

# California Online Branch

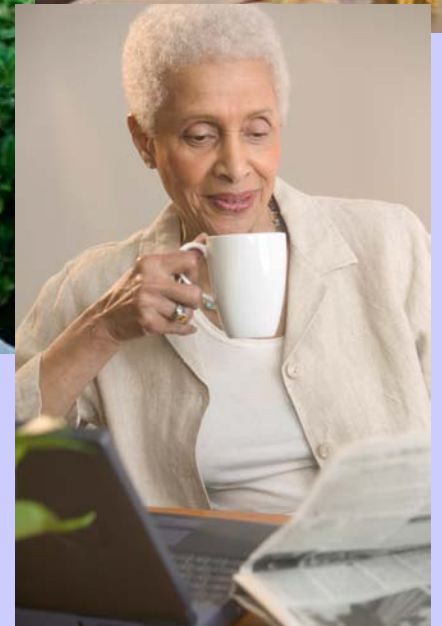
*Virtually, the future*



AMERICAN  
ASSOCIATION OF  
UNIVERSITY  
WOMEN

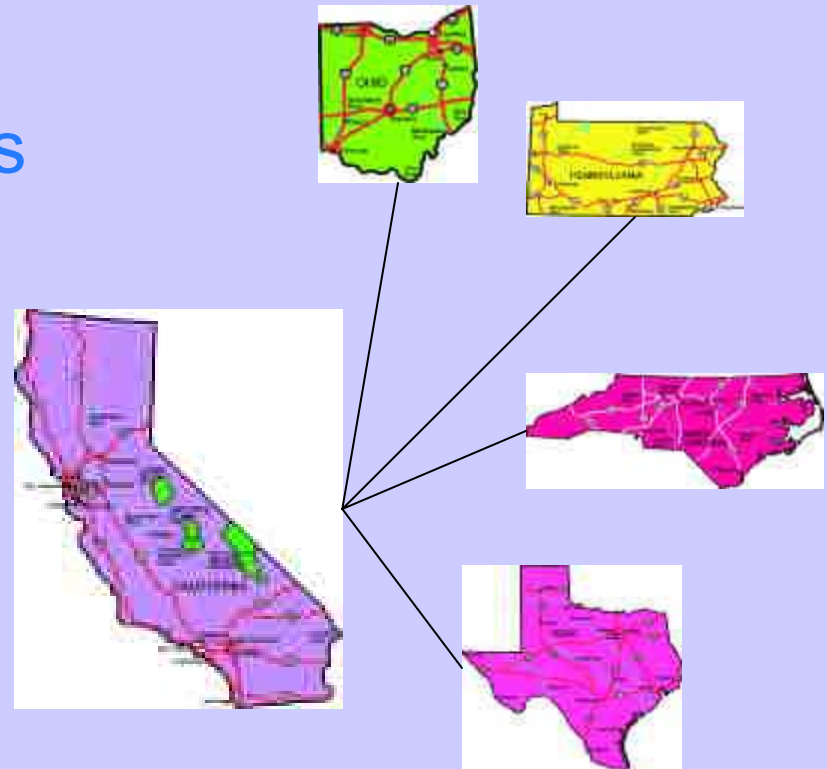
# How We Work

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- Programs, board meetings, and interest groups are **listservs** (group e-mail); members “attend” at their convenience



# Why It Works



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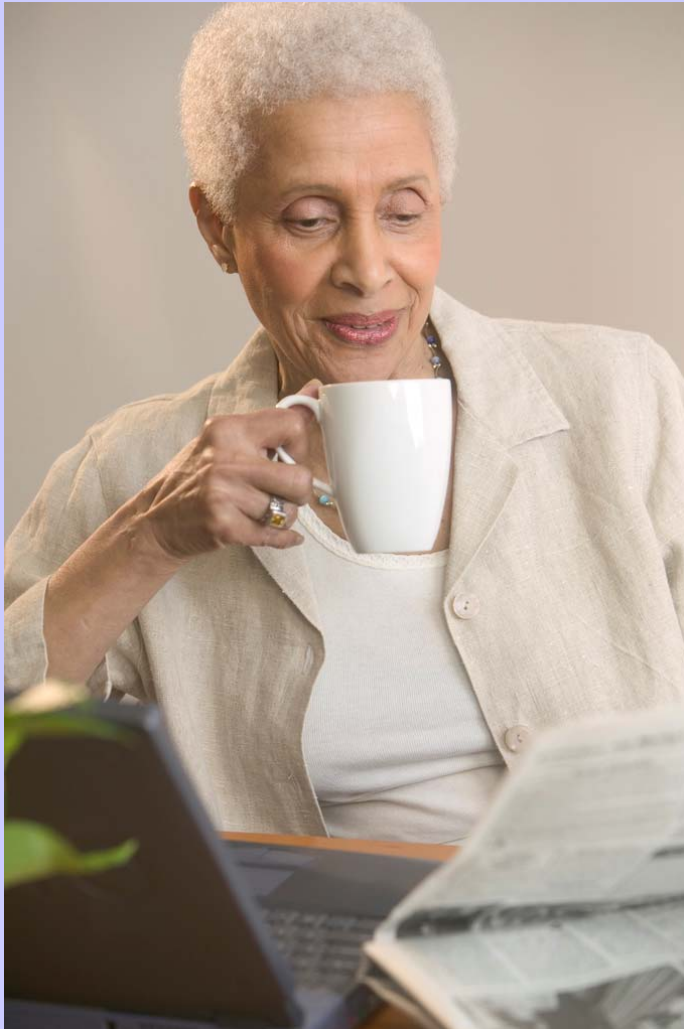
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- NO SCHEDULED MEETINGS
- Updates arrive by email
- At home or on the road
- No need to change clothes!
- No subtle ageism or racism...  
...it's the content of your words that count, not your appearance

# Potential for Membership Growth



- Perfect for Gen X and Gen Y-ers

# Potential for Membership Growth



- Perfect for Gen X and Gen Y-ers
- Use technology already central to life

*We're preparing a video for our presence at [www.helloworld.com](http://www.helloworld.com). We're women4education.*

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- Perfect for Gen X and Gen Y-ers
- Use technology already central to life
- Maximum flexibility fits busy schedules
- Network with members across the country
- Instant access to information, instant opportunities for activism

# Evolving



- Began in 2001 with chat rooms; we met and overcame challenges

*I can't get in... my connection is slow...*

*I have an old computer... I type slowly...*

*I work all day with computers...*

*I don't want to schedule my "free" time...*

*...and so forth*

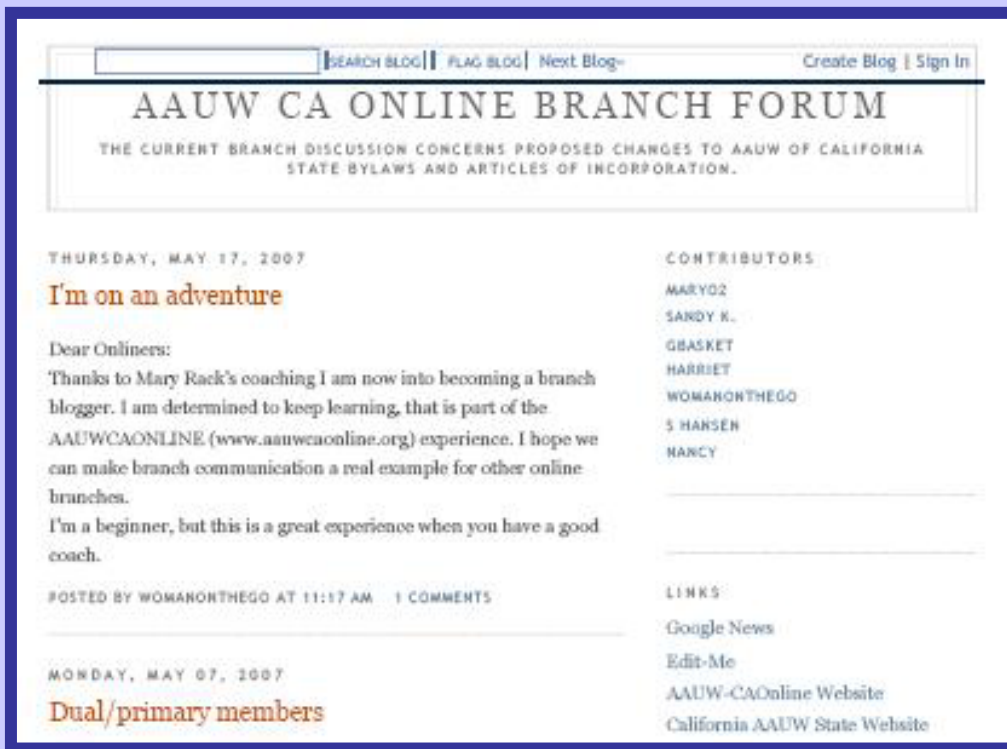
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- Started listservs in 2005. They are immediate and flexible
- Added blogging in 2006



# Future

- Convenient option for working women



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***Texas is NOW forming an  
online branch!!***

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- Spin-off branches
  - by region

# Future



- Convenient option for working women
- Use new technologies as they develop
- Spin-off branches
  - by region
  - by topic
    - pay equity
    - reproductive rights
    - education

Visit us at

[www.](http://www.aaup.org)

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Better still,

**Join Us!**



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# Credits

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