

CHAPTER ONE: KEY RESPONSIBILITIES AND RESOURCES

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AAUW State Public Policy Chair (SPPC) Job Description

Key Goals

- Implement action on AAUW's federal and state public policy priorities.
- Represent AAUW public policy priorities to elected and appointed officials, AAUW members, the public, and the media.

Share Information

- Disseminate public policy and voter education information received from AAUW to the state board, branches, and members.
- Develop and implement a statewide communication network of members and coalition partners through telephone, e-mail, and fax networks to distribute information on legislation, *Get the Facts*, and other public policy information.
- Participate in AAUW public policy leader listserv.

Encourage Activism

- Promote branch public policy activity on state and federal AAUW priority issues.
- Join and develop statewide coalitions and encourage branches to build local coalitions.
- Monitor and encourage activism on AAUW federal and state legislative priorities.

Build a Public Policy Team

- Develop a public policy committee/team to plan and implement statewide public policy action and to provide training and resources to branch public policy chairs, other state leaders, and members.
- Develop an active network of contacts in each congressional district.

State Board Responsibilities

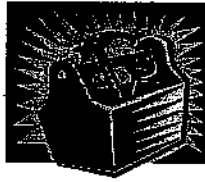
- Ensure that public policy and voter education are priorities in state goals and strategic plans.
- Work with other state board members to integrate public policy and voter education activities with other aspects of AAUW including membership, diversity, program, and visibility.
- Develop and oversee the public policy and voter education budget to meet financial needs for communication with branches, participation in coalitions, communication with elected officials, and other public policy initiatives.

Find and Take Positions on State and Local Issues

AAUW states and branches may take positions on issues that are not current public policy priorities at the federal level, providing that these issues or positions are not in conflict with AAUW's public policy principles. Before using the name of AAUW or taking a position on an issue, consult the following documents, available from the Public Policy and Government Relations Department:

- AAUW Legal Guidelines for Voter Education
- Use of Name and Logo Policy
- Policy on Candidates for Public Office
- Guidelines for Candidates for Public Office
- How the Public Policy Program is Developed
- AAUW Historic Principles

If you have any questions regarding the use of these resources, contact the Voter Education hotline at 800/608-5286 or votered@aauw.org.



SPPC Resources

Public Policy Contacts:

Association Public Policy Committee:

The Association Public Policy Committee (APPC) is chaired by the Public Policy Director and comprised of up to eight members appointed by the Association Board of Directors. The committee also includes the program vice president, Capitol Hill lobby corps coordinator, and the ex-officio president and executive director. APPC members have experience in public policy as state and Association leaders, and can share a wealth of knowledge to help your state's public policy program thrive. You can get in touch with APPC members via the public policy listserv.

Public Policy and Government Relations Department: Lisa Maatz, Director; maatzl@aauw.org

Field Staff: TBD, Field Director: 202/785-7704

TBD, Senior Field Associate

Monifi Jones, Field Associate: 202/728-7633; jonesm@aauw.org

General: E-mail: votered@aauw.org

Voter Education Hotline: 800/608-5286

AAUW website: www.aauw.org

AAUW Member HELPLINE: 800/326-AAUW

Public Policy Publications and Resources

The Public Policy Department provides many resources to SPPCs and members. The following materials can be obtained through the Public Policy Department as well as through the AAUW website.

- **Action Alert.** This is a monthly publication for up-to-date information on AAUW priority issues in Congress. All AAUW members may now access *Action Alert* free online via the Member Center at www.aauw.org, or subscribe to receive the printed version for a fee of \$20 a year. Branch Policy Chairs are encouraged to take advantage of this resource. Printed versions of *Action Alert* are provided free of charge to national officers, state presidents, and SPPCs. Subscribe online at <http://www.aauw.org/takeaction/actionalert/index.cfm>.
- **Get the Facts.** The Women's Network for Change distributes free, one-page alerts on congressional issues that affect women and families. AAUW sends *Get the Facts* alerts by fax and e-mail to AAUW members and subscribing members of coalition organizations. Subscribe online at <http://www.aauw.org/takeaction/gtf/gftsub.cfm>
- **Position papers.** For updated position papers on AAUW's priority issues, visit the AAUW website at <http://www.aauw.org/takeaction/policyissues/index.cfm>

- **2003-2005 Public Policy Program brochure.** Every two years, members vote on AAUW's public policy principles and action priorities at the Association convention. These positions and priorities are clearly stated in the AAUW *Public Policy Program* brochure, available in early fall at http://www.aauw.org/takeaction/publicpolicy_brochure.pdf or through the sales office.
- **Two-Minute Activist.** Visitors to the AAUW website can take action by reading a brief summary of a current issue and then click to write a letter or send a pre-written e-mail message to their members of Congress. It takes just two minutes to make your voice heard—one minute to read, one minute to act! The site also includes background information on the key votes and issues about which AAUW is most concerned, and a guide to local media contacts. Just visit <http://capwiz.com/aauw/home/>
- **AAUW Voting Record.** The *AAUW Voting Record* provides information on members of Congress through the votes that they cast on AAUW's priority issues. Copies of the most current voting record are available on the website at <http://www.aauw.org/takeaction/votingrecord.cfm>
- **AAUW Voter Education Campaign Flier.** The Voter Education Flier, which is updated every two years, provides background on AAUW's Voter education Campaign, describes how the reader can to get involved, and lists available resources. The flier is available on the AAUW website at <http://www.aauw.org/takeaction/2004VoterEdFlier.pdf>
- **AAUW Public Policy Leaders' Listserv.** AAUW hosts a listserv to promote discussion and idea sharing among public policy leaders including SPPCs, APPC members, regional directors, and staff.
- **Leader-on-Loan (LOL).** Once every fiscal year, each state may request a LOL from AAUW. These leaders offer expertise at conventions, board meetings, and/or special events. Work with your program vice president to request a Leader on Loan. Increasing public policy and voter education activities are two important reasons to use this program.

Track Federal Legislation: You can get information on legislation currently under consideration in Congress by calling the Public Policy Department, or by visiting *Thomas Legislative Information on the Internet* at <http://thomas.loc.gov>. *Thomas* is a service of the Library of Congress, and allows you to search for legislation by bill number or keyword.



Budgeting for Public Policy Activities

Informing, empowering, and motivating women to learn about the issues in congress and vote cannot be done without adequate funding. A list of possible campaign activities is a good starting point for assessing potential financial needs.

Budgeting Basics - Before You Fundraise

- Work with your treasurer to assess funds.
- Create a campaign plan and estimate costs based on the events and activities your branch/state wants to undertake. For example, the cost of events includes publicity, materials, refreshments, and sometimes room rental.
- Assess your branch/state's ability to fundraise.
- Assess resources from coalition partners.

Free Resources

- Find co-sponsors for events and ask other organizations to sign on to voter education efforts or give in-kind contributions of services and materials.
- Ask local copy shops to donate free copies in return for free advertising on your brochures or flyers.
- Ask local businesses to donate meeting locations, use of phone lines, copy privileges, and/or advertising expenses in exchange for a listing as an event co-sponsor.
- Gain free news coverage and public service announcements for a forum by asking a local radio or television station to moderate the event.
- Approach your coalition partners about in-kind contributions and donations. Because AAUW hosts large events that reach many women, a co-sponsoring or donating organization can get their name in the public eye.

Increasing Cash Flow

- Create a clear message about the cause. Explain that donations will help educate women voters in a non-partisan way about the issues and the money will be used to hold events and produce materials.
- Put a notice in your newsletter asking for donations. Solicit donations from local businesses or individuals, and ask members and coalition partners to donate.
- Hold a house party to raise funds. Ask a member to host the party and make a motivational pitch for funding voter education activities.
- Be sure that potential givers know that, while their donation will not be tax deductible, it is furthering the important cause of educating and empowering women voters.
- Sell items such as bumper stickers and pins that convey your message.