

Tech Trek Annual Report to AAUW CA

October 2012

www.aauw-techtrek.org

www.aauw-ca.org (forms and documents)

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772 campers, 8 campuses, 10 camps June 16 - Aug. 11; 1,200 AAUW members participating

The 2012 season of 10 Tech Trek Science and Math camps came to a satisfying close in August. Nearly 800 twelve and thirteen-year-old California girls enjoyed classes in a wide and utterly thrilling variety of STEM subjects, met and talked to women in STEM professions, bolstered their self-confidence and entered 8th grade knowing that continuing their science and math studies will benefit them forever. They also learned that “Girls DO do math and science and that it’s okay to be smart.”

Purpose: Fifteen camp directors and their dedicated staff of AAUW women worked hard to develop curricula to meet Tech Trek’s original goals:

*To **encourage** a diverse group of young women to take math and science courses throughout high school; to **motivate** students to attend college and to **inspire** young women to consider STEM careers.*

Changes: The Tech Trek administration has undergone a slight change. Nancy Andren (Big Bear Lake) has resigned as Financial Liaison for Tech Trek. We expect to have this position filled soon. Nancy has contributed more than almost anyone else over the years, as dorm mother, camp director, state project coordinator (SPC) and financial liaison. While we will go on, she will be missed and we thank her for her wit and wisdom and for her years of hard work. Nancy remains a Tech Trek fan. I, Carol Holzgrafe (Chico, Morgan Hill, Paradise) will continue to interact with branches, former campers, the public and camp administrators. The Financial Liaison handles all questions involving money. Until the new person is in place, all questions (monetary or otherwise) should come to me. I would like to add that my eight years as camp director have given me irreplaceable insight into the program, its participants and its issues.

Other changes: Linda Stinebaugh (Camarillo), our Tech advisor, will collect and keep the database of former campers with their contact information and educational progress (which we hope the branches will provide).

Karen Manelis (former State President and Fresno Camp Director) is heading up our new grant-writing team of three. They will set to work soon.

Kris Downey (Poway-Peñasquitos) continues as Grant Clearinghouse, collecting names of large companies and corporations that branches approach for funds. The object is to avoid too many branches contacting the same company. Kris reports to the Financial Liaison.

Sandy DiSario (Palm Springs) is our official contact with the state on Live Scan records. Live Scan is a fingerprinting program required of everyone in California who works with children. All Tech Trek workers are Live Scan approved.

Debriefing: Camp directors and treasurers will meet Oct. 6 in San Jose for the annual meeting, sharing experiences and solutions, proposing tweaks to the system and learning new procedures which will include tracking checks and vouchers to improve efficiency and transparency. This is the first time camp treasurers will join directors at this annual meeting.

The New: These are changes in camp administration for 2013: **Irvine:** Desirée Beaudry Sanchez and Becky Stachel (both Victor Valley) take over from Amy Harbin and Jan Cook; Pat Ferrer (Long Beach) is currently Irvine's treasurer. Sue Campbell (Healdsburg) is the new Curie treasurer; Harriet Tower (on-line) is now camp treasurer for **Stanford Hopper**. Erin Fightmaster and Stephanie Morris, a former camper, junior and senior counselor will lead the **Sonoma** camp (both are on-line members). I have happily turned over the **Davis** camp to Susan Wheeler (Citrus Heights-American River) and Martha Rees (Nevada County).

Everyone else continues in the 2012 positions:

Eileen Hutchinson, **Stanford Curie**; Melinda Moir and Maureen Buchner, **Stanford Hopper**; Cassie Resendez and Becca Jennings, **Fresno**; Susan Pease, **Santa Barbara**, Nilsa Arias, **Whittier**; and Rozanne Child and Virginia Seaton, **San Diego**.

Budgets: After collecting most of the final bills for the 2012 camp season, we found that the average cost per camper was \$847.52. The 2012 fees were \$850 but directors only received 94% of that (the 5% SPF handling fee and 1% Tech Trek admin. fee) leaving many camps in the red. Because we expect our directors to produce balanced budgets and because they have cut everything possible from their curriculum, we asked for an increase to \$900 per camper. This has been approved.

Marketing: Branches received a marketing kit in November that contained full color brochures explaining Tech Trek to potential corporate and business donors and a 7-minute video on DVD of all ten camps produced by Abigail Erickson, a former Stanford camper and junior counselor. The kit also included information and documents to help with fundraising and interacting with the public. All were contained in a professional-looking folder. Roberta Coffin (Tustin) and her Scripta Communications worked with Nancy Andren and Carol Holzgrafe. Branches report success and continually ask for more brochures and DVDs. We continue to offer help with fundraising ideas on the Branch Coordinator page of the Tech Trek website.

Reservations: As of Oct. 3, we had reservations for 737 campers, with only 12 branches not yet heard from; the deadline is Oct. 15. Most camps (except Davis and Irvine) still have a few places open but these will fill up soon. The SPC will contact the seven non-participating branches in case they want to join the fun for 2013.

Branch Packet: Branch Tech Trek Coordinators (BCs) will receive this collection of forms and instructions – everything they will need to select campers and handle funds – once all camp dates have been confirmed, probably in early to mid-November. Since 2011 the packet has been on CD, not in hard copy, format, saving hundreds of dollars in printing and postage fees. The file arrangement will be completely different, making it easier for our hard-working and dedicated BCs to find what they need when they need it.

Website: The Tech Trek website is performing brilliantly and is able to track where “hits” come from, a most interesting tool. There are pages for former campers, teachers, branches and the general public. The marketing video (of all camps) is posted on the home page and joins the shorter one by CBS News (ours is without advertising). Descriptions of who we are and how we select our campers are there too, educating the public and providing language for grant writers and fundraisers. Pictures and videos can be found on each camp’s page. Do spend some time there; you will learn a lot about Tech Trek.

Prominent on the home page is a *Donation button* that has, indeed, been activated. It’s a great way to honor a branch member or friend. www.aauw-techtrek.org

Gratitude: We want to thank our 2012 camp directors and treasurers for their dedication, cheerfulness and endurance in a job that is sometimes difficult but always, ultimately, rewarding. We also want to thank the AAUW and SPF boards for their continuing support of a project that adds to AAUW California’s glorious reputation. Several branches have told us that Tech Trek has kept them going. And, of course, Tech Trek is now going national, with Marie Wolbach as liaison and consultant.

Marie is also working on a capacity building grant that, if fruitful, should help Tech Trek move to a new and more professional level. Stay tuned.

We also want to thank the hundreds of branch coordinators and members who are an equally important part of the Tech Trek team. According to an informal survey we took this summer, more than 1,200 AAUW members work for Tech Trek in some capacity NOT including all that fundraising. Pretty amazing.

Quote from Vanessa Cox, Chico Tech Trekker, at Stanford, 1999

“Nothing done for a child is ever wasted. They are the future. One of the girls sponsored though this program will find the cure for cancer, save people from AIDS, become president, change the world. And she will need all the help and encouragement she can get. The most powerful thing you can do for someone is to believe in her more than she dares believe in herself. I can personally guarantee you, it will change her life.”