

OVERALL BRANCH PROGRAMMING 2011-2012

Note: Completion answers should be only 1 to 3 sentences.

Planning: (50 points) 50

The branch had a **written strategic plan** guiding branch activities (10). (Please **attach** a copy.)

It included: ✓

Goals related to the AAUW mission (10) ✓

Specific action steps (10) ✓

Measurable outcomes (10) ✓

Which outcomes were achieved? What changes might your branch make next year? (10)

We added three new members to the Board. Our Second Annual Golf Tournament exceeded the first by bringing in \$2352. Three Candidates' Forums were held at Lake George, Warrensburg, and Queensbury. All Forums were well attended; 72 were at the Lake George Forum. We plan to implement additional Public policy projects next year and continue to add members. ✓

Program: (50 points) 50

Calendar of branch events (Please **attach** a copy, including title (3), presenters (3), date (3), time (3), place (3), co-sponsors (3), and approximate attendance (3)) ✓ ✓ ✓ ✓

List of interest groups (Please **attach**, including name (3), one sentence description (3), and time of meetings - day or evening, weekday or weekend (3)). ✓ ✓ ✓

New or ongoing **branch projects**. Please **attach**, with a short one paragraph description of each. (10) ✓

How many members participated in planning programs? (5) 12 ✓

In planning your program, did you have an overriding theme or other guidelines? Explain. (5)

Education and "My Sister's Keeper" were used as guidelines for program planning. "My Sister's Keeper" was incorporated by having Karen Flewelling speak on "Help the World" at our September meeting. \$180 plus was collected to support Karen's mission to help women in Third World Countries by providing funds to buy a goat for the family. Joan Monk spoke at our November meeting on "My Sister's Keeper". ✓

Membership Development: (50 points) 35

- The branch improved retention of members. (5)
- The branch invited former members and/or members at large to branch events. (5) ✓
- The branch added new members. (5) ✓
- The branch included information on how to become a member in its publicity materials. (5) ✓
- The branch Membership VP or others actively recruited new members at branch programs. (5) ✓
- Community groups co-sponsored programs or projects, collaborated with the branch to host activities, or established an ongoing partnership with the branch. List the group(s) (5): ✓
Zonta International, Soroptomists, Warren County League of Women Voters, Chronicle Newspaper, Crandall Public Library Folklife Center, NY Society of Professional Engineers, Girls on the Run
- Campus groups co-sponsored programs or projects, collaborated with the branch to host activities, or established an ongoing partnership with the branch. List the group(s) (5): ✓

Adirondack Branch is in the process of establishing partnership with SUNY Adirondack Community College.

- Diverse or underrepresented groups co-sponsored programs or projects, collaborated with the branch to host activities, or established an ongoing partnership with the branch. List the group(s) (5):
There is not a diverse population in our area.
- The branch successfully recruited new members from underrepresented populations. (5)
- The branch tried something new to recruit members. Please describe briefly. Did it work? What might you do differently next year? (5) ✓

AAUW volunteered to help with the local newspaper, The Chronicle's Annual Book Fair. We had a booth and raffled off books. The recipients were mailed trifold brochures and the most recent newsletter. Members also introduced authors that spoke on their books. Invitations were extended to delegates at Forums and other persons we met at these events. Other Community Groups were notified of our programs and invited as well as our Senator, Betty Little, and Assemblywoman, Teresa Sayward. We sent out more invitations to our Shape the Future Membership Event and were able to sign up new members. Next year, we are hoping to expand this event and hopefully get more potential members.

Leadership Development: (15 points) 15

- The branch maintains and regularly uses a card file or other data base of members' skills and interests. (5) ✓
- New and ongoing members who haven't held leadership positions were actively sought for new roles. (5) ✓
- The branch publicized to members opportunities for leadership positions within the branch and at the State and Association level. (5) ✓

Technology and Communications: (10 points)

- The branch has initiated or expanded new technology in communications (ex. E-mailing, conference calls, electronic transmission of newsletters, branch web site, etc.). Describe what you did. How did it work?

More of our members are receiving their newsletter online cutting down on mailing and printing expenses. Members are being encouraged to join Facebook and Twitter. We communicate by e-mail updates and messages to most of our members. The forms and registration materials regarding our annual fundraiser, a Golf Tournament, are available on our website. A copy of our trifold is being put on our website which will enable potential members to contact us easily. ✓

Visibility: (25 points)

- The branch sent press releases to local newspapers. (5) ✓

- The branch put up posters in libraries, colleges, and other public places. (5) ✓
- The branch notified other organizations about programs of mutual interest. (5) ✓
- The branch explored local radio and/or TV exposure. (5) ✓
- The branch tried a way to reach people they had not done before (or in a long time). What did you do? How did it work? (5) ✓

Invitations were extended to presenters, assemblywomen, senators, and other politicians, as well as administrators in schools where we held candidates' forums. Trifolds and newsletters were mailed to recipients of books raffled at the Book Fair. We got some new members. A reminder was sent to members a week before an event or program and encouraged to invite a friend. A number of guests have attended our programs this year.

Mail or email the original of your entire application with supporting materials to:

- Peggy Kelland, AAUW-NYS Program Vice President
- 13 Susan Lane, Poughkeepsie, NY 12603
smkell45@aol.com
Questions? (845)297-0507



Vision, Mission, and Value Statements of the Adirondack Branch of AAUW

Vision

The *Adirondack Branch of AAUW* will continue to be a dynamic and vital force for community enrichment and an influence for enabling women and girls to reach their full potential.

Mission

The American Association of University Women advances equity for women and girls through advocacy, education, philanthropy, and research. In pursuit of this mission the *Adirondack Branch of AAUW* will focus on the following areas: Membership, Programming, Visibility, Fundraising, Public Policy, and Community Service.

Values

We women of the *Adirondack Branch of AAUW*:

- **HONOR** the **tradition** of AAUW's mission
- **VALUE diversity** and demand from ourselves **tolerance, fairness, responsibility, compassion, and integrity**¹
- **RESPOND** to change **informed** by our values and responsibility to our communities
- **ENCOURAGE a vision** that meets the ever changing needs of our communities.
- **FOCUS** on providing **service** that exceeds the expectations of our members, guests, and our communities²
- **SUPPORT** the personal and professional **growth** of all who are committed to our purpose³
- **SEEK to improve and expand the services** we offer in support of the women in our communities whom we serve
- **PROMOTE** a caring community of Branch Members who, in keeping with our values, work together to fulfill our **mission**
- **CHALLENGE** our members to be **capable global citizens**, guided by knowledge and ethical principles, as they help to shape the future.

¹ "What lies behind us and what lies before us are tiny matters compared to what lies within us." –Emerson

² Imagination is more important than knowledge." –Einstein

³ "We judge ourselves by what we feel capable of doing while others judge us by what we have already done." –Longfellow

STRATEGIC INITIATIVES

GOAL I. MEMBERSHIP: Retain existing membership while striving to recruit potential members.

A. Offer a variety of events and activities that will encourage both membership retention and growth.

- 1) Provide meetings at convenient times and days that serve both existing and new members.
 - (a) evening meetings during the week
 - (b) weekend morning meetings
- 2) Reach out to unaffiliated women who are college graduates residing in our communities by contacting
 - (a) local chambers of commerce
 - (b) realtors who serve the area
 - (c) community and four year colleges and universities within our service area
- 3) Reach out to former members:
 - (c) find out why they stopped coming to meetings and events
 - (d) find out what might interest them in re-joining
- 4) Strive to draw new membership from diverse /underrepresented groups if possible
 - (c) Cultivate new members from these groups
 - (d) Make every effort to ensure that new members “feel” comfortable and accepted.
- 5) Employ a variety of ways to reach, recruit, and retain all Branch members
 - (c) Use multiple means to disseminate information about membership
 - i. Website
 - ii. Newsletter
 - iii. Brochures
 - iv. Phone trees
 - v. Email
 - vi. Phone for a Ride
 - (d) Consider using technologies that might appeal to younger women
 - i. Facebook, **LinkedIn**, or other social networks
 - ii. Twitter

STRATEGY: Develop and implement a broad-based, multi-directional communication plan that gives a voice to all constituents, and increases the comfort level inherent in innovation and change.

- (e) Phone trees advising those called of forthcoming activities as well as extending a personal “invite.”
- (f) Email existing and potential members with notices of events and activities
- (g) Phone for a ride—especially ideal for new members who have not yet met all of the Branch’s members
- 6) Survey membership annually and immediately evaluate that the Branch is meeting their needs, interests, and expectations for key events,
 - (a) Ask for constructive suggestions.

STRATEGY: Develop and produce an annual “report card” that evaluates progress in the adoption and acceptance of programs and events.

- B. Encourage new members to assume an active role in our Branch as
- 1) Committee chairs

- 2) Presenters at Branch Meetings
- 3) Attendees at State or National Conventions, Summer Leadership and District Conferences.

STRATEGY: Ensure a collaborative structure where decision-making is at all levels.

STRATEGY: Encourage professional and leadership development opportunities for Board Members and Chairs to ensure that all programs are effectively led

- C. Showcase all members, but especially new ones during the month(s) that they first join by including a photo and brief biography in our monthly Newsletter
 - 1) Initially focus on all members who have joined within the past two years
 - 2) Provide brief bios and digital photos for every member which can ultimately be included in a membership directory.

GOAL II. PROGRAMMING: Provide a diverse offering of programs that are appealing, thought-provoking, and educational, both during the daytime and during the evenings

STRATEGY: Create programs that foster an environment which encourages, implements, and rewards efforts that advance the Branch.

- A. Link Branch Programs to the AAUW Mission

STRATEGY: Identify and implement core competencies such as diversity, globalization, accountability, and service.

- B. All Branch Programs will bear one of the foci of AAUW

- C. In an attempt to meet the needs of the majority of the Branch members, offer members a variety of times, days, and places to meet, which best accommodate their needs.

- 1) weekday mornings
- 2) weekday evenings
- 3) weekend mornings

STRATEGY: Continuously evaluate and implement ideas for innovative programs and services that meet the needs of the Branch's members.

- D. Where possible, collaborate with other community-based organizations that share missions similar to AAUW's

STRATEGY: Target programs (and services) that can be implemented, enhanced, or supported by external funding sources and implement strategies to secure support.

GOAL III. VISIBILITY: Strive to continuously increase the visibility of the Adirondack Branch of AAUW so that the many communities from which its members are drawn, are made aware of its programs, its mission, its values, and its platform about women

- A. Maintain a Website presence

- 1) Maintain an online calendar of Branch, State, and National events
- 2) Publish the Monthly Newsletter online
- 3) Publish press releases, reviews, etc. about forthcoming activities.

- B. Provide local media with pre-written press releases about all "special events."

- 1) Print media
 - (a) *Post Star*
 - (b) *The Chronicle*
- 2) Radio and Television Stations
 - (a) TV8
 - (b) Adirondack Broadcasting

- 3) Be available for media interviews
- C. Obtain appropriate permissions to put up posters in libraries, colleges, and other public places
- D. Inform other organizations about Branch Programs of interest.
- E. Partner with community-based organizations and agencies that share similar interests in women, women's rights, leadership, and the AAUW Mission.
- F. Periodically recognize members of the local communities from which our members are drawn, for their service to and involvement with the mission and values of AAUW.

STRATEGY: Support the advancement of the region served by the Branch, by developing programs to encourage and recognize Branch Officers' and members' participation in community-based initiatives and activities.

- A. Girl Scouts
- B. League of Women Voters
- C. Zonta
- D. Adirondack Regional Chamber of Commerce
- E. American Bar Association of New York State

GOAL IV. FUNDRAISING: Provide ongoing support of women pursuing higher education, both undergraduate and graduate as well as of AAUW programs

STRATEGY: Develop long-range financial planning models to support decision-making and the development of strategies to strengthen the Branch's financial position.

STRATEGY: Establish an innovation fund to support the development of new programs (and services) that will advance the mission of the Branch.

- A. Through a local scholarships to worthy women residing within our service area.
- B. Educational Opportunities Fund
 - 1) Provide ongoing support of the AAUW Educational Opportunities Fund
 - (a) through increased contributions from members
 - (b) through the expansion of contributors
- C. Legal Advocacy Fund
 - 1) Increase the awareness of the Adirondack Branch members about LAF
 - (a) Have a member prepare a "One Minute Brief" about LAF
 - (b) Provide more data about LAF in the monthly Newsletter
 - 2) Increase the number of contributors to LAF
 - 3) Increase the annual contribution of the Branch to LAF
 - 4) Enhance fundraising opportunities for LAF:
 - (a) Auction baskets at the Annual State Convention
 - (b) Explore fund-raising possibilities for LAF

GOAL V. PUBLIC POLICY: Promote ongoing equity for women and girls through advocacy.

STRATEGY: Create an interdependent community of learners who embrace individual responsibility and who are actively engaged in growing our communities.

- A. Provide information about policy issues in the monthly newsletter.
- B. Share Action Alerts electronically with all members.

GOAL VI. COMMUNITY SERVICE: Consider opportunities that promote AAUW's ideals²

- A. Distribute Voter Registration forms
- B. Essays on Women during Women's History Month by fifth grade students in our service area

C. Create and distribute (hand-made) quilts to needy communities.

Goal	Strategies	2011-2012 Annual Action Steps	Target Date	Responsible Person(s)	Success Measure
#1 Membership	Develop and Implement Multi-Directional Communication Plan	Phone tree E-Mail Phone a ride	1-2weeks prior to event	Margot Hyde Marjory Moeller Emily OHare Doris Stoll	All members contacted 70 members emailed 8 called for ride
	Evaluate active roles of new members	Committee Chairs Presenters Attendees at State Convention	2011-12 Board Member	Myrna Jantson A. Mathewson Program Planning Committee Myrna, Jan, Ann, & Doris	3 new Board Member, 2 new Committee Chair no new presenters 2 new attendees to Conv
	Leadership Dev. Board Member Opportunities	Brief Bio of new members in newsletter	Monthly Newsletters	Emily O'Hare	All 6 new members featured in Newsletter
#2 Programming	Create Programs at varied times that advance & meet the needs of the branch membership	Link branch programs to AAUW mission have morning, even, & weekend morning meetings	June 2011 Program Planning Meeting	Nancy Cathers, Katherine Trackey	All programs supported the mission statement
#3 Visibility	Increase the visibility of our Branch of AAUW in the Community	Online Calendar of AAUW Events Publish monthly newsletter online Press releases to Local newspapers	Ongoing and daily updates Monthly newsletters 1 week before event	Marjory Moeller Marjory Moeller Linda Campopiano	All 100 % implemented
#4 Fundraising	Develop Fundraising projects to support Branch Programs, scholarship, EF Fund & LAF	Scholarship Brunch Dessert EF Program LAF Baskets @ Convention, Golf Tournament	March 19, 2011 October 6, 11 April 20, 2011 May 21, 2011	Marge French Sally Jones Lita Phelps Jan Ritter	\$450.00Scholarship Brunch 3/2011, \$410.00 EF 10/6/11, \$278.LAF baskets 4/17/11, \$2,352. Golf Tournament 5/21/11
#5 Public Policy	Encourage active participation regarding issues & policies affecting our lives	Provide policy information in newsletter & online, Share Action alerts electronically	Periodically through out year, As information is available	Clare Decker Marjory Moeller Shelle Kelz	12 articles in newsletter, Sent to all members who have internet
#6 Community Service	Promote AAUW Ideals in the Community	Distribute Voter Registration, CandidateForum, Women's History Essay Contest	September - October April, 2011	Regina Hillier Jan Ritter Nan Scinta Linda Campopiano	Distributed Voter Reg. 9/2011 Forum Held 10/25 10 winning essay awards given to 5th graders

ADIRONDACK BRANCH AAUW 2011-2012 CALENDAR

THURSDAY, SEPT. 8th –WIAWAKA on LAKE GEORGE (34 Attended)
5:15-6:15 p.m. Tour — Potluck dinner – Membership Drive Hostesses:Nancy Cathers,Katherine Trackey
7:00 p.m. Program – Karen Flewelling – “Help The World” Chair: Kathy Hoeltzel

THURSDAY, OCT. 6th UNITARIAN UNIVERSALIST CHURCH (30 Attended)
7:00 p.m. EF Fundraiser Chair: Ann Mathewson, Hostess: Sally Jones
7:45 p.m. Program – “Comedy Night” with Vinnie Mark

SATURDAY, OCT. 15th QUEENSBURY AUDITORIUM (82 Attended)
9:30 a.m. – 12:30 p.m. Program “Childhood for Sale” Presenter: Deborah Borie Chairs:L.Campopiano
Co Sponsors: Soroptimists of the Adirondacks, Zonta Club of Glens Falls & J. Ritter

TUESDAY, OCT. 25th MEET THE CANDIDATES FORUM (72 Attended)
7:00 p.m. Lake George High School Auditorium Chairs: Clare Decker, Jan Ritter
Co- Sponsored: Adirondack Branch AAUW & Warren County League of Women Voters

THURSDAY, NOV. 3rd – QUEENSBURY HOTEL (36 Attended)
6:00 p.m. Social 6:15 p.m. Dinner Hostess: Joyce Smith
7:15 p.m. Program: Joan Monk “My Sisters’ Keeper” Chair: Jan Ritter

SATURDAY, JAN. 28th. THE MONTCALM RESTAURANT (47 Attended)
11:45 a.m. Social 12:15 p.m. Lunch Chair: Ruth Lamb, Hostess: Joyce Smith
1:15 p.m. Program: “Beyond Waste” Follow-up Environmental Panel Program

SATURDAY, FEB. 4th SUNY ACC CAMPUS “MATH COUNTS” (75 Attended)
9:30 a.m. Lead group Tri County NYS Society of Professional Engineers Chair: Jan Ritter

SATURDAY, FEB. 25th GLENS FALLS COUNTRY CLUB (35 Attended)
11:45 a.m. Social 12.15 p.m. Lunch Chair: Linda Campopiano, Hostess: Jan Ritter
1:15 p.m. Program: “Joint Efforts with Pain” Jason & Kevin Campopiano

SAT., MARCH 31st SOUTH GLENS FALLS UNITED METHODIST CHURCH
9:30 a.m. Scholarship Brunch Chair: Elayne Leonelli, Hostesses: Marge French, Nancy Cathers,
10:30 a.m. Program: Melissa Lee “Teaching At Risk Students” Jan Ritter

WEDNESDAY, APRIL 25th CRANDALL PUBLIC LIBRARY
6:30 – 7:30p.m. Program: Notable Women-5th Grade Writing Contest Winners
Chairs: Nan Scinta, Linda Campopiano Hostesses: Regina Hillier, Katherine Trackey

SATURDAY, MAY 19th – QUEENSBURY CC – 3rd Annual Golf Tournament Chair: Jan Ritter

THURSDAY, MAY 31st FORT WILLIAM HENRY HOTEL
5:30 p.m. Social 6:00 p.m. Dinner, Annual Meeting, Awards, Installation
Chairs/Presenters: Myrna Jantson, Ann Mathewson Hostesses: Clare Decker

Adirondack Branch – AAUW

Study and Interest Groups

Evening Literature – In July, the group meets to select books to read for the year. All members read the same book each month and meet during the week in the evening for a discussion of the book.

Morning Literature – This group gathers to hear one person give a book report or talk on a topic of interest each time it is scheduled. The group Meets at 9:30am weekdays two times a month for five months of the year, and one time per month for five months of the year. No meetings are held in July or August.

Gourmet Group – The group meets at different restaurants in the early evening on the weekends of each month and enjoys a meal together.

Snowshoeing – This activity is planned for easy to moderate difficulty snowshoeing in areas not too far from Queensbury and Glens Falls, N.Y. Meetings depend on the weather and are during the daytime.

Adirondack Branch – AAUW Ongoing Branch Projects

Memorial Scholarship

For the 57th year, the local Memorial Scholarship was offered to a student presently enrolled and attending an accredited college, working for a degree at the associate's, bachelor, or graduate level. Two \$1,000 Scholarships will be awarded this year. Our Scholarship Brunch and our Annual Golf Tournament fund our local Scholarship. The Brunch is March 31, 2012, The program will be about "Teaching at Risk Students".

Annual Golf Tournament

In 2010 we held our 1st Annual Golf Tournament as our Branch Fundraiser with proceeds going to our operating budget, projects, programs, and our Local Memorial Scholarship. It was a successful fundraiser so we are continuing with the 3rd Annual Golf Tournament this year, which will be held May 19, 2012.

Educational Fund Dessert and Program

Our annual fundraiser for EF was held on Thursday, October 6, 2011 at The Glen at Hiland Meadows, Queensbury, NY. A buffet of "sweets, treats and nibbles" was offered for a suggested donation to EF of \$10.00 per person. The program was a "Comedy Night" with Vinnie Mack.

Fifth Grade Women's Essay Contest

The "Fifth Grade Women's History Essay Contest" is an ongoing project for fifth graders in local school districts. In October two Co-Chairs visit Superintendents and Principals of the schools explaining the contest. Follow up phone calls are made in January.

Essays are received by March 31st and each essay is read in early April by member volunteers who choose the winners.

Working with the Folklife Center at Crandall Library, student winners read their essays and receive certificates and prizes at the planned program. Local musicians are introduced to the community at this special event. Students, their families, friends, teachers, principals and superintendents attend. This event gives our branch visibility in the community and it encourages education and lifelong learning.