



Branch College/University (C/U) Relations Chair Position Description

Branch college/university (C/U) relations chairs communicates with local colleges and universities, recruits and retains AAUW college/university partner members in her or his community, and helps to increase AAUW's visibility on local campuses. The following are suggested responsibilities and duties.

Responsibilities to Your Branch

- Assemble and convene a branch C/U committee to plan and implement C/U activities in the community.
- Evaluate previous C/U partner-member recruitment and retention efforts and develop an action plan with specific, measurable goals and objectives.
- Develop and oversee the C/U budget in your branch.
- Ensure that C/U recruitment and retention priorities are in your branch's strategic plan and budget.
- Introduce yourself by phone at the beginning of each school year to the local C/U partnermember representatives and follow up with frequent contact during the semester to build ongoing relationships.
- Collaborate with other branch chairs and committees to involve students, current C/U partner members, and potential C/U partner-member institutions in your branch's programs, public policy, membership, fellowships and grants, [AAUW Legal Advocacy Fund](#) efforts, and other activities.
- Follow up with the state C/U chair in support of recruitment initiatives (such as mailings to or personal contact with campus presidents and C/U representatives in your community).
- Collaborate with the state C/U chair to get involved in C/U-related work at state conventions.
- Develop and implement programs geared toward college and university faculty, administrators, staff, and students (for example, AAUW Legal Advocacy Fund [Campus Outreach Programs](#)).
- Develop commitments from local colleges and universities and your branch to support students' attendance at the [National Conference for College Women Student Leaders](#).
- Involve C/U representatives in your branch meetings and special events. Invite them to speak about their areas of expertise at relevant meetings.
- Assist the membership vice president (MVP) in promoting individual AAUW memberships to graduating seniors, graduate students, faculty, administrators, staff, and other potential AAUW members on local campuses.
- Promote the e-student affiliate program to undergraduate students at current C/U partnermember institutions. Request that C/U representatives ask their students to enroll using the online form.
- Assist the state MVP and other branches to organize campus satellite groups and state student advisory councils.

- Participate in community coalitions that will help move AAUW's C/U efforts forward.
- Familiarize yourself with the C/U representative job description and the benefits of AAUW membership for C/U partner-member institutions.

Responsibilities to Your State

Maintain regular contact with your state C/U chair and the AAUW manager of C/U relationships. Share successful recruitment and retention projects. Inform both of them about activities that occur at partner-member institutions in your community. If there is no C/U chair for your state, maintain contact with the state membership chair. Communicate with other branch C/U chairs in your area to leverage programming and funding and to share best practices.

Responsibilities to C/U Partner Members and Representatives

Establish a relationship with the C/U representatives in your community so that they know you are available to them. Be able to articulate specific ways you can be helpful in their work with AAUW. Describe AAUW initiatives and relevant research to representatives.

Responsibilities to Your AAUW

Inform AAUW's manager of C/U relationships of successful recruitment efforts, trends, activities, possible joint initiatives, and issues of importance to women on campuses in your community so that she can share that information with Membership staff and the [AAUW Leadership Corps](#).

Leadership Skills Helpful to the Position

Successful branch C/U relations chair candidates are skilled at planning and goal setting, program planning and development, communications, team building, coalition building, mentoring, public speaking, thinking outside the box, and consensus building. Candidates should also have a passion for college and university student involvement.

Time Commitments

Along with a commitment to spend whatever time is necessary to accomplish the above responsibilities, successful branch C/U relations chairs should be prepared to organize C/U branch committee meetings and attend membership committee meetings. Branch C/U relations chairs are also expected to communicate once each semester with local C/U representatives; attend several campus events; provide end-of-semester updates to the state C/U chair and AAUW manager of C/U relationships regarding recruitment, events held, relationship building, and retention efforts; and communicate with potential partner-member institutions.