



AAUW Long Beach Reimagining Study Group



Agenda

- AAUW Mission
- Reimagining Study Group
- Survey and Focus Groups
- Environmental Scan and
AAUW Exemplary Programs
- Recommendation #1
- Recommendation #2
- Potential Next Steps
- Q&A

AAUW Mission

To advance gender equity
for women and girls
through research, education, and advocacy.



Reimagining Study Group

Ad hoc committee of the
AAUW LB branch

Charged with developing a set of recommendations
for a future branch program

Began in October 2024

Membership:

Denise Montoya, Co-Chair

Erin Murphy, Co-Chair

Jane Hansen

Harriet McDonald

Leila Menzies

Judith Nast

Tobi Balma (when available)

Amy La (when available)



Our Process



**Preliminary
Review of STEM
Conference and
Types of
Programs**



Survey



Focus Groups



**Environmental
Scan/AAUW
Exemplary Programs**

Survey Results

TOPICS

- **Career Development (72%):** learning about careers and promoting professional growth through mentorship or leadership programs
- **Equitable access to education (66%)**
- **Financial Literacy (36%)**
- **Supporting Healthy Families (24%)**

MODALITY

- **Hybrid (in person and online) (81%)**

STRUCTURE AND FREQUENCY

- **Either one or several small projects is fine (56%)**
- **Several small projects (34%)**
- **One large project (10%)**
- **Once a semester/2x year (61%)**
- **Annually (18%), Quarterly (15%)**

Who Should Be Served?

Group	% ranking either Very High (1) or High (2) Priority
High School	54%
Girls from Title 1 Schools	44%
College Women	37%
Middle School Girls	29%
Early Career Women	27%
Mid-Career Women	5%
Elementary School Girls	5%



Focus Group Priorities

PROGRAMS OR AREAS OF FOCUS

- Career-Focused Education & Mentorship
 - Mentorship & career counseling
 - Between college & career
 - Between high school & college
 - Mid-career women in underserved communities who juggle careers, families
- Financial Literacy Education
 - Information to plan & achieve financial wellness
- Clearinghouse
 - Connecting people to services, e.g. mentor program to recruit & train non-AAUW people and connect with mentees

AGE GROUPS

- Ages 20-30 (college to mid-career)
- Emerging adulthood
 - Thoughts about AAUW increasing membership recruitment of program participants
- College and older: fewer rules than high school or middle school
- High School
- Middle School: developmentally able to make small decisions about their future, young enough to set on the right path

Environmental Scan

Population Served/Program Focus	Middle School	High School	College	Early Career	Mid-Career	Underserved Communities
Mentoring	Long Beach BLAST, Operation Jump Start, 4 Girls, Big Sisters, Boys & Girls Clubs, Girl Scouts, GEMS Uncovered, HumanSave, Olive Crest, LBUSD	Long Beach BLAST, Operation Jump Start, Assistance League CAMEO, Big Sisters, LB CAP LAMP, Khmer Girls in Action, Boys & Girls Clubs, Grl Scouts, GEMS Uncovered, YMCA - Youth Institute, HumanSave, Olive Crest, LBUSD Female Leadership Academy	Assistance League CAMEO, LB CAP LAMP, CSULB Mentoring, LBCC learning communities, NAACP, ESTHER Ministry, GEMS Uncovered, OurGenerationCares (age-not sure), Operation Jump Start (age 13-23, incl boys/young men) HumanSave, Olive Crest	NAACP, ESTHER Ministry, GEMS Uncovered, OurGenerationCares (age-not sure)	NAACP	Operation Jump Start, Assistance League CAMEO, LB CAP LAMP, CSULB Mentoring, LBCC learning communities, NAACP
STEM	AoP, Rolling Robots, Code Ninjas, Magikid Lab, LBUSD	AoP, Rolling Robots, Code Ninjas, Magikid Lab	AYWG, AoP	AYWG, AoP	AYWG, AoP	AoP
Financial Literacy		Operation Hope, OurGenerationCares (age-not sure), YWCA	LBCC, CSULB, LBCEI, Operation Hope, AAUW, OurGenerationCares (age-not sure)	LBCC, CSULB, LBCEI, Operation Hope, AAUW, OurGenerationCares (age-not sure)	LBCEI, LISC LA, Operation Hope, LBCC Foundation, AAUW	LBCEI, LISC LA, Operation Hope, AAUW
Career Development	Alliance for Young Women and Grls (AYWG), Demo Chicks, GEMS Uncovered, LBUSD	AYWG, GEMS Uncovered, OurGenerationCares (age-not sure), EXP - opportunity engine, YMCA Greater LB (ages unk), You Run This Town (unk age), LBUSD Female Leadership Academy	CSULB, LBCC, AYWG, WINTER, NAACP, GEMS Uncovered, OurGenerationCares (age-not sure), Mayor's Fund for Long Bch, YMCA Greater LB (ages unk)	AYWG, WINTER, NAACP, LISC LA, OurGenerationCares (age-not sure), LB Chamber	AYWG, WINTER, NAACP, LISC LA, LB Chamber	WINTER, NAACP, LISC LA

LB Commission on the Status of Women and Girls

Community Survey Recommendations

- **Recommendation 1:** Employ multi-level strategies that facilitate individual, community, and structural changes that promote **economic equity** for women and girls in Long Beach.
- **Recommendation 2:** Develop Comprehensive gender-responsive policies and practices that promote the **safety of women and girls** in both public and private spaces in Long Beach.
- **Recommendation 3:** Promote **equitable access to inclusive healthcare services**, health education, and support to improve the quality of life for women and girls in Long Beach.
- **Recommendation 4:** Expand and create opportunities to **promote gender equity in education** for women and girls in Long Beach.

AAUW Exemplary Programs

Empowering Women Through Innovative Programs

Our award-winning programs are specifically designed to address these challenges. Through our initiative, we offer:

- **AAUW Work Smart: Know Your Value and Get Paid** – Training for early and mid-career professionals on negotiating for fair salaries, better benefits, and advancement opportunities.
- **AAUW Start Smart** – AAUW Start Smart is specifically designed for college women entering the job market, teaching effective salary negotiation techniques to boost your confidence and negotiation skills.
- **AAUW Money Smart** – The AAUW Money Smart program is aimed at providing all women with the personal finance information they need to ensure their own financial security.

These programs have already impacted over 190,000 women across the U.S., empowering them with confidence, knowledge, and skills.



AAUW Exemplary Programs

About the event

Women's Circles are a gathering of women for women, a supportive space where women can connect, share, and empower each other. Our goal is to develop a network of working women to support each other, share best practices/tips/tricks, and advocate for improvements to business policies and public policies.

General questions

Factors in Career Change: What key factors influence a person's decision to change careers, and what goals do they seek to achieve in their new field?

Influence of Community: How do you think the communities we belong to shape our career choices, and what role should we play in giving back as we advance in our careers?

Career Transition Challenges: What strategies can individuals employ to explain employment gaps and varying job experiences when transitioning to a new career field? How can candidates effectively communicate their previous experiences and address career gaps in resumes and interviews?

Future of Work: In your opinion, what skills will be most valuable in the workforce of the future, and how can we prepare for that shift today?

Example targeted questions

Moving toward your own business? How can professionals (that want to move into their own business) ensure that their career transitions lead to sustainable businesses that effectively meet community needs while securing necessary funding and support?

Going back to work after being a stay-at-home mom? How do you envision balancing personal passions, your family, and professional responsibilities as you transition to a new career? What type of work makes sense?

Retired or Retiring? What's the biggest obstacle you've faced in a career transition or moving into retirement, and what unexpected lesson did you learn from it? As individuals approach retirement, what considerations should they make regarding how to fill their time meaningfully and productively?

Considering a shift in your career? How can you explain this shift to future employers? What type of career would benefit both my community and me? What is your long term goal in this new career?

Going into a career right after school? How do you balance your long-term goals in applying for jobs vs the need to "just make some money"? Where should I start?



The flyer features the AAUW logo in the top left corner. Below it is a circular photograph of four women sitting around a table during a meeting. The text on the flyer includes: "AAUW Women's Circle", "Wed, Feb 26 | Tentative: Kō'ula at Ward Village", "AAUW Honolulu Women's Circle", "Join us for our next Women's Circle on February 26, 2024!", and a blue "RSVP" button. At the bottom left, it specifies the theme: "THEME: Career Transitions: Hana Hou" and the date: "Wednesday, February 26, 2025".

Recommendation #1

Goal: Provide a supportive space for early- to mid-career women to network, engage with mentors, and pursue career development.



Activities:

Partner with other LB-based community organizations to host in-person and online events focused on early- to mid-career women in their 20's and 30's and create opportunities for informal mentorship

- **If partner organization already has a formal mentorship program, AAUW could offer additional programming to augment the program and engage AAUW members in serving as mentors**

Provide opportunities to share AAUW's Work Smart online training on topics such as salary negotiations, developing your value statement, and achieving financial independence.

Pilot Period and Sample Inaugural Timeline

Recommendation for consideration: One-year pilot period

Sample One-Year Inaugural Timeline:

- April: establish an AAUW Long Beach workgroup to oversee the pilot program
- May: envision possible program structure and exploration of possible partnerships
- June: begin developing a partnership with at least one other Long Beach organization and establish the metrics by which the pilot program will be evaluated (e.g., number of participants, number of events, post-event surveys)
- July: AAUW Long Beach Board meets to establish plans and budget for the 2025-26 year
- August: continue planning
- September: advertise an initial event to early- to mid-career women (Instagram, Facebook, Linked In, press release to local media, LB Chamber e-newsletter, other channels)
- October: co-host an in-person event with partner organization
- November: follow up with event participants and plan upcoming schedule
- January: co-host a hybrid event featuring AAUW Work Smart online training, with a facilitator to engage and discuss topics with participants
- March: co-host an in-person gathering focused on mentorship
- April: co-host an online mentorship check-in
- May: co-host an in-person mixer
- June: evaluate the data from the pilot program

Potential Partners

- Long Beach Area Chamber of Commerce Women's Business Council
- Long Beach NAACP
- Centro Cha
- United Cambodian Community
- Long Beach Assistance League
- Alliance for Young Women and Girls
- National Council of Jewish Women
- Soroptimist Long Beach
- STEM Conference sponsors
- City of Long Beach Workforce Innovation Network
- Long Beach Commission on the Status of Women and Girls

Possible AAUW Roles/Responsibilities

- Establishing an implementation work group to oversee the one-year pilot
- Contacting potential partners and scheduling meetings to discuss the program (in person or zoom)
- Assisting with marketing any events or activities (ideally a partner organization would have their own distribution channels that we could help amplify)
- Supporting event logistics (e.g., reserving a location, drafting a run-of-show/agenda, managing RSVPs, staffing the event)
- Funding expenses for refreshments/hospitality
- Tracking success metrics (e.g., number of participants, post-event surveys)
- Reporting to the general membership

Recommendation #2

Goal: Provide opportunities for AAUW members to volunteer in existing programs for middle and high-school girls



Activities

Partner with LBUSD to identify one-day events or activities that would benefit from volunteers.



Female Leadership Academy - Home

Mission and Vision

Goals & Objectives

Expected Outcomes

Recruitment Process

High School Curriculum

Participating Schools

Activities

FLA College Acceptances



Female Leadership Academy Mission

The mission of the FEMALE LEADERSHIP ACADEMY is to empower young women and increase their graduation rates as well as increase their entrance into institutions of higher learning and other viable post-secondary options. The program seeks to develop successful leaders by addressing the multi-faceted issues facing young women.

LBUSD Vision

Students actively participating in the Female Leadership Academy Program will be empowered and better prepared for post-secondary options. Participation in academic workshops, counseling, motivational learning activities and exposure to increased cultural experiences will result in a stronger connection to school and the development of educational and career pathways.



Pilot Period and Sample Inaugural Timeline

Recommendation for consideration: One-year pilot period

Sample One-Year Inaugural Timeline:

- April: establish an AAUW Long Beach workgroup to oversee the pilot program and the metrics by which the pilot program will be evaluated
- May: contact LBUSD to discuss potential volunteer opportunities
- June: prepare proposal for AAUW Long Beach annual Board meeting
- July: AAUW Long Beach Board meets to establish plans and budget for the 2025-26 year
- August: Reach out to AAUW Long Beach branch membership about participating in upcoming LBUSD events
- September-May: participate in events
- June: evaluate the data from the pilot program

Possible AAUW Roles/Responsibilities

Recommendation for consideration: One-year pilot period

AAUW Long Beach would take the lead in contacting LBUSD to discuss potential volunteer opportunities. Responsibilities might include:

- Establishing an implementation work group to oversee the one-year pilot
- Contacting LBUSD and scheduling meetings to discuss volunteer opportunities
- Sharing volunteer opportunities with AAUW Long Beach membership
- Tracking success metrics (e.g., number of participants, post-event surveys)
- Reporting to the general membership
- Partnership with Long Beach Commission on Women and Girls

Potential Next Steps

- AAUW membership considers options
- AAUW Board and membership determine which recommendation(s) to implement
 - AAUW Board establishes a pilot implementation work group

Q&A