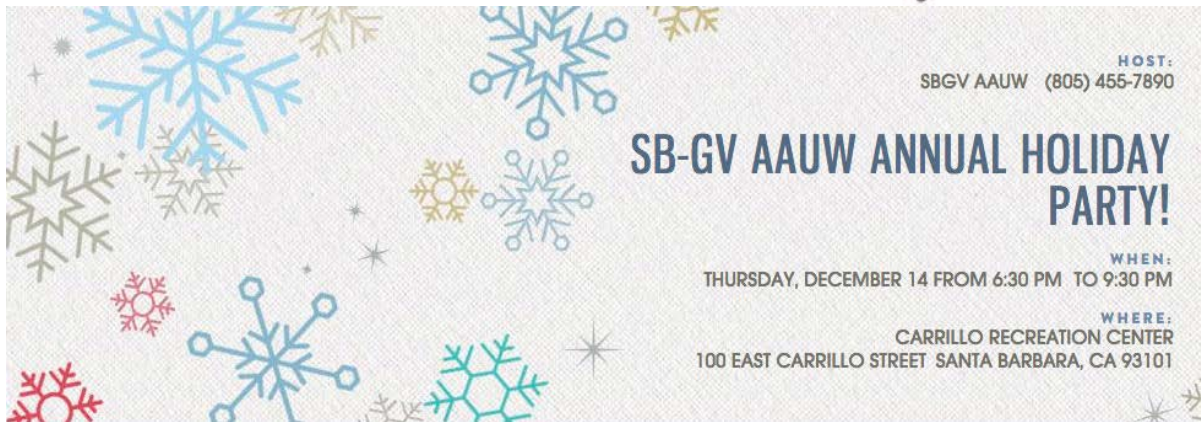




COAST
CONNECTIONS
monthly newsletter



**Please join us for the annual SB-GV AAUW
holiday party!**

Enjoy heavy appetizers, dessert and beverages. Significant others welcome!

**THURSDAY, DECEMBER 14
6:30 PM TO 9:30 PM**

**CARRILLO RECREATION CENTER
100 EAST CARRILLO STREET SANTA BARBARA**
(Parking available in the Lobero lot or on the street.)

\$20 per person

Please mail a check, made out to:
SB-GV AAUW
PO Box 802 Goleta, CA 93116
or bring your payment to the party!

**[Click here](#) to RSVP or contact Jill Kingdon at jill@dowitcherdesigns.com or
(805) 455-7890.**

This year, we will be partnering with Transition House for a special project!

Help homeless families meet their basic self-care needs by bringing donations of the following products to our Holiday Party: Shampoo and conditioner (regular sizes - not hotel or Costco sizes), body lotion, hair brushes and combs, toothbrushes, toothpaste, dental floss, deodorant, shaving cream, disposable razors, underwear (children and adults), socks, feminine hygiene products, diapers, and baby wipes.

Some items will be distributed directly to residents, and others placed in Christmas stockings by Transition House staff.

Transition House is dedicated to the solution of family homelessness in the Santa Barbara community. Motivated families with children are offered support and non-sectarian residential services designed to restore self-sufficiency and independence. There are currently about 60 people living at Transition House - two thirds are children.

President's Message

Happy Holidays! 🎁 Can you believe December is upon us? November 28 marked the 136th anniversary of AAUW, which has turned out to be another landmark year in the fight for gender equity.

Locally, we sent 28 girls from the SB-GV area to Tech Trek - completely funded by AAUW members and the local community. Special thanks to Barbara Levi, Beverly Kowalsky Ching, and the Tech Trek committee for turning plans into reality.

Nationally, AAUW continues to break new ground. We researched and published [Deeper in Debt: Women and Student Loans](#), [The Simple Truth about the Gender Pay Gap](#), and most recently, [AAUW's Playbook on Best Practices: Gender Equity in Tech](#).

2017-18 OFFICERS

Co-Presidents:

Rae Hoyt
Jill Kingdon

Secretary:

Diane Green

Treasurer:

Carol Thompson

Asst. Treasurer:

Irene Stone

Membership:

Ginny Capra

Program Chair:

Carol Koch

Gender equity in tech is the passion project that originally lead me to AAUW. As a female programmer and engineer, I've seen Silicon Valley's problems first hand. After reading and reflecting on the key strategies in the playbook, I [published my thoughts on LinkedIn](#). For those of you that don't use LinkedIn, I've included it in this newsletter.

If you haven't already, be sure to [like our Facebook page](#). You can find us by searching "AAUW SB-GV Branch" on Facebook. There you can find event details for upcoming events, news updates about AAUW, and casual conversations between branch members.

Looking forward to another fabulous holiday celebration with AAUW. Hope to see you there!

Cheers,

Rae Hoyt, Co-president
raeaauw@gmail.com

Tech Trek:

Barbara Levi
Beverly Kowalsky-
Ching

Members-at-Large:

Jane Honikman
Lisa Kelly
Martha Lannan
Janice Rorick
Elly Rumelt

Newsletter Editor:

Claire VanBlaricum

Scholarship Chair:

Ann Lippincott

Get to Know a Member!

Lisa Kelly (Steering Committee Member-at-large)

My name is Lisa Kelly. I was born in Chicago, Illinois but was raised primarily in a suburb of Minneapolis, MN. As a child I wanted to be a writer. I was a sensitive, observant and creative child. I loved to make up stories and entertained my three younger siblings each night before bed by telling them scary stories, which often resulted in all four of us sleeping huddled together under the blankets.



Although I loved literature and was intrigued with human psychology and sociology, I pursued a degree in Quantitative Methods and Information Systems more out of a desire for self-sufficiency than out of a

passion for technology. I worked for 4 and ½ years at Cargill as a Systems Analyst designing computer systems and managing a team of programmers. Although I was successful, I was miserable in corporate life, and quit my job to raise my children, and to pursue my interests in human development and psychology.

When I was 38 years old I earned a Master's Degree in Human Development, and started working part time as a Personal and Professional Life Coach. I coached hundreds of individuals, and facilitated many workshops and retreats on spirituality, intuition, life purpose, relationships, personality preferences, parenting and personal growth during these years. As my two children entered their teen years I pursued a PhD in Psychology with a concentration in Consciousness and Spirituality. I've always had a passion and deep interest in service and care for those in need. My dissertation research was a qualitative study of the lived experience of altruism in moral exemplars. I published a number of articles on this research and co-authored other scholarly articles on Meditation and Life Coaching.

After completing my PhD I worked first as an online College Instructor in the MA in Psychology program at the University of Phoenix, then as a College Instructor in Adler Graduate School's Master's program, and then as a full time Faculty member and Director of Instructional Excellence at Saybrook University. During my six years with Saybrook University I was able to use my System's background as well as my Scholarly knowledge to help build an innovative online Masters and PhD program in Mind-Body Medicine.

I recently retired from my full-time position but still work as a dissertation chair and reader. Now I spend most of my time traveling with my new husband, Marc, around the world doing service work. We currently sponsor five children in Nepal and three in Guatemala. We visit these children and love them. We provide resources for them to attend school. We have also initiated a home solar lighting project to bring light to impoverished Mayan Families in the highlands of Guatemala.

I have two children of my own, Ali and Danny, who are young adults just starting out in their careers. Marc and I also have two dogs, Chloe and Maya who are currently our babies.

One of my favorite hobbies is reading. My favorite books change, but right now I really like, Michael Singer's book, "The Untethered Soul." Now, that I have more time, I am contemplating resuming my childhood interest in writing. Who knows, there might still be another chapter in my working life ahead...

I joined AAUW because I want to support young women in fulfilling their potential and I want to actively engage in promoting women's rights. I also want to connect with other intelligent, passionate, engaged and curious women. I believe that women, including me, need community to thrive and I am excited to be a part of this dynamic and engaging AAUW community.

Lisa, thank you for your membership!

**Save the Date for the
Empowered Woman Luncheon**

We are pleased to honor Santa Barbara's first female police chief,
Lori Luhn

March 8, 2018
Hyatt Santa Barbara

To Learn more visit sbgv-ca.aauw.net

Tech Trek Girls Tour STEM Workplaces



Pictured are seven SB - GV AAUW Tech Trek campers together with the four guides from Asylum Research standing in front of an AFM (Atomic Force Microscope) paired with an optical microscope and surrounded by AFM images.

On Veteran's Day, a public school holiday, our branch arranges tours of a local industries, where the campers can meet women who have jobs in science, math, engineering or technology. This year, eight of our 2017 Tech Trek campers were invited to tour Lotusland behind-the-scenes and another seven visited Asylum Research in Goleta, which makes atomic force microscopes.

The Lotusland tour was not the typical tour of the gardens but a specially designed program to enable Tech Trek campers to meet seven women who work there. Those women described their varied career paths and outlined their duties at Lotusland. The girls learned that they don't have to make career decisions in 8th grade and that all STEM careers don't necessarily start with STEM majors in college. The campers then visited 5 gardens, where the woman in charge of that garden described her responsibilities, pointing out the science where appropriate. The Assistant Curator described her duties and demonstrated the database and mapping software applications that track of EVERY PLANT at Lotusland. In the greenhouse, the girls learned about propagation techniques and hybridization of rare species. At the visitor center, some girls couldn't wait to do a little shopping. And each was given a succulent to take home and nurture.

Asylum Research is a leading producer of Atomic Force Microscopes, instruments that can "see" details as small as atoms and molecules on a surface. The tour there was organized by the female personnel director, who would clearly like to recruit more women. She had asked three of their women scientists to spend the morning with the girls. The women described the career paths that had led them to Asylum and spoke very enthusiastically about their work. They told the girls how AFM's worked and described a range of applications, from imaging the layers of a coffee bag to further understanding the structure and behavior of DNA.

Gender Equity in Tech: Lessons from AAUW

Written by Rae Hoyt

Published by LinkedIn

Since AAUW's founding in 1881, we've been at the forefront of the movement for women and girls in STEM, breaking new ground and dismantling stereotypes. Through hands-on educational programs, innovative research, and meaningful advocacy, we've helped many women—from scientist Marie Curie to astronauts Judith Resnik, Ph.D., and Mae Jemison, M.D.—unleash their potential and achieve great things. I am a proud AAUW member.

AAUW's most recently published research is the [Playbook of Best Practices for Gender Equity in Tech](#). Earlier in 2017, AAUW and Dell convened a Summit on Gender Equality in Tech. The Playbook combines key takeaways from that event with years of AAUW research, to outline key strategies used by industry thought leaders.

At the highest level, the playbook is divided into three sections: Support an Inclusive Talent Pipeline; Build Equity into Your Recruiting DNA; and Create and Sustain a Winning Culture for All. While the focus of the playbook is gender equity, many of these practices lead to improved workplace conditions for everyone. We each do our best work when we feel safe and accepted.

Support an Inclusive Talent Pipeline

Organizations can positively change the perception of the technology professions with intentional effort to influence parents, teachers, students, and children in their communities.

It's our duty as technical thinkers to work with our communities to encourage students with various backgrounds to peruse technical careers. Organizations should encourage employees to volunteer and participate in community programs that encourage technical careers. Our ability to impact youth career decisions carries the most weight in middle school. Every child should be empowered to picture their future in a technical career.

We also have an opportunity to impact public perception of STEM careers in the graphics and media we publish. STEM Stereotypes can limit girls' imaginations. It wasn't that long ago that women who dreamed of becoming doctors were met with laughter and dismissal. Content creators have a duty to represent both men and women as capable, intelligent, and technical. Does the media your organization creates depict men and women as equals?

Build Equity into Your Recruiting DNA

Using neutral language in job postings, conducting blind interviews, using panels, and having objective criteria for deciding who to hire can increase the number of women in tech.

Many words have a socially-defined gender. We generally think of words like emotional and companionate as female traits. When masculine words (like competitive or dominant) are used in job posting, women are deterred from applying. The same can be said of company mission statements and internal communications – messaging should convey that everyone is welcome to participate, and that organizations values diversity and inclusion.

We should also commit to regular review of hiring practices, to identify and decrease bias. Utilizing strategies like blind recruiting, hiring committees, and defining job requirements against objective criteria can all impact workplace diversity. It may also be helpful to audit organizational benefit and pay practices, to ensure employees with various backgrounds are compensated fairly. Employees who believe they are treated fairly are more engaged in their work and work culture.

Create and Sustain a Winning Culture for All

The culture of tech organizations has been identified by researchers as the reason many women leave the engineering and computing professions.

Today's workforce is driven by purpose. Employees should be intimately familiar with how their individual work contributes to larger organizational goals. Well defined job roles and expectations that annual reviews are based on, should directly relate to the public mission statement and internal goals.

Skills are becoming outdated faster than ever. If we want to be competitive in the technical world of tomorrow, we have to train for it today. Seek to empower and develop talent across the organization. Employers should create regular opportunities for employees to extend their skill set. This is where the buzz of "growth-mindset" comes in.

If you're looking for a way to take your company culture to the next level, consider adding 'stay' interviews to your internal asset processes. Similar to exit interviews when an employee leaves your company, stay interviews seek to understand employee experience. Managers meet with top employees to learn what drives them, what helps them feel like they belong, and what keeps them in the job. This can also take the form of employee surveys, or less-formal 1:1 topics.

The goal is to understand the highs and lows of the employee experience, and then use that knowledge to implement meaningful change throughout an organization. I believe everyone should feel comfortable bringing their whole-self to work, without feeling judged or persecuted.

December, 2017 Calendar

“It is December, and nobody asked if I was ready.”

— Sarah Kay

December 5, Tuesday – 2:00 p.m.

Writing Group - Bring a story to Dena Stein's house, 1272 Bel Air Drive. Please R.S.V.P. so we can tell you how many copies of your stories to bring. Contact Dena at denastein0@gmail.com or 650-269-3666.

December 11, Monday – 7:00 p.m.

Smart Talk - We'll meet at the home Elly Rumelt, 205 East Calle Laureles, Santa Barbara. The topic will be "Resistance: violent or nonviolent?" This will be only one meeting of Smart Talk in December because of the holidays, but we will return to our usual twice monthly schedule in January.

December 12, Tuesday – 12:00 noon

Lunch Bunch - We will meet at the Santa Barbara Club, 1105 Chapala St., SB (corner of Figueroa). Thank you to Susan Engles for sponsoring us here! Please park in the public lot across the street. Please call Claire VanBlaricum at 967-7523 or email clairevanb@cox.net by **Friday morning, December 8** for reservations. **Please be prepared to pay Susan in cash so she can pay the single check as a member of the club. Thank you!**

For those who wish to participate, this will also be a baby shower for our co-President, Jill Kingdon, who is expecting a baby boy in January!

December 14, Thursday – 6:30 p.m. – 9:30 p.m.

Holiday Party - \$20 per person. Significant others welcome! Please RSVP by December 8 via the invite you received earlier. This year we will be partnering with Transition House for a special project to help homeless families with basic needs. See the article at the beginning of the newsletter for details. Hope to see you there!

December 19, Tuesday – 7:00 pm

Book Ends - You may choose any book by the 2017 Nobel Prize for Literature winner, Kazuo Ishiguro and we will discuss them all at the home of Choux Wingert, (22 San Roque Rd. SB). For our January meeting, we have selected *Born a Crime* by Trevor Noah.

December 26, Tuesday

Movie Night - Please watch for an email the weekend before with information on the film, time and theater location.

Calendar Note:

Due to lack of response/interest, the craft group will not be meeting in the future. If anyone has a strong interest, I will be more than willing to activate the group. Email me at beverlykc@cox.net.

Thank you.

Beverly Kowalsky Ching

AAUW advances equity for women and girls through advocacy, education, philanthropy, and research.

By joining AAUW, we belong to a community that breaks through educational and economic barriers so that all women and girls have a fair chance.

Membership in AAUW is open to people who hold an associate degree or higher. Branch membership offers friendship with like-minded people and an arena for making a positive contribution to your community. Benefits include a subscription to California PERSPECTIVE, our quarterly publication. You can join our e-mail lists and attend our annual convention. Membership dues at the branch level include California and National dues.

If you know of someone who you believe would appreciate the opportunity to join our branch, please send them the link to our [website](#) and give her name and contact information to Ginny Capra at ginnycapra@cox.net.