



Branch Program Vice President Position Description

The branch program vice president or officer assists branch officers through the development and implementation of programs and other projects that promote the mission of AAUW — advancing equity for all women and girls through advocacy, education, philanthropy, and research. The following are suggested responsibilities and duties.

Responsibilities to your Branch

- Recruit a branch program team to help plan and implement mission-based programs including AAUW programs or other education and equity projects.
- With your team, evaluate previous branch program efforts and determine branch and community program needs.
- To maximize program effectiveness, develop a program action plan with specific and measurable goals using the program portfolio for ideas. Adapt the programs as needed to fit branch and community needs, strengths, and resources.
- Ensure that AAUW mission-based program priorities are included in your branch annual plan.
- Ask for volunteers within your branch to spearhead the various components of your branch programs and projects.
- Work with other branch officers and committees to integrate programs with other branch priorities (e.g. public policy, membership retention, and recruitment).
- Collaborate with other groups and coalitions that will promote AAUW's mission.
- Ensure that the branch budget reflects branch program priorities.

Responsibilities to your State

Maintain regular contact with your state program vice president or officer to receive and share information about AAUW programs. Disseminate AAUW program information received from your state program vice president or officer and the national office to your branch board, members, and community.

Responsibilities to AAUW

Inform the AAUW Branch Program Resources Committee or AAUW staff (connect@aauw.org) of branch program efforts. Post branch programs on the AAUW Member Showcase calendar. Encourage members to complete the every-member survey to help set AAUW's program priorities.

Leadership Skills Helpful to the Position

Desirable skills for this position are strategic planning and goal setting, program planning and development, resource development, communications, team building, coalition building, mentoring, public speaking, consensus building, intercultural sensitivity and understanding, media relations, and fundraising.

Time Commitments

Along with the time necessary to accomplish the above responsibilities, this position requires time to serve on the branch board of directors and other committees as assigned. Attendance at state conventions and the AAUW National Convention is encouraged.