

PCI Oral History Project FAQ – 5/1/2023

by Katrina Sun Breese (she/her/hers)

Senior Director, Institutional Advancement

I received a yellow post card and/or e-mail about an AAUW Data Verification / Oral History Project - Is this a scam?

- No, it is not a scam – AAUW is working with PCI to update member data and ask members to participate in an Oral History Project. Post cards were received earlier than anticipated – and an email communication was sent to all members from AAUW on April 25th. It is important to note that if you do not receive our emails – you may be unsubscribed or in need of updating your email address with us.

What is the Oral History Project?

- The Oral History Project is an effort to collect and memorialize the memories, experiences and impact that AAUW membership has had on the lives of our individual members across the country. These stories will be compiled into both a digital and hardcopy bound book. There is also an opportunity for members to purchase their own copy of the book, as well as other AAUW branded items, if they so choose.

How will PCI be contacting me?

- PCI will contact AAUW members directly through postcards and emails, addressed to you from Katrina Sun Breese (Senior Director of Institutional Advancement), to encourage participation. PCI will not conduct outbound calls to members, except to return your calls.

Why are we doing this project?

- Data Verification – While you may have received our post card and recently renewed your membership, we often find that emails and phone numbers are out of date. Updating your data ensure we can stay in touch with what is happening at AAUW and important information about your membership. It is also an added value that PCI is conducting this project, at no cost to AAUW National.
 - o Thus far – over 1/3 of respondents have updated their contact information.
- Oral History – AAUW has a long and rich history, well-documented throughout the years in our Archives. We also employ a part-time Archivist and engage the volunteer Archive Corps to organize and maintain this history. That being said – the lived experiences of every day members are not well-documented, nor shared broadly. This project will give us access to audio recordings, transcriptions of stories, and photos submitted from members who choose to participate. While conducting a project of this kind would typically be a significant investment, PCI is doing this work at no cost to AAUW.
 - o Thus far – over 2,000 stories have been shared

Why did AAUW choose to work with PCI?

- PCI has a long history working with hundreds of membership associations (such as Shriners International and the National Bar Association) as well as College and University Alumni Associations (such as the University of Chicago Booth School of Business, Texas Women's

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University, University of Michigan and more) and there is incredible value in embarking on a project of this kind at no cost to AAUW National.

I received a post card, so why do you need to verify my member data?

- If you received a post card, we have your up to date mailing address – however, AAUW’s primary and most frequent method of communication is email and at times, we may need to reach you by phone. While you may have successfully renewed your membership, we find some details do get missed.
- As of **Friday, April 28th** – PCI has received nearly 2,900 responses:
 - o Over 2,100 stories have been collected
 - o Over 300 updated their email addresses
 - o Over 1,200 updated their phone numbers
 - o Over 1,100 updated cell phone numbers
 - o 86 updated mailing addresses

The post card asked me to respond within 5 days, why the short time frame?

- PCI adjusts staffing based on the anticipated volume of calls. While the Oral History project information gathering phase will last over the next 6 months, the peak of anticipated call volume will be at the beginning of this time frame. Updating your contact information in a timely manner means our records are as accurate and up to date as possible, and in time for important communications.

What happens if I don’t respond?

- If you choose not to respond, there is no impact to your membership.

Is this a fundraiser for AAUW?

- AAUW receives a small royalty of \$10 per package purchased. While a royalty is received this does not represent a significant fundraiser for AAUW – the greater value is in the updating of our member data and collection of stories and memories from our members, at no cost to AAUW.

What are the prices for the apparel and book packages that I will be offered on the call?

Item	Price	S&H	Total
Loyalty Package: Hardbound Book, Digital Publication, T-shirt, Sweatshirt, Travel Bag	\$449.98	\$39.98	\$489.96
Pride Package: Hardbound Book, Digital Publication, T-shirt, Sweatshirt	\$349.98	\$29.98	\$379.96
Value Package: Hardbound + Digital Publication	\$259.98	\$19.98	\$279.96
Hardbound Book	\$169.98	\$19.98	\$189.96
Digital Publication	\$169.98	\$0	\$169.98

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Apparel (ash grey sweatshirt & t-shirt)	\$89.98	\$12.98	\$102.96
Travel Bag	\$139.98	\$19.98	\$159.96

* *State sales tax added where applicable.*

The products are expensive - do I need to purchase to participate?

- No purchase is necessary to participate. While members who purchase a package are guaranteed inclusion of their story in the print edition, there is absolutely no obligation to purchase in order to share your story or update your information.

Spring is a busy season for AAUW – why is this project starting now?

- Spring is definitely a busy time for AAUW members. Whether it is renewals, fundraisers, state conventions or conferences – AAUW is top of mind for many. Additionally – many are now safely gathering in person and reconnecting with old friends and fellow members. While busy – we know that it is during this time that you are reminiscing with friends about conventions of the past, recalling the time you first joined, celebrating important anniversaries and milestones, and learning so much from one another. As the project takes 1 year to complete, it will also be during this time next year that the finished product will be shared for our members to enjoy.

I was unhappy with my customer service experience - how can I share this information?

- While the National office has received inquiries about the project and shared feedback – we highly encourage you to share your feedback directly with PCI. Following your call – they will ask you to submit feedback through a star rating.
- PCI thus far has received limited ratings feedback directly – only 19 responses as of April 28th 2023. Of those 19 responses – 12 provided a 5 star rating and 7 provided a 4 star rating.
- If for any reason you wish to cancel an order – you are able to do so directly through PCI's customer service.
- To Contact PCI:
 - o 1-855-454-0718 is a **dedicated AAUW update line** that members who did not receive a postcard or email can call to update their information / share a story / etc
 - o 1-800-982-1590 is **PCI's Client Services phone number** that members can call for anything after their initial call (questions on the project, cancelling orders, etc)

I've been getting negative feedback from members about this project – how do we share this feedback?

- AAUW is committed to ensuring we are addressing any concerns about specific member experiences with PCI. We have the ability to flag specific customer experiences and review the audio recordings upon request.
- We also want to encourage you to complete your post-call survey from PCI, so that your experience is shared directly with them.

Is my data safe?

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- Yes – all data shared with PCI is saved on a secure site, which AAUW is able to access and utilize to update our records. They will only utilize the information shared for the purposes of AAUW's Oral History Project.
- Additionally - AAUW did not sell member information to PCI. AAUW also did not pay PCI to conduct this project.
- For more information about how AAUW protects your information, please see our detailed Privacy Policy: <https://www.aauw.org/privacy-policy/>

More information about the Oral History Project can be found on our website here:

<https://www.aauw.org/membership/member-data-verification-oral-history-project-faq/>

Examples of Member Stories:

Alice Virginia White, PhD

I first heard about the American Association of University Women (AAUW) in 1969 when my late former husband and I moved to Dodge City, Kansas. The AAUW members there were the most highly respected women in the area, and they took me under their wing. I eventually became the president of our local AAUW group, the Kansas Division president, and even served two terms on the Emporia State University Kansas Master Teacher Selection process. Through my involvement with AAUW, I was inspired to pursue a master's degree and eventually a full ride PhD fellowship at UT Austin. I was even able to teach journalism classes while I was there. Thanks to the kindness and encouragement of the Dodge City AAUW members, I was able to achieve more than I ever thought possible.

Lynn Caterson, Esq

I joined AAUW over 50 years ago when my friend suggested I attend one of their meetings to use my brain and have some stimulation. I have held the position of general counsel in my chapter and have taken advantage of the educational training and resources offered by the organization. I have not been able to attend many of the state conferences due to my law schedule, but I have made many friends in the organization. I was recently named Woman of Distinction by my chapter and was humbled to have so many of my AAUW friends come to wish me well. My greatest professional accomplishment is becoming an attorney. I was inspired to go to law school after seeing the injustices in the county jail and wanting to make a difference. I have since become a municipal judge, a city council president, and chair of the Board of Elections. AAUW has truly changed my life and I am forever grateful for the opportunities it has given me.

Patricia Todd

My experience with AAUW began when I moved to Oregon and my husband's friend's wife invited me to a meeting. I was drawn to the group because it was a great way to meet other women and get involved in the community. What I appreciate most about being a member of AAUW is the advocacy and support they give to other women, especially young women, encouraging them to reach for their dreams. It's also a great avenue for older women to maintain social contacts and engage their minds with the different programs they have. Being a part of AAUW helped me in my career because of the educational and training resources available. I applied for a grant with a group of other women in our community to bring in small business owners and women who wanted to start businesses. We got the grant and it was a great little endeavor. I also took on leadership positions with AAUW both on the branch and state level. One woman in particular, Betty Foxley, really took me under her wing and introduced me to more things on the state level. She was a great mentor and influencer. My greatest

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takeaway from my time with AAUW is the connections, support, and potential opportunities it offers. It showed me that there is something greater out there and that everyone can be a part of it.

Eunice Craig

I have been a member of the Association of University Women (AAUW) for over 50 years. I don't remember exactly how I got involved, but I know many members have joined because of family or friends. When I joined, the branch was already established. One of my favorite experiences was bringing Sally Ride, the first female astronaut in space, to Dover, Delaware for a conference for girls to encourage them to pursue STEM fields. My colleague and I directed the conference, which was held at Delaware State University and had over 300 girls participate. It was very successful and I was the president of the branch at the time. I was amazed by Sally Ride's journey and her inspiring speech. She donated her time and the whole state participated in the project. I still think about how today young women are still struggling to get into the sciences. I am grateful for the opportunity to work with creative and inspiring women of all fields. I have made many friendships through AAUW and it has provided me with many networking opportunities. It has been an amazing experience and I am thankful for the journey.

Adelaide Digiorgi

I first heard about the Association of University Women (AAUW) from Merri Scherman, a former president of the Westchester branch and a member of my local religious congregation. She managed to get the word out to a number of us and I decided to join after she told me she was surprised that I hadn't gotten involved with AAUW since I was so involved with the League of Women Voters. Since joining, I have been active as a member and co-program chair, and have seen the impact of AAUW first-hand. My eldest granddaughter, who is 30 years old, recently attended a seminar at her company, Alliance Bernstein, and learned all about Lilly Ledbetter and the role AAUW played in her case. This was a very interesting conversation and it made me proud to be a part of the organization. My greatest takeaway from my experience with AAUW is the knowledge that my three granddaughters will be able to benefit from equal pay as my two grandsons. This is something that I am very grateful for.

Marion Simon

After I retired, I was introduced to the American United Women (AAUW) organization by a friend. I decided to attend a dinner to learn more about the organization and was immediately impressed. I joined AAUW and have been a member for several years. I have been able to join various groups within the organization, such as the American Foreign Policy group, which meets monthly to discuss topics such as economic security and China-America relations. I have also been able to meet and form relationships with other women in the organization. Through AAUW, I have been able to attend events such as lectures by professors from UC Irvine on the current situation of women in Iran. I have also seen the organization support women and girls in education through scholarships and other awards. Joining AAUW has been a great experience for me and I would highly recommend it to anyone looking for a way to connect with other women and to stay informed on current events.

Design # 17872
File Name FF
PO #
Prelim 4-7-2023
Revision

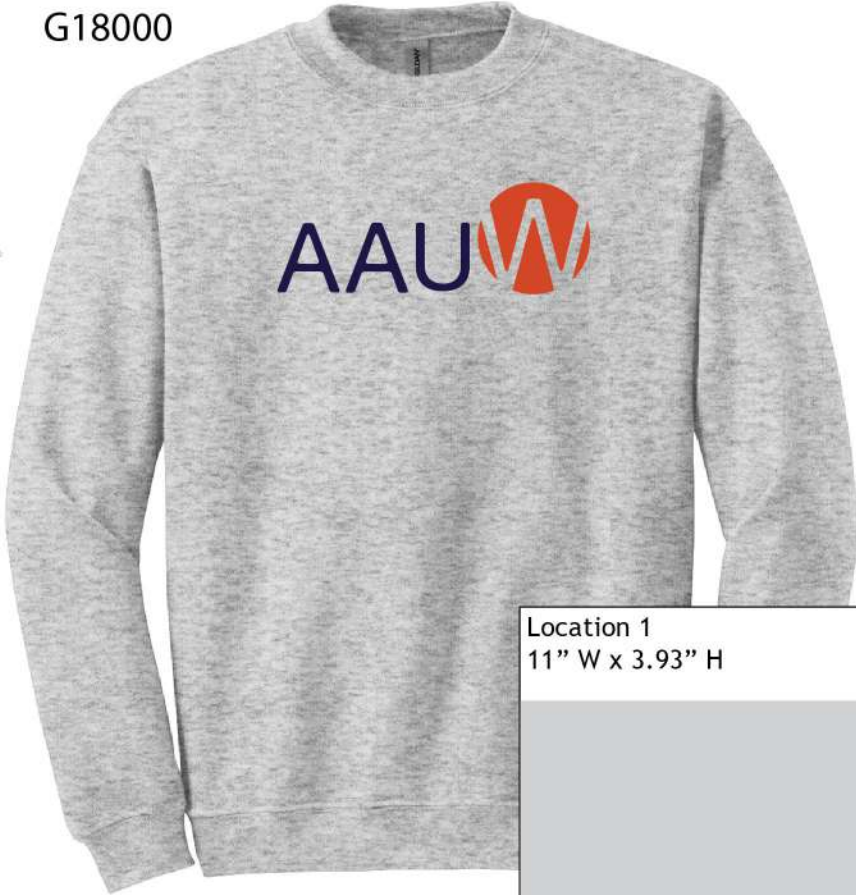
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Ash

AMERICAN ASSOCIATION OF UNIVERSITY WOMEN

FULL FRONT - SCREEN PRINT

G2000

G18000



Location 1
11" W x 3.93" H

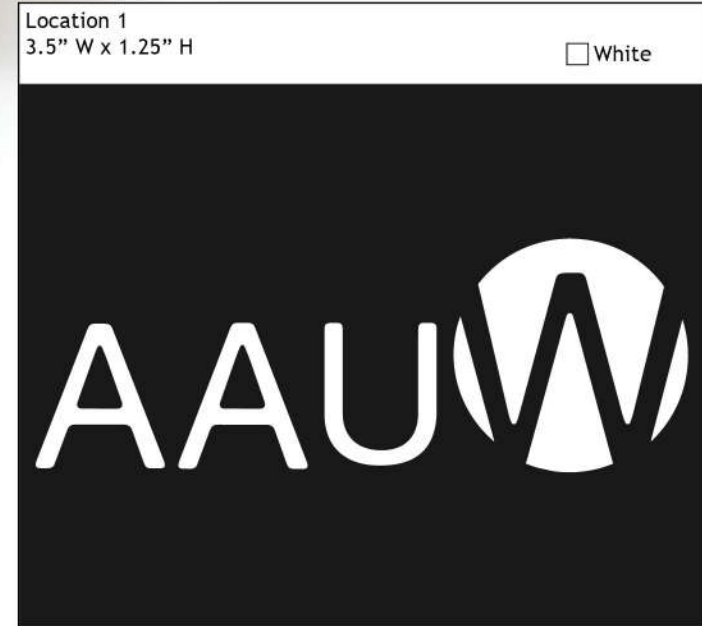
Orange 173
Blue 275

A detailed view of the logo on a light grey background. The logo consists of the letters "AAU" in a dark blue, sans-serif font. To the right of "AAU" is a stylized "W" symbol. The "W" is composed of two vertical lines and a curved top, all in orange.

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Design # 17873
File Name Bag Front Pocket
PO #
Prelim 4-7-2023
Revision

AMERICAN ASSOCIATION OF UNIVERSITY WOMEN BAG FRONT POCKET - EMBROIDERY





AAU 

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