



IFUW In Focus – 17 July 2014

This monthly communication provides an overview of IFUW's activities, and opportunities to be involved, for all national federation and association (NFA), and branch, Presidents, Coordinators of International Relations (CIRs), and those involved in membership development. IFUW in Focus aims to brief you on IFUW training, advocacy, social media, member activities, and NFA news, so that you are fully informed and can, in turn, brief your members.

Training

Latin America Regional Capacity Building Workshop, "Building Membership & Visibility" and Seminar, 19-20 September 2014, Mexico City

This workshop, for members in the Latin America region, will provide interactive sessions, presentations and useful tools to support your recruitment, retention and engagement of members, while increasing your organisation's visibility and impact. IFUW will hold a policy seminar after the workshop on 20 September.

Who should participate? IFUW Members in the Latin America region who would like to build their NFA's membership, and independent members in Latin America who would like to create an association. Places are allocated on a first-come, first-served basis. Participants must have fluent English.

Cost: Workshop registration is free on a first-come, first-served basis. This includes the training, materials, lunch on both days and coffee breaks. Please note that travel, accommodation and other expenses will **not** be covered by IFUW.

How do I register? Complete your details [here](#).

On 18 September, from 08:00-10:00, IFUW and the Mexican Association of University Women will hold a joint seminar, “Creating Girls’ Early Interest in Science”, as part of the Organization for Women in Science for the Developing World (OWSD) conference, <http://owsd2014.morelos.gob.mx/> in Cuernavaca, Mexico. There are a limited number of places for IFUW members at the Latin America workshop to attend the OWSD conference on 18 September, if you would like to register please indicate this in your online registration for the workshop.

Webinar: Introduction to the United Nations (UN) and the Commission on the Status of Women (CSW), 7 October 2014

This webinar will provide an introduction to the UN, with an overview of its structure, principal organs and opportunities for engagement. More detail on CSW will be outlined, with a brief history and an insight into its significance as the main global policy-making body dedicated exclusively to gender equality and the advancement of women. The webinar will include time for questions and discussion.

Date and time: 7 October at 09:00 and repeated at 18:00 Central European Summer Time (CEST). Please check your local time here: <http://www.timeanddate.com/worldclock/converter.html>.

Duration: 1 hour and 15 minutes

Who should participate? All members.

How do I register? Register online for the [09:00 CEST webinar here](#) and for the [18:00 CEST webinar here](#).

Advocacy

Post 2015 Sustainable Development Goals

In 2012, United Nations Member States agreed to develop worldwide Sustainable Development Goals (SDGs) to build upon the progress achieved by the Millennium Development Goals (MDGs) to alleviate extreme poverty, empower women, promote education, protect the environment and promote human rights. The SDGs, or post-2015 goals, will come into force in 2015 when the target date for the MDGs has been reached. The core principle of the post-2015 Sustainable Development Goals will be sustainable development, and the final agreed SDGs will include economic, social and environmental goals. Education and women's empowerment are two vehicles to realising sustainable development, and progress in these areas in particular will multiply progress across all SDGs.

For this reason, States must place greater emphasis on access to education and gender equality at all levels if they are to leverage the full potential of their economies. Universal access to secondary, tertiary, continuing and non-conventional education for girls and women sustains development and should be a standalone goal in the post-2015 agenda. [Read IFUW's Policy Update on the Post 2015 Sustainable Development Goals.](#) For further information on the Post-2015 Sustainable Development Goals and how to be involved, email Aoife Hegarty: ah@ifuw.org.

#Social Media

Facebook, Twitter and LinkedIn, amongst other social media platforms, offer a low-cost, high-impact opportunity for you to reach women of varying ages in your country and beyond. Adding content regularly and frequently is essential to build your social media presence. Boost your activity on Facebook, Twitter and LinkedIn by connecting with IFUW. Share posts from [IFUW's Facebook](#) account on your NFA's page, retweet [IFUW's tweets](#) and comment on the discussions in [IFUW's LinkedIn group](#). Remember to mention [@IFUWwomen](#).

Here is our top tip for this month:

Share photos and images

Photos can be the best content on social media; on Facebook they get the most shares, comments and "likes" consistently. Every time you put a post on your NFA's Facebook or Twitter accounts, consider whether you can add a photo. Make sure that photos are of a reasonable quality (not too small or blurry). Post photos as a blog post instead of just posting a link; they will get more responses.

This month's Twitter #

#EducationForAll

#GirlsEducation

#womenseducation

#post2015

#BringBackOurGirls

#ViolenceAgainstWomen

#GirlSummit

#investingirls

Interview with an Expert

Manjit Dosanjh, Molecular Biologist

This month IFUW spoke with Dr Manjit Dosanjh, a CERN senior scientist and internationally acclaimed molecular biologist. Dr Dosanjh was born in a small village in India, in a culture where she broke the mould of traditional female roles by becoming a scientist. Dr Dosanjh has held positions as a research professor at a number of world-renowned universities, including MIT, Berkeley and Jackson State University. Dr Dosanjh is a volunteer IFUW United Nations representative. If you would like to ask Dr Dosanjh a question, [post it on LinkedIn](#), or send it by email to cs@ifuw.org **by 4 August 2014**. [Full interview.](#)

Member News

Teacher Training Initiative – Opportunity for an NFA in a developing country

IFUW is seeking to launch a pilot project—the Teacher Training Initiative (TTI) - in collaboration with one of its national federations or associations (NFAs). The TTI aims to increase access to quality rural education through teacher training and development, advocacy and the empowerment of girls and women.

The NFA chosen to implement this project will be IFUW's key project partner in the set-up and delivery of this initiative. This is a significant responsibility and will require a serious commitment from the partner NFA. Specific skill sets are required to undertake the project, some of which will be sought within the IFUW network, and some of which are required locally. Information on this has been provided to NFAs in a circular email.

This is a major project, and it is designed to be run in-country. IFUW does not expect the NFA to carry the whole burden of the project, but it cannot implement the project without the full cooperation and collaboration of an NFA. Please note that the project is dependent on external funding and IFUW will work with the chosen NFA to raise funds for the project. If you would like to apply to be a partner NFA or require further information, email Caroline Staffell, cs@ifuw.org.

Please note that the deadline for applications is **6 August 2014**.

German NFA spearheads think tank on what female academics need

The Deutscher Akademikerinnenbund (DAB) has launched a think tank through the CIR network on the subject of what issues affect academic women. Many members answered the call and as Dr Patricia Aden wrote "glad that you join in this discussion, and I hope that we can inspire each other by sharing our ideas and experiences." Dr Aden has asked those interested to answer two questions, namely:

1. What is the social and political environment where your organization is located?
2. What does "academic" mean in your association and in your society?

DAB's starting point is that university studies have changed a lot since the Bologna agreements were put into place. Many feel that the level dropped whereas the burden of work increased. The gap between an academic and a non-academic degree was filled with different types of trainings and degrees. So it is hard to define what is academic and what not. DAB are looking for testimonials and thoughts. Please write to Patricia.Aden@gmx.de.

Building Membership & Visibility, IFUW Asia Regional Capacity Building Workshop, and Seminar, 29-30 June 2014, Singapore

On 29-30 June 2014, fourteen IFUW members from across Asia gathered in Singapore to explore how they can involve more women in their associations, in IFUW's Asia regional workshop entitled, "Building Membership & Visibility".

[Read more.](#) On 30 June 2014, IFUW, the Singapore Committee for UN Women, and IFUW Member, the University Women's Association Singapore (UWAS) held a seminar to explore access to education for girls and women in Asia and how the barriers to access can be addressed. [Read more.](#)

Building Membership Webinar

On 11 June, IFUW delivered a webinar on how to recruit, retain and engage members with an overview of the principles of membership and a case study on how they can work in practice. [Building Membership Webinar Slides](#).

Revitalise your National Federation/Association (NFA) Webinar

On 8 July, IFUW delivered a webinar on how to revitalise your NFA, with an insight into an organisational perspective that leads to membership growth and social impact, through a systems approach. [Revitalise your NFA Webinar slides](#).

Member Consultation: How did we do?

Thank you to all members who responded to our member survey, to enable us to evaluate recent progress in membership services at IFUW. Responses were received from members of 45 NFAs. 87% reported that they have seen an improvement in IFUW's services in the last six months. 84% reported that they have perceived an increased value in being a member of IFUW in the last six months. We much appreciate your feedback which, enables us to continue to develop our services so that together we can empower girls and women through secondary, tertiary and continuing education globally. We shall be measuring satisfaction again in December 2014.

Coming up

27th session of the Human Rights Council, 8 - 26 September 2014

The Human Rights Council (HRC) is an inter-governmental body within the UN system made up of 47 States responsible for the promotion and protection of all human rights around the world. IFUW attends the HRC sessions to represent members and advocate for the rights of girls and women to secondary, tertiary and continuing education without barriers. [The Universal Periodic Review \(UPR\)](#) is a standing item on the HRC's agenda. 15 September 2014 is the deadline for stakeholder reports on the UPR for **Bulgaria, Croatia, Panama, and the USA**; the UPR for these countries will be held in April 2015. If you would like to be involved in your country's UPR email Aoife Hegarty, ah@ifuw.org.

We want to hear from you!

To share current news from your NFA please contact Caroline Staffell, email: cs@ifuw.org. If you need help accessing the IFUW Members Corner, our members-only section of the IFUW website, or have any other questions, please also email: cs@ifuw.org.

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