagazineLine	Paperwork, Etc.
DiversityInc	Pigtail Pals	Congressional FCU
	Assurant Short Term Medical	

Click on “Member Benefits” at www.aauw.org.



An Evolving Community

By joining AAUW, you belong to a community that breaks through educational and economic barriers so that all women have a fair chance. Thanks to social media, we're expanding the definition of community beyond its usual bounds.

For many of us, social media networks are now part of everyday life.

Until recently, the idea of online "friends" seemed ludicrous. Friends were the people we saw every day, our family, our neighbors, our co-workers. And so when someone moved away—as I have done three times since joining AAUW—it was sometimes difficult to keep in touch with the friends who were left behind. That's part of the reason I sought out an AAUW branch each time I moved. I knew I'd find a welcoming community of people, and I'd still feel connected to my former branch.

AAUW has always been a nationwide community of shared values, and I'm delighted that social media tools are available to help us broaden and strengthen that network, giving all our members, donors, fellows, and other supporters the chance to connect even when they are unable to meet in person.

The new social media are all about building community, about reaching people despite the barriers of time and

place. I'm proud of AAUW's willingness to boldly go in the social media direction. Yes, we are experimenting, and we know that the arena is still evolving, but we are evolving with it.

For many of us, social media networks are now part of everyday life. I check five websites, including Facebook and Twitter, first thing every morning. Social media can take AAUW places we want to go, places we may not reach any other way. If you haven't already, join AAUW in this adventure! You can find us on the AAUW Dialog blog, Facebook, Ning, Twitter, YouTube, Second Life, and of course on the all-new AAUW Experience. Visit www.aauw.org and click on Connect for more details. See you in cyberspace!



Carolyn Garfein
AAUW President
Twitter: @cgarfein

Fair play and fair pay for all women

AAUW Title IX Victory

In April, the U.S. Department of Education rescinded a controversial 2005 Title IX policy that had created a loophole in the landmark gender equity legislation. The policy allowed schools to use nonresponses to a spam-like e-mail survey to demonstrate a lack of interest in athletics and to justify cuts to women's programs. Under the new guidelines, a survey can no longer serve as sole evidence for Title IX compliance, nor can a lack of response to the survey be equated with a lack of interest in sports programs.

Title IX's effect on women's athletic participation is a great civil rights success story, changing the playing field dramatically for girls and women in sports. In 1971, 8 percent of high school athletes were young women. By the 2005-06 academic year, 41.2 percent of high school athletes—more than 2.9 million students—were young women. Statistics show that girls who play sports are less likely to get pregnant, drop out of school, use drugs, smoke, or develop mental illness. In addition, the benefits of playing sports stay with women for many years to come.

BAN LIFTED FOR WOMEN ON NAVY SUBS

A ban prohibiting women from working on Navy submarines has been lifted. On April 29, the Navy announced that the first women to serve aboard Navy subs will begin training this summer and will report for duty in 2012. Despite dissenters' fears of a lack of privacy and the potential for sexual misconduct, the congressional deadline on the ban passed without objection. Women have been permitted to serve on all other Navy vessels since 1994.

MISCARRIAGE ON TRIAL IN UTAH

In Utah, a woman may now be charged with murder and face life in prison for a suspicious miscarriage, according to a radical new law passed in the state legislature and signed by Gov. Gary Herbert. Mississippi, North Carolina, and Florida have laws targeting abusive third parties in miscarriage cases, but Utah's is the only one to target the woman herself. The law's broad language, which prohibits "knowing or intentional" acts to end a pregnancy, potentially gives law enforcement officials the power to convict women for staying in abusive relationships, smoking, or refusing bed rest. AAUW, the American Medical Association, the American Civil Liberties Union, and representatives of low-income and immigrant groups have all expressed concerns over the law's potential for misuse and discrimination.

<http://capwiz.com/aauw/mlm/signup>

Sign up for the AAUW Action Network and get an e-mail alert whenever your involvement can make a critical difference in AAUW policy issues.



Title IX Compliance: Know the Score

Use this new AAUW Program in a Box to make sure girls in your local high school have equal access to athletic participation. Visit the AAUW website for details. Twitter: @KTSTitleIX

Childbearing Decisions Affect Women's Earnings

A study presented at a recent meeting of the Population Association of America showed that the age at which women give birth has significant financial repercussions. Women who delay childbearing until later in life, allowing more time to invest in education and job training before becoming mothers, are not as adversely affected by the “motherhood penalty.” The researchers, from the University of Maryland and the University of California, Los Angeles, found that women born between 1944 and 1954 who gave birth in their early to mid-20s earned lower wages on average than women who delayed childbearing or had no children.



For Unmarried Women, Even Greater Pay Inequity

A new study from Women's Voices, Women Vote and Lake Research Partners, *Fifty Years of Unmarried America*, reports that nearly half of all women in the United States are divorced, widowed, or have never married. Even though that number has nearly tripled in the last 50 years, unmarried women earn only 56 cents on the dollar compared with married men. The findings also show that 79 percent of women living in poverty are unmarried, demonstrating yet again the economic need for pay equity between women and men.

Women Remain in Traditional Fields

According to a recent report by the U.S. Department of Labor, secretaries, administrative assistants, and registered nurses lead the list of the top 20 jobs held by women. The findings show a lack of women in the nontraditional—and often higher-paying—fields of science, technology, engineering, and math. The median salary for women workers ages 16 and older is \$657 per week; managers and registered nurses had the highest salaries on the list.



Equal Pay Web Stickers

Attach a web sticker advocating for passage of the Paycheck Fairness Act to your social networking pages, blog, or website. Visit www.aauw.org for more details.



CREATING NEW LEARNING SPACES IN SOCIAL MEDIA

BY BETH PEARSALL

In spring 2008, a U.S. professor and her women's studies class took a field trip to the United Arab Emirates, where they met with students at Dubai Women's College. Students from the two schools sat down and discussed women and technology from their own cultural perspectives. But for this field trip, no passports, expensive plane tickets, or hotel rooms were needed. This meeting took place online, in the 3-D virtual world of Second Life.

Virtual worlds like Second Life allow students to immerse themselves in the educational experience and provide educators access to resources not available in a traditional classroom setting.

A growing number of colleges, universities, businesses, and organizations across the globe are exploring the use of social media for learning. Ohio State University, home of the women's studies class that "visited" Dubai, is just one of many schools that are opening their doors to a whole new way of learning. Virtual worlds like Second Life allow students to immerse themselves in the educational experience and provide educators access to resources not available in a traditional classroom setting. Social networking tools like blogs, Facebook, and Twitter offer ways to share information and connect with people instantly.

For those working to break through barriers for women and girls, the potential of these online tools is great.

Women Embrace Social Media

In recent years, women have become avid users of online social networking tools. A study conducted by BlogHer

and iVillage, and co-sponsored by Ketchum and the Nielsen Company, found that three out of four women who are online are active users of social media. According to the study, 67.5 million women use social media weekly or more often. This includes reading, writing, and commenting on blogs, Facebook, Twitter, or other social networks.¹

Women older than 55 are one of the fastest growing demographics on Facebook, according to Inside Facebook, an independent group that tracks the network's growth.² And in a separate study by Nielsen of social networking activity on mobile devices, women were found to access Facebook and Twitter on their cell phones 10 percent more often than men did.³

So what draws women to social media? Some use these tools to express themselves. Others want to connect with people, give advice, or get information. Some women simply use social media for fun.⁴ Whatever the reason, one thing is clear—women have a powerful online presence.

A LOOK AT THE AUTHOR



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Social media tools provide opportunities for people to connect with others and form instant communities.

AAUW Educates

How to Start Your Second Life

Your first visit to Second Life may be a little intimidating, especially if you consider yourself less than tech-savvy. But all it takes is an Internet connection and a leap of faith to start exploring a whole new world.

To get started, go to www.secondlife.com. Once there, click on "What Is Second Life?" on the menu across the top of the page. Read through that material and then review the Quick Start Guide, which you can find by hovering over the "What Is Second Life" menu option.

Once you're ready to get started, go back to the home page and click "Join Now." From there, you'll create your free avatar, and before you know it, you'll be landing in

the public grounds, where Second Life welcomes its new members. (Depending on the speed of your computer, it may take a few minutes for Second Life to load.)

To find AAUW, go to the search tab and click on "Places." Then type "AAUW" in the "Find" box. Be sure to check out all the resources we've packed into our Second Life headquarters and take a stroll around the rest of the Nonprofit Commons to make some new friends.

There is a bit of a learning curve. Don't worry if you don't immediately catch on to flying or if your virtual hair falls off. That's all part of this fun, alternate world, and you'll catch on before you know it.

Creating New Learning Spaces

In the 3-D virtual world of Second Life, each user creates a digital persona called an avatar. You can customize your avatar's height, size, gender, race, and clothing, among other things, to create a unique online self. In other words, an avatar is you—only on a computer screen. You use your avatar to navigate through Second Life's many online spaces, where you can see an art exhibit, attend a live music event, go shopping with a friend, go to class, tour the Eiffel Tower, and join groups of interest. You can also meet people from around the world and communicate with them in real time.

Sharon Collingwood, of Ohio State University's Department of Women's Studies, believes there is a natural connection for women and online platforms, particularly when it comes to using virtual-reality sites like Second Life for learning. "How many women are home with their kids, taking care of an elderly parent, or working during the daytime?" she says. "Second Life offers the flexibility of a distance learning program, but students really get to know each other in a way that is not possible when they simply post to a message board."

The women's studies department at Ohio State currently offers one distance learning course entirely in Second Life. Students—using their avatars—meet twice a week on the department's online research and teaching space, Minerva Island, where they participate in classroom discussions, group work, and "field trips." They communicate through text chat, voice chat, and private instant messaging. According to Collingwood, a large part of the class revolves around getting students together in groups and letting them drive knowledge. Outside of class time, Minerva is used as a shared space for office hours, independent study groups, and social activities.

Ohio State is not alone; colleges and universities around the country are using Second Life to create new ways of learning. Visitors to Vassar Island (Vassar College's virtual island in Second

Life) can explore a digital re-creation of the Sistine Chapel.⁵ Medical students at the University of California, Davis, can enter the school's virtual psychiatric clinic and learn what it is like to have schizophrenia.⁶ San Diego State University recently unveiled its new 16-acre virtual campus, Aztlan Island, which will be used for 3-D art and interior design, urban planning models, civil engineering, tourism, and astronomy, among other things.⁷ In 2009, the University of Texas system initiated a yearlong rollout into Second Life involving all 16 of its campuses.⁸

Businesses, nonprofits, and associations are following suit and using Second Life to disseminate information and facilitate learning.

"People learn through different media," explains Christy Jones, director of membership for AAUW. "Some people prefer reading text; others prefer more visual ways of presenting information."

AAUW joins more than 80 social benefit organizations in Second Life's Nonprofit Commons.⁹ Inside AAUW's virtual building, visitors can find resources on advocacy, education, and research efforts to achieve equity for women and girls. AAUW staff members (in the form of their avatars) are also available to speak with visitors and answer questions.

Building Communities

In addition to creating new educational platforms, social media tools provide opportunities for people to connect with others and form instant communities.

Second Life enables Ohio State's Collingwood to communicate, share information, and exchange ideas with educators around the world. "When my students and I went to the Dubai learning site [in Second Life], we met such wonderful women," she says. "We got to know these women, who were really affectionate and open with us. They were real people."


In this virtual world, Collingwood can also hold interactive conferences on women's issues. Ohio State received

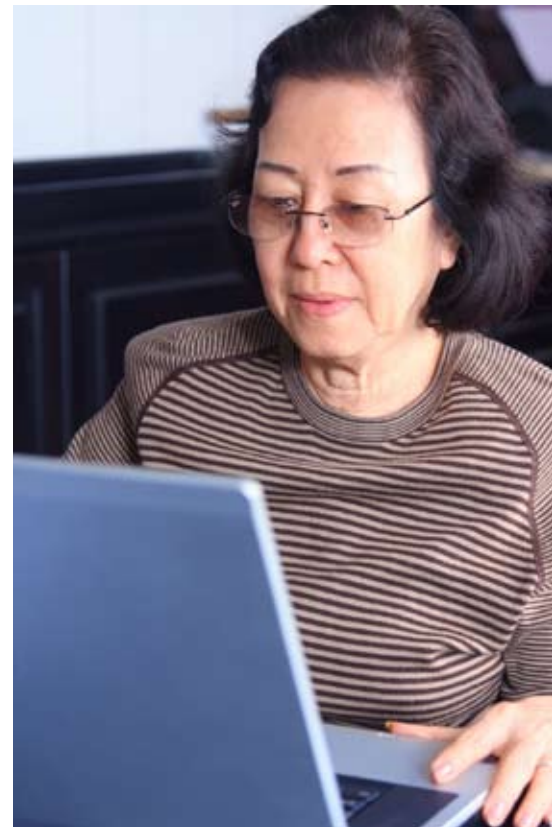
a 2010 Community Action Grant from AAUW to host regular events that will help unite women's communities within Second Life, attract new members to the community at large, and forge links with organizations outside the virtual world.

"For me, one of the greatest benefits to this technology is tying things together with communities of practice in the real world," Collingwood adds.

"Social media creates new avenues to reach women," explains Jones. "The issues we work on not only affect AAUW members—they affect all women. These tools help us show why there is still a need for women to come together and effect change."

AAUW uses Facebook, Twitter, and the AAUW Dialog blog to disseminate the latest news and research findings, hold discussions, and announce upcoming events. Currently, AAUW has 2,000 friends on Facebook and 2,600 followers on Twitter. And now, with an established presence in Second Life, AAUW plans to partner with institutions like Ohio State to hold educational events in the virtual world.

"With social media, you have outreach to a global community, as long as they have an Internet connection. These efforts will enhance our community and help us remain a force of change for women and girls," Jones says. "Through these tools, we will continue to strengthen our collective voice and build networks to break through economic and educational barriers for women and girls." 



NOTES 1. BlogHer Inc., 2010 Social Media Matters Study, available at www.blogher.com/files/Social_Media_Matters_2010.pdf. 2. Smith, Justin. "Fastest growing demographic on Facebook: Women over 55." *Inside Facebook*. February 2, 2009, available at www.insidefacebook.com/2009/02/02/fastest-growing-demographic-on-facebook-women-over-55. 3. The Nielsen Company. "For social networking, women use mobile more than men." *Nielsen Wire*. March 2, 2010, available at http://blog.nielsen.com/nielsenwire/online_mobile/for-social-networking-women-use-mobile-more-than-men. 4. BlogHer Inc., 2010 Social Media Matters Study, available at www.blogher.com/files/Social_Media_Matters_2010.pdf. 5. For more information on Vassar's virtual Sistine Chapel, see www.vassar.edu/headlines/2007/sistine-chapel.html. 6. Fell, Andy. "Psychiatrist uses virtual world to make hallucinations seem authentic." *Dateline UC Davis*. October 12, 2007, available at www.dateline.ucdavis.edu/dl_detail.lasso?id=9787. 7. Jacobs, Gina. "SDSU launches new virtual campus." *SDSU News Center*. March 22, 2010, available at http://newscenter.sdsu.edu/sdsu_newscenter/news.aspx?s=72018. 8. For more information on the University of Texas system's Second Life project, see <http://tuelearningcommunity.com>. 9. www.nonprofitcommons.org.



SOCIAL MEDIA 101

BY KATHERINE BROENDEL

Facebook, Twitter, YouTube, Flickr, Ning, Second Life—who has time to learn them all? In the rapidly changing world of social media, it can seem especially hard to keep up with the latest technology. But social networking isn't just for teens and tech-savvy types. Find out how to make these tools work for you!

Join ... and you'll soon find yourself part of a community of people with whom you can share your interests, ideas, and causes.

Social media tools and networking sites are exactly that: *social*. In a variety of different ways, they each provide an online space for two-way conversation. Join Facebook and Twitter or post your thoughts on a blog, and you'll soon find yourself part of a community of people with whom you can share your interests, ideas, and causes. For organizations, social media tools are a great way to reach out to current supporters and to attract new ones.

As an individual or as part of an organization such as an AAUW branch, you can use social media to engage people. Many online tools are available, with capabilities suited to various types of outreach, public engagement, and even advocacy. If you're new to social media, it's important to understand how these different tools work before you get started—and how you can use them to devise an effective communication strategy.

Blogging

A blog is an online journal, posted on a website and updated regularly. People create and maintain blogs on every imaginable topic; organizations use them to keep their constituents informed about news, events, and relevant issues. Most blogs encourage readers to comment on the topics under discussion and to pass along information through links to other blogs and websites.

Starting a blog, updating it regularly, and cross-posting entries are effective ways to reach out to different audiences. Interested readers can share their opinions on individual blog entries, which is a great way to get a conversation started and exchange pertinent information. The AAUW Dialog blog engages readers on issues important to women and their families across the country and keeps members

A LOOK AT THE AUTHOR

Katherine Broendel Researcher, National Geographic

Katherine Broendel was previously AAUW's social media coordinator.
Twitter: @kbster

Social media tools are remarkably efficient resources that advocacy groups can use to enhance their communications strategy.

AAUW Innovates

Prepare for a New Experience

We all know that AAUW breaks through educational and economic barriers for women, but recently, we've been pioneering in the social media sphere as well! We're proud to introduce the AAUW Experience, a rich, virtual community that connects our current and potential members to our mission in a whole new way.

The AAUW Experience is set up like a town square. Users click through each building—the town hall, library, student center, office building, court house, and community center—to peruse an enormous variety of AAUW materials.

In the community center alone you'll find video of Rep. Nancy Pelosi speaking at an AAUW convention,

our mission statement, information on our traditional and social media outlets, and a welcome message from AAUW Executive Director Linda Hallman.

We hope you'll use the AAUW Experience to learn more about how our vibrant nationwide community is advancing education and equity for women, but we also hope you'll use it to recruit more women into the fold. What better way to orient new and potential members than by "walking" through the Experience together at a branch meeting or by sharing the link and discussing what you find through e-mail, Facebook, Twitter, or Skype.

Visit the AAUW Experience on the home page at www.aauw.org.

current on AAUW programming and events.

Once you decide on a main topic or theme for your blog, find some relevant events (for example, Women's History Month or Equal Pay Day) and incorporate blog postings about them. You can invite guest bloggers—writers with a special knowledge of or connection to your topic—to contribute their ideas to your blog. For example, during Women's History Month, AAUW asked the documentary filmmaker Louise Vance to write about her film *Seneca Falls* for the AAUW blog. The post alerted readers to the film's premiere on PBS, and commenters discussed the Women's History Month theme of how to "write women back into history." Guest bloggers can help engage people and boost a blog's readership.

Facebook

Although Facebook now has 400 million users—half of whom are on the site daily—it's hard to believe that the world's most popular social networking website has only been around for general users since 2006.¹ Facebook allows people to keep in touch, upload photos, and share links to information and videos. Users create a personal profile; they can then add others to their profile—or "friend" people. When they update their profiles, their "friends" are notified. Users can also join networks organized by employers, schools, or interest groups.

Because Facebook currently dominates the social media scene, many organizations maintain a presence on the site as a way to reach out to a wide range of people. AAUW's Facebook page currently has about 2,000 friends, many of whom visit the site frequently to comment on AAUW issues and events, as well as to get information on AAUW programming.

The opportunities for discussion and collaboration on Facebook are limitless. The Red Pump Project, an HIV/AIDS advocacy group, recently used their Facebook fan page to promote National Women and Girls HIV/AIDS Awareness Day through a project called “Rock the Red Pump.” The group asked its online audience to show their support by writing about the topic, displaying the organization’s signature red pump logo, and posting photos of themselves and other women wearing all kinds of red shoes.

You can create a Facebook profile for yourself or your branch and invite your friends and family to join you. Then, use your Facebook page to promote and discuss interests and activities, make connections with like-minded groups and individuals, and post photos and links to videos of successful events.

Twitter

Twitter is a social networking and microblogging service that allows users to send and read short messages known as “tweets.” Tweets are text-based posts of up to 140 characters that are displayed on the author’s profile page and delivered to her or his friends, or “followers,” who can read the messages instantly on a computer or mobile phone.

Twitter is a relatively new and incredibly versatile social media tool. Even though tweets are short, they can pack a powerful message. Through Twitter, people can share information, recruit advocates for a cause, and contribute to a larger event or conversation.

AAUW uses Twitter to spread important messages about the organization’s work, as well as to have one-on-one contact with supporters. Earlier this year, a follower of AAUW contacted the organization through Twitter asking for information about the controversial Stupak-Pitts Amendment

to the House version of the health care bill. She was quickly connected to AAUW’s Public Policy Department and received the information she was looking for immediately.

As one commenter on AAUW’s blog said, “AAUW’s involvement on Twitter has helped me formulate educated dialogue.” Although this testimonial speaks to the power of Twitter in public engagement, social media cannot replace the real-life, on-the-ground work that individuals, organizations, and issue advocates do everyday. Instead, social media tools are remarkably efficient resources that advocacy groups can use to enhance their communications strategy to get the message out and inspire supporters to join in the effort. 



Recommended and Referenced Sites

AAUW Dialog: <http://blog-aauw.org>

AAUW on Twitter: www.twitter.com/aauw

Facebook: www.facebook.com

You can get your own blog started for free at Wordpress.com.

Share and cross-post your entries at BlogHer.com.

For more help getting started on social media, particularly Facebook and Twitter, check out Mashable.com.

NOTE 1. www.facebook.com/press/info.php?statistics



WANT TO BE SUPERWOMAN? EMBRACE THE INTERNET

BY GLORIA PAN

For decades, Superwoman set an impossibly high standard that women had no hope of measuring up to, because it was physically impossible for mere humans to be in so many places at once. The Internet, however, now allows us to come pretty close.

When Superwoman is not busy saving the world—or perhaps even while she is—she no doubt turns to her super powers to get non-work things done. In between battling arch villains, she must be using her super speed and flying ability to squeeze in such tasks as attending parent-teacher meetings, organizing volunteer community projects, and escorting elderly aunts to medical appointments. For most women who are balancing work, family, civic, and other responsibilities without the benefit of super powers, each new day brings the familiar clash of competing priorities. With many of us now spending ever-increasing portions of our lives online, however, at least some things have gotten easier.

Squeezing More into Less Time

Kathy Korman Frey teaches at George Washington University in Washington, D.C., and runs the Hot Mommas Project, an award-winning women's leadership program housed in the GW business school's Center for Entrepre-

neurial Excellence. The mother of two young children, Frey has little room in her hectic schedule for mundane tasks like grocery shopping, so she does it almost exclusively online, saving herself the two hours a week it would take to set foot in a supermarket. "Anything that saves time is helpful for balance," she says.

As we enter the second decade of the 21st century, women of all generations have developed an appreciation for the usefulness of the Internet as a time-saver. The untold hours we once spent wrangling envelopes and stamps to pay the bills, and running errands like going to the post office or the store, have been eliminated by access to Web-based services like online banking and shopping.

Of the 74 percent of adults over the age of 18 on the Internet, 89 percent send or receive e-mail.¹ The evolution of listservs and other e-mail variations like Google or Yahoo Groups has streamlined our ability to participate in neighborhood associations, parent volunteer groups at our children's schools,

A LOOK AT THE AUTHOR

Gloria Pan
Vice President of Internet
Communications
Turner Strategies
Washington, D.C.
Twitter: @GloPan

The Internet has completely divorced us from the need to travel or be anywhere in particular to get things done.

AAUW Advocates

AAUW Makes Saving the World a Little Easier

You already know that AAUW is full of Superwomen dedicated to making a difference in the lives of women and girls. Many of us became members so that AAUW could help us do just that. By joining the AAUW community, we've amplified our individual voices on Capitol Hill and pooled our resources to create the largest scholarship program for graduate women in the country, but there are a few more ways AAUW lets us make a difference in the world—from the comfort of our own homes.

- **Two-Minute Activist**—Along with AAUW's D.C.-based policy team, you can connect with your elected representatives to make your voice heard on issues you care about from your home computer in just two minutes. From the AAUW home page, click on Act and then select Two-Minute Activist. You can also sign up to receive regular updates through Action Network.

- **AAUW Funds**—Superwomen have a lot of priorities, and so does AAUW. In just a few clicks, you can ensure that every AAUW program that needs your support receives it by donating to AAUW Funds. Visit www.aauw.org and select Give on the home page.

- **Social Media**—Through posts on the AAUW Dialog blog or updates to Twitter, AAUW delivers news you care about directly to you. And you can use the AAUW Facebook page to connect with other like-minded individuals around the world. The AAUW home page has quick links to all of AAUW's social media networks.

Be sure to check out the new AAUW website for even more resources to keep you up to date, from policy statements to news releases and more. And be sure to visit the AAUW Experience for a one-stop virtual tour of the entire AAUW community.

and other community activities. We get instructions on what to do, and where, delivered right to our computers. Or if we're the ones in charge, we can peruse our contact lists and shoot off e-mails as rapidly as gunfire to coordinate and assign tasks. Frey and her husband even e-mail appointments directly to each other's calendars.

As for information to help us navigate the world, there's now little need to camp out in the reference section of the library or hang on the phone waiting for someone to answer simple but important questions, because we can look things up on the Internet. Eighty-eight percent of Internet users² avail themselves of the treasure troves of information to be found online. Among women, 54.5 percent say the Internet is their primary source for researching products they might buy.³

The World Wide Web has become a particularly powerful resource in the area of health. Eighty-three percent⁴ of adult Internet users, particularly women (82 percent of women versus 77 percent of men⁵), report going online to look for medical professionals, do research on disorders, diseases, and treatment, and find diet and nutrition information, among other things. We are visiting websites such as WebMD.com, NCHHealthInfo.org, and a universe of other portals dedicated to specific health concerns or to communities of people with similar health conditions gathering in online support groups to share experiences and information.

Staying in Touch with Family and Friends

Frey remembers a time not too long ago when her father-in-law stubbornly refused to use e-mail—until he realized he was missing out on the family photos flying through the Internet ether. She is now linked to her entire family, from parents to cousins to in-laws, on Facebook. "People want connection and socialization," she says.

On Facebook, the worldwide social network, users can share with their online “friends” not only photos and status updates about what’s going on in their lives but also links to and personal thoughts on what they’re reading or thinking. They can also chat instantly with anyone in their network who happens to be on Facebook at the same time.

As Leanne Chase points out, today’s families are very different from families a generation ago, with members leading very different lives and spread out across the country. Chase, the mother of a four-year-old daughter and president of Career Life Connection, an online community where recruiters and job seekers discuss workplace flexibility, says, “As families morph, it’s hard to stay in touch these days. Facebook is easier than the telephone tree and keeps the family cohesive.”

Other large social networks include MySpace, which attracts people more interested in pop culture and socializing, and LinkedIn, geared more to business interests. Flickr and Shutterfly are photo storage and management sites that allow people to share photos with families or with the world.

Taking Care of Business


While we all have things that need to be done at home, do we really need to commute to a distant office to work these days? Although the answer is still often yes, Internet technology has done much to loosen the shackles of the 9-to-5 grind, freeing us from face-to-face meetings, facilitating tasks, and turbocharging our efficiency.

Skype and other phone services allow us to teleconference with people all over the world, sometimes even with video so we can see the faces of the people we’re talking to. Online office applications like Google Docs let groups of people in different locations share documents and databases. With

calendar functions and the ability to track comments and save successive versions of documents, project management services like Basecamp permit far-flung teams to plan and execute entire projects from beginning to end.

And forget about having to choose between a grandchild’s piano recital and that banquet we feel we must attend to rub elbows with people important to our work. That choice often becomes obsolete when we’re actively using Facebook or Twitter to engage business contacts and even VIPs we don’t normally have access to. Twitter, the microblogging network, is invaluable for staying on top of news and developments in any topic area, as people follow thought leaders and other experts in their field, who share ideas, updates on what they’re doing, and hyperlinks to reports or news items, which are some of the most popular tweets. GW’s Frey says, “I really like to stay on top of what’s going on in my work, and Twitter is the best way to do that. It helps me feel in the know.” Chase at Career Life Connections describes Twitter as her own personal “CNN crawl.”

Better than Superwoman?

Women’s lives today are bursting at the seams with the cares and responsibilities of home, office, and community. Through the Internet, however, we can spend odd minutes catching up with personal tasks while at work and execute projects and participate in business processes while at home. Better yet, with mobile phone access, the Internet has completely divorced us from the need to travel or be anywhere in particular to get things done. As Chase says, “I don’t have to be at home, at a desk, or near a phone. I can shout out to whoever I need to, wherever I am.” Even Superwoman can’t do that—unless, of course, she’s embraced the Internet, too. 



NOTES 1. <http://pewinternet.org/Trend-Data/Whos-Online.aspx> 2. www.pewinternet.org/Static-Pages/Trend-Data/Online-Activities-Total.aspx 3. www.pewinternet.org/Static-Pages/Trend-Data/Online-Activities-Total.aspx 4. www.pewinternet.org/Static-Pages/Trend-Data/Online-Activities-Total.aspx 5. www.pewinternet.org/Reports/2006/Online-Health-Search-2006/03-113-Million-Internet-Users-Seek-Health-Information-Online/01-Eight-in-ten-internet-users-have-looked-online-for-health-information.aspx?r=1

CONFESSIONS OF A TWITTER CONVERT

BY LISA M. MAATZ

What happens when you cross a skeptical lobbyist and AAUW advocate with a Twitter account, and then mix in a little Equal Pay Day for good measure? The answer turns out to be, “Far more than I ever expected!”—proving that social media and advocacy are a match that was meant to be.



A LOOK AT THE AUTHOR

Lisa M. Maatz
AAUW Director of Public Policy and
Government Relations
maatzl@aauw.org
Twitter: @LisaMaatz

I came to Twitter kicking and screaming. Well, not physically, but certainly intellectually. I was aware that AAUW had quite an active Twitter presence and that some of my colleagues had accounts as well. I knew what Twitter was—microblogging at a scant 140 characters per entry—but, frankly, was unmoved. Brevity has never been my strongpoint; I am a lobbyist, after all,

and words are our weapon of choice. Besides, how could the “Twitterverse” possibly help me with my work?

That was about a year ago, and what a difference 365 days have made. I am now an unabashed Twitter enthusiast. Why? Quite simply, aside from cable news, it has become one of my best sources for timely information. In fact, Twitter often beats cable news and



e-mail for breaking stories. Information is the lifeblood of my policy work, and Twitter is a never-ending smorgasbord of facts and minutiae. Of course, one must always consider the reliability of the source. But the breadth and depth of political insiders who “tweet” is amazing—from the White House press secretary to members of Congress, reporters to pundits, not to mention advocates like me and many of our members. The opportunities to stumble across game-changing insider scoops are legion—and have me hooked on Twitter.

Tweeting for Equity

Twitter has also helped me expand the “Big Teal Machine,” that is, the good folks who advocate for AAUW policies and priorities with political leaders and decision makers. I’ve recruited

new AAUW members, spurred action on critical legislation, and enhanced AAUW’s visibility and credibility as a go-to women’s organization, all via Twitter. Various Twitter analytics rate me as “highly influential,” meaning I have enough of the right people following me on Twitter (that is, reading my tweets) that I can create conversations and trends in the Twitterverse. How cool is that? Fortunately, as with my lobbying efforts, I use my powers for good.

In March, AAUW held a contest to recruit more Action Network members during Women’s History Month, with everyone who signed up being entered into a drawing for a signed copy of *Secrets of Powerful Women*, the book I co-wrote with other women activists. This effort took place almost exclusively on Twitter, and we enlisted more than 200 new Action Network members in this

Twitter is a fun and engaging way to stay informed.

AAUW Educates

Do You Speak Twitter?

Here are a few words and definitions to get you started on Twitter.

TWEET: (n) A 140-character or less response to the question, What's happening?

AAUW's work on Equal Pay Day generated thousands of supportive tweets.

(v) The act of answering the what's happening question

Tweet AAUW and let us know what's going on in your branch.

TWEETER/TWITTERER: (n) Someone who tweets

Anyone with an Internet connection can become a tweeter in just a few minutes.

RETWEET/RT: (v) To forward someone else's tweet to your followers

As soon as I saw the latest AAUW information on the new Supreme Court nominee, I retweeted it.

TWEETUP: (n) Putting the social in social media; a face-to-face meeting through Twitter

We've arranged a tweetup between AAUW branches and other local organizations.

FOLLOW: (v) To sign up to view someone's tweets on your Twitter home page

I get the latest news on women's issues by following AAUW and other tweeting women's organizations.

FOLLOWERS: (n) Your audience

Every day, AAUW tweets go out to more than 2,600 followers—but we can always use more. Join us in the Twitterverse to see what all the fuss is about!

one modest contest. Most recently, I urged my Twitter followers to contact a certain senator's office to ask him to co-sponsor the Paycheck Fairness Act; in less than two hours a staffer from his office called to complain about the number of calls he was getting. Mission accomplished, I'd say.

Hashtags, Avatars, and Twibbons—Oh My!

My Twitter life started so quietly. AAUW's social media team was very smart in the way they drew me in, using an opportunity to publicize Equal Pay Day 2009. How could I say no to that? "Just once," I thought. They sat me down in a conference room and steam-rolled me into setting up a Twitter account. They also patiently showed me how to use hashtags (conversation key words signified by a # sign), taught me common Twitter abbreviations and how to shorten web addresses, and even talked me through completing my biography. They also created an avatar for me, which is simply a picture you use to brand your Twitter account. Since I was tweeting largely for AAUW, we used a professional head shot, but lots of folks use candid photos and graphics to let their personalities shine through.

This year, AAUW created a groundswell of Twitter activity around Equal Pay Day 2010, which seemed appropriate to me since it was my one-year Twitter anniversary. Through my colleagues and me and our collective followers, AAUW was able to spread the word about the pay gap and our latest state-by-state data. We developed hashtags, shared AAUW op-eds and Action Network messages, and even created a "twibbon"—a Twitter affectation that allows people to dress up their avatars with small but meaningful symbols and words. The AAUW twibbon for Equal Pay Day was "Equal\$." These efforts generated awareness and Twitter conversation about fair pay, as well as critical action on our signature policy initiative: passage of the Paycheck Fairness Act.

Tweet, Tweet—and Retweet

Some AAUW states and branches have Twitter accounts, and I faithfully follow them and retweet their messages. I also tweet a fair amount about AAUW state and branch events around the country. It's a great way to spread the word about book sales and candidate nights, and it's free! While I clearly recommend Twitter as a fun and engaging way to stay informed, I do feel compelled to offer one caveat: English teachers, beware! Some Twitter abbreviations and customs will offend your grammatically correct soul. But when space is of the essence, we tweeters tend to disdain little things like proper punctuation and correct spelling. With that in mind, I encourage everyone to go forth and tweet. You just might become a Twitter convert, too. 📱



AAUW Twitter Resources

FIND AAUW STAFF, BRANCHES, AND PARTNERS ON TWITTER AT

<http://twitter.com/AAUW/aauw-branches>

<http://twitter.com/AAUW/aauw-folks>

<http://twitter.com/AAUW/aauw-partners>

SEE LISTS FOLLOWING AAUW AT

<http://twitter.com/AAUW/lists/memberships>

If you would like to be added to these lists, please DM @AAUW (send a direct message via Twitter) and let us know.

ADD AN AAUW TWIBBON TO YOUR TWITTER AVATAR AT

<http://twibbon.com/aauw>

SOME HASHTAGS WE OFTEN USE ARE

#AAUW
#AAUWnearU
#education
#fem2
#fairpay
#highered
#scholarships
#women
#wmnhist
#worklife

The Benefits of ... Benefits

All our member benefits support AAUW's mission.

If you could help raise more than \$2 million for AAUW by going about your normal business, would you help? Of course! Our members are dedicated to breaking through barriers for women and girls, and our passion for our mission is what makes AAUW strong.

All of us spend money on necessities such as insurance and health care products, as well as nonessentials such as gifts and travel. Our member benefits, from carefully screened businesses, give you discounts on these same goods and services. In turn, these businesses support AAUW's mission. For instance, every time you use Insure MyTrip.com to compare travel insurance packages, AAUW receives a contribution from the company. If each of us used this free service, AAUW would receive \$1 million to support programs that promote pay equity or widen the pipeline for girls entering the STEM fields.

Five of our partners can also help branches raise funds. The Princeton Review offers AAUW members, friends, and family a 15 percent discount on admissions test preparation courses—and provides programming that you can offer your community. If only one in 10 members had someone they know use the Princeton Review discount, the company would donate \$1 million for our mission and programming.

Please take a moment to review and use your member benefits. They offer you the best of both worlds—you receive discounts, and AAUW receives financial support for programs. Talk about a win-win!

AAUW MEMBER BENEFITS PARTNERS

ActiveForever	InsureMyTrip.com	Rosalind Wiseman Webinars
Assurant Short Term Life	Jitterbug	ShopAAUW
Barnes&Noble.com	Life Line Screening	The Princeton Review
CareerBuilder.com	Magazinline	TravelSmart
DiversityInc	Marsh	US Bank Credit Card
FiledBy	MedjetAssist	VirtuArte
Gohagan Travel	MetLife Auto & Home	Vision Direct
Health Proponent	Paperwork, Etc.	World Medical Card
	Pigtail Pals	

www.aauw.org/benefits

Get details about AAUW member benefits.



Support future generations of women and girls by participating in one of AAUW's planned giving programs. Contact Carol Rognrud, rognrudc@aauw.org or 202/728-7627.

Time, Talent, and Treasure

Ruth Jurenko of Huntsville, Alabama, a 34-year member of AAUW, has long been a gender equity champion. She has been president of AAUW of Alabama, AAUW regional director, secretary of the Legal Advocacy Fund, and AAUW Educational Foundation board director. In May, her alma mater, Cedar Crest College in Allentown, Pennsylvania, bestowed her with an honorary doctorate in humane letters. During the same month, AAUW honored Ruth with a ruby-level leadership pin for her recent charitable contributions to the Breaking through Barriers major gifts campaign. Over her lifetime, Ruth and her husband, John, have given nearly three-quarters of \$1 million to AAUW. She is especially proud of her decision to include AAUW in her estate plans.

You, too, can make a difference in the lives of women and girls by supporting AAUW. Please consider participating in the Breaking through Barriers campaign or joining the hundreds of women in our Legacy Circle who have included AAUW in their will. The following is suggested wording that you may wish to provide to your attorney. For more information, please contact Carol Rognrud, rognrudc@aauw.org or 202/728-7627.

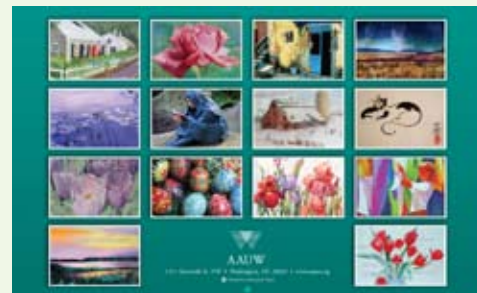
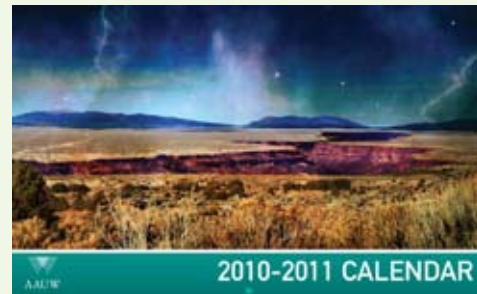
“After fulfilling all other provisions, I hereby give, devise, and bequeath to AAUW (Tax ID#52-6037388), a charitable organization duly existing under the laws of the District of Columbia and located at 1111 Sixteenth Street NW, Washington, DC 20036, ____ % of the residue and remainder of my estate or \$____ (if specific amount).”

AAUW 2010–11 Calendar on the Way!

With art created and voted on by members, this unique 18-month calendar has dozens of anniversaries and events that are significant to those who care about equity for women and girls. If your calendar does not arrive in your mailbox by the end of June, please e-mail development@aauw.org or call 202/728-3307.

Chapter Leaders Playground

AAUW is pleased to introduce members to author Cynthia D’Amour’s Chapter Leaders Playground, an online community for volunteer leaders from nonprofit organizations. Your AAUW membership gives you free access to more than 40 30-minute leadership webinars a year that can help you achieve even greater success as a state or branch leader. Recent webinar titles include “How to Get More People on Your Committees” and “Make Staying a Member a No-Brainer.” Jennifer Ingram, of the AAUW Howard County (MD) Branch, is one of the more than 200 AAUW members who have already joined. Jennifer reports, “I am an avid fan of Cynthia D’Amour and have read three of her books and participate in her webinars. Membership in my branch has increased dramatically.” To join, click on the “I Am” button on the AAUW website and then select Member Leader and Chapter Leaders Playground.



AAUW is pleased to announce the 2010–11 AAUW calendar.



Ruth Jurenko, AAUW gender equity champion, with husband John Jurenko.

AAUW's ongoing work for women and girls

2011–13 AAUW Board of Directors

Would you like to play an active role in addressing the challenges AAUW faces now and in leading the restructured board of directors into the future? AAUW needs dedicated, hardworking, creative, and forward-thinking team players to serve on the 2011–13 board of directors. Officers to be elected in 2011 are president, vice president, and 10 directors-at-large.

The position descriptions and the candidate form are available in the Member Center of the AAUW website. The deadline to submit candidate forms is October 1, 2010. The candidates for president and vice president must have previously served on the Association, Educational Foundation, or Legal Advocacy Fund board of directors.

Under the new board structure, three additional directors-at-large will be appointed at the first meeting of incoming officers. The secretary and finance vice president will be appointed from the elected or appointed directors-at-large.

Questions should be directed to Beth Norris, nominating committee chair. Contact information is in the AAUW website leadership directory.

A HISTORY OF WOMEN LEADERS

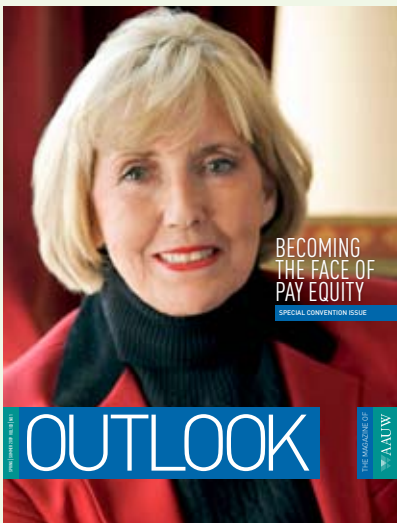
The 25th anniversary of the National Conference for College Women Student Leaders was celebrated June 3–5 at the University of Maryland, College Park. For a quarter of a century, this conference has been empowering young women students to find their voice and become outstanding leaders in their communities. This year, more than 400 conference attendees heard powerful women speakers, participated in energizing workshops, honored the 2010 Women of Distinction Award winners, and met former awardees from the past 25 years. Thanks go to all the states and branches who supported the conference and sponsored students from their communities to attend. Twitter: @NCCWSL

AAUW MARKS EQUAL PAY DAY

AAUW rallies, proclamations, unhappy hours, and other events across America marked Equal Pay Day on Tuesday, April 20. Along with our newly released state-by-state data and companion fact sheets on the wage gap, AAUW actions garnered substantial media attention across the nation, including multiple letters to the editor published in state and local papers, blog posts, and video coverage. Lilly Ledbetter urged AAUW members to contact their senators, and state and branch leaders participated on a special conference call with AAUW Executive Director Linda D. Hallman and Rep. Rosa DeLauro (D-CT).

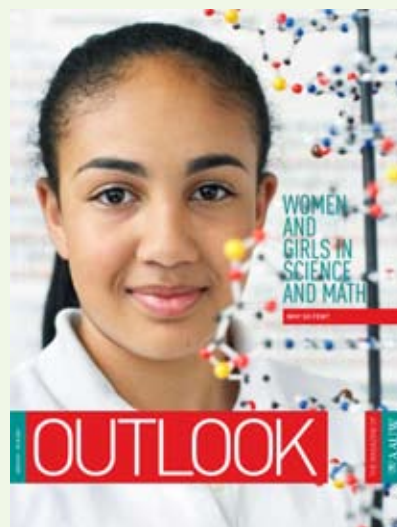


Participate in AAUW's Breaking through Barriers campaign. Contribute \$5,000 or more and receive this beautifully designed custom piece of jewelry. All donations support AAUW programs. Contact Carol Rognrud, rognrudc@aauw.org or 202/728-7627.



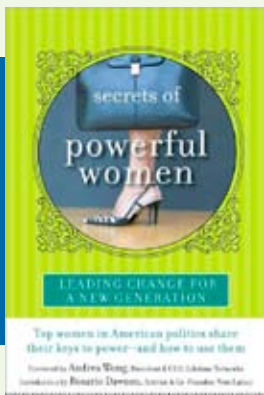
AAUW Outlook Wins Award

AAUW Outlook magazine has won a EXCEL Award from Association Media & Publishing (formerly the Society of National Association Publications) in the magazine redesign category. Association Media & Publishing is a nonprofit, professional society of association publishers and communications professionals. The EXCEL Awards honor the best association magazines, newsletters, scholarly journals, electronic publications, and websites. It is an honor to be recognized by our peers within association publishing! The redesigned AAUW Outlook was introduced in Spring 2009.



www.aauw.org/outlook

Read past issues of AAUW Outlook online.



Be among the first to receive an AAUW Public Policy Fund pin with your tax-deductible gift of \$100. You will also receive *Secrets of Powerful Women*, signed by co-author Lisa Maatz. To donate, please use the envelope enclosed in this magazine and select Public Policy Fund.

Fellowship
and grant
recipients
pass their
gifts on to
others.

AAUW's Philanthropy Transcends Boundaries and Professions

BY MANDY TOOMEY AND GLORIA BLACKWELL

AAUW fellowships and grants alumnae continue to forge pathways for women in an array of careers and professions.

Rieko Kishi, a 2007–08 International Fellow, is experienced in bridging gaps in many ways. About 10 years ago, Rieko was working as a nurse-midwife in a hospital in Japan, and she witnessed a gap between clients and professionals. She thought that this gap could be bridged by introducing doulas—women who assist during labor and childbirth—into the practice of Japanese midwifery. “I expected that the concept of doula support would be key in my becoming a good nurse whose care could support women’s true confidence and hope,” says Rieko. But there is no formal doula support system in Japan and little information about it written in Japanese.

After completing her doctorate at the University of Illinois, Rieko returned to Japan, but she has not lost all her connections to the United States. One way she bridges that gap is through her AAUW membership. “When I left, I realized how deeply my experience reconstructed my identity. I would not want to lose my connections with the U.S., and the AAUW membership helps in that sense,” says Rieko. As Rieko looks ahead to the future, which she hopes will include a position as a nurse-midwife in a clinical setting, she says, “I would like to keep returning my gratitude to society and to future generations as well as to AAUW.”

www.aauw.org/fga

Find out about AAUW fellowships and grants online.

Rieko Kishi, 2007–08 International Fellow



Chrystal Bell: Crime Scene Forensic Scientist

Chrystal Bell, a 2002–03 Career Development Grant recipient, has been working as a forensic scientist since 2004. The AAUW grant helped Chrystal find her way down this path: “More than anything, this grant gave me the confidence to make the leap into this field,” she said.

Chrystal first got interested in forensic sciences after seeing a job listing for a position at the state crime lab. “When I read it, I thought, yes, this is what I’ve been looking for all along.” She said the position appealed to her fascination with “science, death, crime, and puzzles.”

Success for Chrystal means working as part of a team to help solve violent crimes. “If I can help answer questions and figure out what happened, then I feel like I’ve done my job,” she said.



Chrystal Bell

Amy Cerato: Award-Winning Scientist

On January 13, 2010, 2004–05 Selected Professions alumna Amy Cerato found herself in the East Room of the White House, along with 99 other young scientists and researchers, where they received the Presidential Early Career Award for Scientists and Engineers. Amy was the only civil engineer in the group. The award is the highest honor given by the U.S. government to scientists and engineers starting their independent careers. President Obama told recipients he was excited about the awards because they symbolize the promise of nascent careers and the value of research to come.



Amy Cerato

Creating Community on Ning

After many discussions about the type of community we wanted to create, AAUW decided to bring together fellowships and grants alumnae through the social networking site Ning. The AAUW Alumnae Exchange provides an opportunity for AAUW alumnae to connect with each other and also to feel synergy with the larger AAUW mission. It offers opportunities for engagement and conversations well suited to women seeking professional networking, as well as the chance to share work, conferences and symposia, and research abstracts. Launched in fall 2009, the Alumnae Exchange site now has more than 200 registered subscribers. As Priyanka Kapoor, a 2008–09 International Fellow notes, “AAUW is a network of strong motivated women. I am proud to be a part of this network.”



Visit the AAUW Alumnae Exchange, an online community for fellowship and grant recipients to connect, collaborate, and engage, at www.aauw.org/alumnae.

AAUW Launches New Website—and a Virtual Community!

Visit our two new sites today!

The AAUW website at www.aauw.org has a spectacular new look! The completely redesigned site, launched in April, features easy navigation and a contemporary look and feel. One-click links from the new home page take you to information about all of AAUW's publications, issues, events, scholarship opportunities, member benefits, and more. The home page also gives you shortcuts to AAUW's social media, with quick links to the AAUW Dialog blog and all our online communities: Facebook, Twitter, YouTube, and Second Life.

Also available from the AAUW home page is our unique new virtual community, the AAUW Experience. This innovative virtual tour of AAUW's past, present, and future begins in a beautifully rendered town square, where you can see the sights yourself or hear from one of our special guides, who will get you started in each building. The AAUW Experience is easily accessible and fun to use, and it provides a great introduction to AAUW—but even longtime members will find much to learn. You've never seen AAUW like this before!

FROM THE AAUW BLOG: The Making of the AAUW Experience

In front of me, a man wearing a coat and tie was sitting behind a desk speaking to a woman standing in front of him and holding a clipboard. Groan. Looking at the first prototype of the AAUW Experience, I knew we had a long road ahead of us. Little did I know that this project was to become my "second day job" for the next year and, ultimately, a very rewarding one.

When AAUW Executive Director Linda Hallman first came on board, she found herself listening to then-President Ruth Sweetser talk about her dream of an online "Welcome Center" for current and prospective members alike. Linda took this idea to heart and challenged staff to "make it so."

From the beginning, we knew we wanted to showcase the personal impact AAUW makes when we break through barriers for women and girls. The old "secretary in front of the boss" model we initially saw made us realize we had to invent an entirely new community if we wanted to really portray women in action today. ...

Think of the AAUW Experience as a virtual graphic novel, with simple interactive ability, that thus becomes a perfect bridge between text and tech. Have you visited it yet? If not, please do!

— Christy Jones, CAE
Twitter: @christytj



The home page of the new AAUW website, www.aauw.org

Visit ShopAAUW for Great Gift Ideas!



- Speaker/VIP gifts
- Outgoing officer gifts
- Stationery and supplies
- Great AAUW spring wear and more!



www.aauw.org
800/225-9998



AAUW Breaking through Barriers

CRUISE THE *Lesser Antilles*

SAN JUAN ♦ ST. BARTS ♦ ANTIGUA
GRENADA ♦ DOMINICA ♦ ST. KITTS

ABOARD THE SIX-STAR, ALL-SUITE M.V. SILVER WHISPER
March 22 to 29, 2011

Your AAUW membership qualifies you for an exclusive Early Bird discount on this fabulous seven-night cruise of the Lesser Antilles. The all-suite M.V. SILVER WHISPER of Silversea Cruises, voted "World's Best Small Ship Cruise Line 2008" will take you to the magnificent Soufriere and Castries, sophisticated Gustavia, St. Bart's and beyond. Perfect as a winter doldrums get-away, or a once-in-a-lifetime "branch trip". Call 800-922-3088 today to learn more about how you can make this dream vacation come true.

San Juan, Puerto Rico



St. Kitts



Antigua



Gustavia Harbor



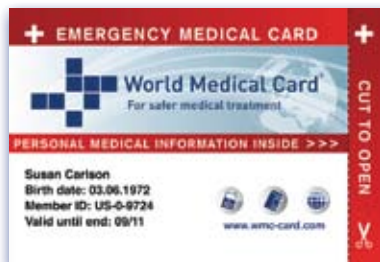
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