

OVERALL BRANCH PROGRAMMING 2011-2012

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

50 **Planning: (50 points)**

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) ✓

increased membership, participated in scholarship expos and Women's History Month expos. Program and interest group participation not improving - need to survey branch members for better coordination with their needs.

50 **Program: (50 points)**

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) 10 ✓

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

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): ✓
Erie County Commission on the Status of Women, Zonta, League of Women Voters, Friends of Women's Rights National Park, Girl Scouts, University at Buffalo
 - 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): ✓

University at Buffalo co-sponsored Tech Savvy, D'Youville collaborated on Sister-to-Sister

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):

- 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)

Leadership Development: (15 points)

- 10
- 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)

- 10
- 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? ✓

Newsletter is emailed to many. Branch now has a Facebook page as well as its website. Board used conference calls over the summer to handle non-controversial business. Tech Savvy and Sister-to-Sister have online registration options.

Visibility: (25 points)

- 15
- 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) ✓

We made sure we were a presence at scholarship fairs and at women's "expos". Sent representatives to other organization's conferences. Need to develop better handouts and display materials for better visibility.

Strategic Plan Goals and Objectives
American Association of University Women

Buffalo Branch Inc.

Adopted by the Board May, 2006

Short Term ~ One to Two Years

Membership Retention: Reduce the number of members not renewing

Membership Recruitment: Increase new members joining. (Goal: additional 10% in one year)

Visibility: Track number of places membership applications, branch brochures, scholarship applications, and general branch information are distributed and measure the number of new members due to increased visibility.

Increase attendance at regular monthly meetings (other than larger events), including attendance of members, guests, and other organizations.

Five year Plan in place this year.

Long Term ~ Three to Five Years

The Buffalo Branch will become a nexus for women's organizations in Western New York.

Retention of 2-3 year member increased. Milestone: 2-3 year membership

Increased branch-wide participation in efforts, focusing on Booksale

Maintain a focus on improving the educational opportunity for youth in the branch's area as well as continuing a strong focus on higher level education. Maintain high focus on the mission and the impact on youth in the area.

Increase awareness of LAF issues and increase branch contribution.

| Short Term (by 2008) | Target (Goal) | Measure-ment Method | Owners | Suggested Strategies | Suggested Inside Partners | Suggested Outside Partners |
|---|---|---|------------------------------|--|---|---|
| S1. Membership Retention: Reduce the number of members not renewing | 20% Non-Renewals | September Non-Renewal Report: Measure # of members that have not renewed. | VP Membership Retention | <ul style="list-style-type: none"> Membership retention party every year Early, active engagement of members New ways to remind of renewal Continue more personal, gentle ask to renew | Cultural Chair Study Group Chair Program Chair | |
| S2. Membership Recruitment: Increase new members joining. (Goal: additional 10% in one year) | Additional 10% of branch size added to membership (i.e., approximately 65 new members in 1 year; additional 85 in 2 years, based upon approx. 45 members added and total branch size of 231 in 2005-2006. | Monthly tracking of new members | VP Membership Recruitment | <ul style="list-style-type: none"> Send MALS a newsletter (perhaps at some frequency?) Send prospectives a newsletter Send information consistently to colleges and university Targeted programs at university Send information/increase visibility and membership drive to women's groups Other | Program VP Study Group VP Education/Univ. Liaison Visibility/Publicity Newsletter Publisher | <ul style="list-style-type: none"> WAC and other women's groups Universities |
| S3. Visibility: Track number of places membership applications, branch brochures, scholarship applications, and general branch information are distributed and measure the number of new members due to increased visibility. | Baseline measurement | Establish a list and measure and report monthly | Publicity Chair (Visibility) | <ul style="list-style-type: none"> Prepare list including women's organizations, community organizations, public places, schools Key is to establish consistent mailings Suggest having person responsible within committee to take care of this function. This effort may also need increased funding. | VP Membership Recruitment VP Programs | <ul style="list-style-type: none"> WAC and other women's groups Universities Libraries and other public places Numerous other possibilities |
| S4. Five year Plan in place this year. | | VP Membership Recruitment prepares report on how new members became aware of AAUW | | 5 year plan is a living document. Once adopted, it must be reviewed often and accomplishments must be assessed. | | |
| S5. Increase attendance at regular monthly meetings (other than larger events), including attendance of members, guests, and other organizations. | Baseline measurement in first year and work to increase 5% increase in second year | Measure each meeting Report to board each meeting after program | Program VP | <ul style="list-style-type: none"> Programming Invite a friend Mentor program may help Make list and consistently invite listed organizations to monthly events Contact colleges and universities | VP Membership Recruitment VP Membership Retention Publicity | |

| Long-Term (by 2009/2011) | Target (Goal) | Measurement Method | Owners | Suggested Strategies | Suggested Inside Partners | Suggested Outside Partners |
|--|---|--|---|--|--|---|
| L1. The Buffalo Branch will become a nexus for women's organizations in Western New York. | Baseline (This is somewhat subjective/qualitative) | Measure by the number of organization affiliates and/or number of communications sent over a specified time period. | President Executive Committee Visibility (Publicity) | <ul style="list-style-type: none"> Increase activity with WAC and other organizations Focused networking activities with principals Increased use of list of women's organizations, once formally in place | Community Chair Public Policy | |
| L2. Retention of 2-3 year member increased. Milestone: 2-3 year membership | For a 5-year stretch goal, plan to keep 75% of our 2-3 year members. | At beginning of each year measure and report renewal status by year of joining for past three years | VP Membership Retention | <ul style="list-style-type: none"> Strategies from S1 will be key to long-term success Increase recruitment of active, mission-oriented new members | VP Membership Recruitment | |
| L3. Increased branch-wide participation in efforts, focusing on Booksale. (This directly combats the potential effect of having board size reduced, given bylaws approval) | Baseline Increase # of non-board participants in sorting and sale (by 75% or greater) AND increase non-board participation on all committees/project (suggest board:non-board ratio<1). | Provide a way to record and assess by monthly/project reports | President-elect (monitor and assess) Booksale Chair and Personnel Hospitality Program VP President Board | <ul style="list-style-type: none"> Include statistics on committee reports to board Increase personal contacts and letters Welcoming attitude Booksale: coffee/hospitality New, broad booksale structure Openness/avoid unnecessary criticism Booksale: increase depots | This is a responsibility of the entire board: President-elect will monitor reports | |
| L4. Maintain a focus on improving the educational opportunity for youth in the branch's area as well as continuing a strong focus on higher level education. Maintain high focus on the mission and the impact on youth in the area. | Baseline/somewhat qualitative (Determine how to measure once more relationships are in place.) | Measure number of programs with youth involvement or focus over the year and assess accomplishment through year-end reports. | President VP Educational Foundation (or designee) | <ul style="list-style-type: none"> These projects may help recruitment and retention of younger members by their nature (quick impact, active) Establish visibility in schools, your organizations Formalized partnership with school systems. Volunteer opportunities Mentoring program Continued follow up on educational projects involving youth | All committee chairs Education/Equity Chair Mentoring Program/Scholarship Programs | <ul style="list-style-type: none"> Formalized partnership with school systems Gear Up Program (Dottie Ballani) Buffalo Prep Erie County Association of School Boards Literacy Volunteers |
| L5. Increase awareness of LAF issues and increase branch contribution. | Increase; LAF VP/Chair will set goal | Measure total contribution and per capita contribution | LAF VP/Chair | <ul style="list-style-type: none"> Innovative plan for awareness and fundraising (need focus on increased awareness) | VP Programs Other Area Chairs Education/Equity Chair Education/Univ Liaison | <ul style="list-style-type: none"> Colleges & Universities Outside fundraisers Premier item donor (i.e., find replacement of watercolor raffle) |

Thoughts from 9/14/11-Strategic Planning Session

Attendees – Marian Deutschman, Lillis McLean, Joan Trinchera, Carol Griffith, Maria Coppola, Betty Krist, Joan Eschner, Sue Oliver, Marguerite Collesano, Barb Carrier, Betty Preble

Several lines of discussion:

1. Reconnect with our own members.
 - a. Make sure the MEMBERS know what's going on – educate, educate, educate.
 - b. Be sure there is usually opportunity for socializing at the programs.
 - c. Programs need to be attractive, affordable, at interesting locations.
 - d. Scholarship info in newsletters – both upcoming (with dates, criteria, etc) and winners. Include feedback from past winners – “Where are they now?”.
 - e. Publish an online survey – what's working, what's not, program time preferences, program ideas, suggestions for other ways of connecting.
 - f. Include a “culture corner” in the newsletter.
 - g. Create a usable database to track retention, interests, etc.
2. Attract new people – members and leaders.
 - a. Recent retirees? How to find?
 - b. Have a speaker series – free or very low cost – variety of topics - PUBLICIZE.
 - c. Include scholarship winners, Tech Savvy attendees, Sister-2-Sister attendees in requesting “friends” and participants for the Facebook page.
 - d. Put an AAUW poster (with brochures attached) around all the local campuses.
 - e. Send newsletters to other organizations and to the college newspapers.
3. Activism/Mission.
 - a. Previous “nexus” of women's organizations (Women's Action Coalition thru the Commission on the Status of Women) needs to be resurrected. Should/can we do that? Sawrie Becker is a branch member – can she help?
 - b. Need to connect to the services and organizations that are serving the poor and urban women in the area. Names mentioned – WNY Women's Fund, Peace House, Myrna Young with Everywoman Opportunity Center, Family Justice Center, Elizabeth Fildes/trafficking.
 - c. The booksale has tremendous participation and profit – the money should be serving us better. Fewer scholarships? More activist work?

BUFFALO AAUW BRANCH PROGRAMS 2011-2012

Saturday, July 30 - Tour of the Massachusetts Ave Project

Monday, Sept 19 - Potluck Supper at Christ United Methodist Church, 350 Saratoga Rd (Harlem at Saratoga). Buffalo, NY 14216. Overview of branch programs and interest groups for the year, Presentation of scholarship winners chosen over the summer. Attendance about 90.

Sat, Oct. 8, 9:30 am - AAUW District One Conference at Jamestown Community College, Speaker: Rose Sebouhian, plus the film "Iron Jawed Angels" . Total attendance about 25, including three from Buffalo.

Tues, Oct. 13, 7 pm - "*Oliver*", presented at the Daemen College Musical Fare Theater. Attendance about 25. Totally social.

Wed, Nov. 9, 2 pm - **Preservation Buffalo Niagara** presentation on the National Preservation Conference held in October. Held at the United Way. Attendance about 20.

Sat, Dec. 3, 11:30 pm - Holiday Gathering in the Canisius College Faculty Dining Room. Totally social, with entertainment from a high school girls' chorus. Attendance about 40.

Sat, Jan 21, 2012, 2pm - "UB Women's Health Initiative", Speaker Dr. Jean Wactawski-Wende, Co-Director WHI at UB. Held at Ebenezer United Church of Christ, 630 Main Street, West Seneca. This was held in conjunction with a proper tea and was well attended – about 80.

Sat, Feb 25, 10am - "Women in Sports". Speaker Amy Moritz, local sportswriter and adjunct professor at two local colleges. Held at one of the local YMCA buildings. Poor attendance – fewer than 15.

Thurs, Mar 8, 2012, 5:30-8:30 pm - International Women's Day Celebration. Cost: \$35.00. Speaker Filomena M. Critelli, Assistant Professor, University of Buffalo School of Social Work. Held at Milos Restaurant. Attendance around 50. Co-sponsored by Zonta and League of Women Voters.

Sat, Mar 17, 2012 - Tech Savvy 7 at the University at Buffalo. Program for girls grades 6-9 plus separate adult track. Expanded this year to include girls grades 10-12 for an SAT Prep day. About 450 girls and 150 adults attended. Co-sponsored by UB's Engineering School.

Sat, Mar 31, 2012 - Sister-to-Sister at D'Youville College

Fri-Sun, Apr 20-22, 2012- AAUW-NYS Convention at the Woodcliff Hotel and Spa, Rochester, NY

Sat, Apr 28, 2012, "It's Not your Mother's Retirement", 8:30am-noon, Christ United Methodist Church

Sat, May 12, 2012 - Annual Meeting at the Garret Club.

Wed-Sun, May 30, 2012- June 3 - BOOKSALE

BUFFALO AAUW INTEREST GROUPS 2011-2012

Clueless Book Club. Reads and discusses mysteries. Fourth Wednesday evening of the month at a local restaurant.

Dinner by the Book. Reads and discusses any type of book. Third Wednesday evening of the month at a local restaurant.

Knitting Group. Learns new techniques and occasionally takes on a project for a charitable cause. Second Wednesday afternoon of the month at a local big bookstore.

Restaurant of the Month. Experiments each month with learning a new place to eat. Last Sunday evening each month.