

OVERALL BRANCH PROGRAMMING 2011-2012

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

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) ✓

Our Strategic Plan points out 5 main goals related to the AAUW Mission, giving specific action steps, target dates, who is responsible, and the status (outcomes) of each strategy as we have measured it. The President and Board review it regularly. We consider it a "process;" therefore, each May we have a full membership meeting to evaluate all areas and make necessary up-dates.

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) 1 - 9 varies according to program ✓

In planning your program, did you have an overriding theme or other guidelines? Explain. (5)
When determining program choices we take into consideration the AAUW Mission, public policy issues, community health & well being issues, specific branch needs, and current hot topics. ✓

Membership Development: (50 points)

- 45
- 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): ✓

We gained 15 new members this year. Information on how to become a member is in ALL publicity & at regular meetings and events. Along with a welcome letter, each new member is given a directory & our our handbook, "Everything You Ever Wanted to Know About AAUW," Community groups we have collaborated with this year are: League of Women Voters, Girl Scouts, Board of Elections, Interclub Council (14 local women's groups) Zonta Club, Jamestown Community College, Chautauqua County Sheriff Department

- 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): ✓

Jamestown Community College for What's New Fair, Get In The Game, & Living History of Marie Curie, presentation and dinner event. We worked with the Buffalo Branch Tech Savvy to send the Princess Group (15) to the STEM event held at University of Buffalo in March.

- 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): ✓

YWCA Team (Teen Moms) The Princess Club (underprivileged black girls) Job Corp students

- 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) ✓

At our annual What's New Fair (WNF), we continues our expanded coverage at our Membership table throughout the 2-day event. This year we added a free membership drawing from the pool of new members gained at the event. We used Shape the Future & Member Get a Member Campaign, and included the discounted membership incentive in our advertising for the WNF. We successfully added three new members. We will continue having an active membership table at the WNF and update all the posters and photographs displayed.

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)

- 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? ✓

The current website is kept up to date as we continue working on our new format Wordpress. Our facebook page is very interactive. Posting are made daily. We use the event posting as well. We use e-mail consistently to include: Our newsletter - TWIGS, AAUW communications - we taught and encourage our members to frequently visit and utilize the 2-Minute Activist, news items, Washington

Update, & Take Action & Branch Program publicity with flyers/posters routinely going to 12 local libraries for their community boards, to 10 local organizations & to other organizations that would relate to specific program topics. All our efforts have definitely extended distribution of branch information, at no cost to the Branch. We've made great strides this year by expanding use of the technology of the National website.

Visibility: (25 points)

- 25
- 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) ✓

Face to Face communication was very effective in engaging the Girls Scouts. They want to become more involved next year specifically with GITG. We received a lot of recognition in the local news paper for our involvement with the Princess Club, WNF, GITG and all our individual programs. We expanded our publicity into two new local newspapers. In addition we have utilized/embraced social networking to our advantage. We realize the importance of keeping current via facebook and our website and plan to devote more time and person man power in this endeavor.

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

**AAUW Strategic Plan—Jamestown Branch
2011-2014**

MISSION: AAUW advances equity for women and girls through advocacy, education and research.

VISION: AAUW will be a powerful advocate and visible leader in equity and education through research, philanthropy, and measurable change in critical areas impacting the lives of women and girls.

DIVERSITY: In principles and practice, AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability, or class.

THEME: Education is the gateway to women's economic security.

VALUE PROMISE: By joining AAUW you belong to a community that breaks through educational and economic barriers so all women have a fair chance.

Outcome Goal #1 Education and Equity: AAUW Jamestown Branch will be recognized as the leading community advocate for education and equity for all women and girls. Strive for diversity in all actions. **3-12**

Strategies	Annual Action Steps	Target Dates	Responsible Person(s)	Status
<p>A. Encourage/assist women to continue education beyond college</p>	<p>1. WNF-raise scholarship monies</p> <p>2. Create College/University Committee</p> <p>a. Include JBC students as scholarship recipients.</p> <p>b. Enroll JBC & JCC as AAUW college/university members.</p> <p>c. Appoint college/Univ. Chairs and develop C/U committee</p> <p>d. Explore collaboration with JCC/JBC</p> <p>e. Consult with AAUW state college-university chair.</p>	<p>11/10</p> <p>1/11</p> <p>2/11</p> <p>9/11</p> <p>10/11</p> <p>3/12</p>	<p>WNF Co-Chairs</p> <p>Scholarship Comm. Member VP</p> <p>President</p> <p>C/U Comm.</p> <p>GITG Chairs</p>	<p>JCC 3/11</p>
<p>B. Encourage/assist girls with positive self-esteem; offer skill building (leadership, social, motivational, team spirit); build self-confidence.</p>	<p>1. Get In The Game Co-Chairs to:</p> <p>a. Provide written assessment of the event</p> <p>b. Solicit sponsorships</p> <p>c. Increase collaboration; Girl Scouts</p> <p>d. Provide detailed task list to be done in preparation for GITG; Distribute to members to solicit volunteers</p>	<p>9/11</p>		<p>Rec. report 6/11</p>

<p>C. Encourage/assist women to continue education beyond high school</p>	<p>1. Develop project to educate women about opportunities beyond h.s.</p> <ul style="list-style-type: none"> a. form exploratory committee to develop ideas (eg. Say Yes to Success; STEM project; Sister-to-Sister. Career day at Carrm Proctor's school) 1/12 b. consult with Westchester Branch about similar Say Yes! To Success program 9/11 c. expand committee to include members from business, medical, and educations fields, etc. 9/11 d. Work with area middle and high schools to put the project into effect. 9/11 e. strive for diversity in target audience. ongoing 	<p>9/11</p>	<p>Int'l. Chair</p>	<p>No comm. Formed but promoted Buffalo Branch STEM (1/11)</p> <p>ON HOLD</p>
<p>D.. Encourage/assist women Around the world toward a better life, education & equity</p>	<p>1. Form committee to implement the "My Sisters Keeper" project</p> <p>2. Have all members read "Half the Sky" By Kristoff/WuDunn</p>	<p>11-6-11 Goal #1</p>		

Outcome Goal #2 Membership: Increase our membership through recruitment and retention.

3-12

Strategies	Annual Action Steps	Target Dates	Responsible Person(s)	Status
A. Recruit Members	<ol style="list-style-type: none"> 1. Membership Committee to develop annual recruitment plan that is a regular, structured program with a focus on age/race/professional diversity. <ol style="list-style-type: none"> a. Incentivize members to bring in new members, using the National AAUW Incentive Plans. Member-Get-a-Member Campaign launched 2. Expand membership committee. 3. Reach or exceed goal for new membership of 15% over 8/11 actual. 	<p>9/10</p> <p>8/10</p> <p>Completed 9/10</p> <p>8/11</p>	<p>Membership Committee</p> <p>Mem. VP</p> <p>Mem. VP</p> <p>Mem. VP</p> <p>Mem. Comm. & Branch members</p>	<p></p> <p></p> <p></p> <p>12.5% increase Over 8/10</p>
B. Retention	<ol style="list-style-type: none"> 1. Involve members in regular meetings by assigning jobs (eg, greeting, name tags) (create member name tags) 2. Create a member database, capturing member vital stats, interests, skills, and talents. <ol style="list-style-type: none"> a. refine "interests" questionnaire b. send out to all members and follow up so all members are in D/B 	<p>9/11</p> <p>10/11</p> <p>9/11</p> <p>9/11</p>	<p>Program Comm.</p> <p>Mem. Comm.</p> <p>Mem. Comm.</p>	<p></p> <p></p> <p></p> <p></p>

	<p>3. Develop mentoring of new members by current members.</p> <p>4. Expand Fun Committee and encourage formation of interest groups. Examples: a. fashion show b. New members Happy Hour/tea c. Dining Divas group created</p> <p>5. write TWIGS articles about national & state resources/websites to continue membership education about AAUW.</p> <p>6. Interview non-renewals to determine why not renewing</p>	<p>Assigned when mem. joins</p> <p>ongoing</p> <p>12/11 9/10</p> <p>bi-monthly</p> <p>Ongoing</p>	<p>Mem. Comm.</p> <p>Fun Comm.</p> <p>Mem. Comm. President</p> <p>Mem VP/other Officers; members</p> <p>Mem. Comm.</p>	<p>implemented</p>
<p>Page two; Goal #2 11-6-11</p>				

Outcome Goal #3 Organizational Structure and Governance: create a structure that ensures growth and robustness of membership, facilitates communication among members, provides **leadership development** for members

3-12

Strategies	Annual Action Steps	Target Dates	Responsible Person(s)	Status
<p>A. Review effectiveness and efficiency of organizational structure and processes</p>	<ol style="list-style-type: none"> 1. Review how present structure and officer positions work. Make recommendations for change, as needed. 2. Outgoing officers/chairs to mentor new officers/chairs to ensure smooth transition (e.g. pass on information from previous year) 3. Streamline board meetings. (eg. reports due on Sunday for Monday circulation) 4. Hold an annual membership meeting to review strategic plan with the membership. 	<p>11/10</p> <p>Ongoing</p> <p>5/12</p>	<p>President and Board</p> <p>Outgoing chair & Co-Chair</p> <p>President</p> <p>President</p>	<p>Eliminated</p> <p>corr.sect.position; added bylaws to recording sec.12/10</p> <p>ongoing</p> <p>completed</p>

<p>B. Aspire to strong leadership</p>	<p>1. Encourage members to attend: a. Bi-Branch meeting b. District meeting c. Leadership Conference d. State Convention e. Use Action Alerts/website</p> <p>2. Hold AAUW Open House periodically to further member education and gain new members</p>	<p>Ongoing</p>	<p>President Programming Committee</p>	
<p>C. Assessment of working committees, including events</p>	<p>1. Each committee to provide written report at the completion of a project, event, or year's work.</p> <p>2. Each chair to create full committee to share the workload and to develop A succession plan for new chair. Mentoring is part of goal.</p>	<p>6/11 ongoing</p>	<p>Committee chair Committee chair</p>	
<p>11-6-11 Goal #3</p>				

Outcome Goal #4 Internal/External Communication: Create system of communications among membership to encourage member involvement and to reinforce AAUW mission. Create a structure for external communication to occur on a regular basis, emphasizing the AAUW branch existence, programs, mission, accomplishments, and new membership. **3-12**

Strategies	Annual Action Steps	Target Dates	Responsible Person(s)	Status
A. Internal Communication	<ol style="list-style-type: none"> 1. Website <ol style="list-style-type: none"> a. update website software b. find two members to maintain site c. enhance with photographs/new technology (Word Press) d. continue to develop blog e. explore internship for web develop. 2. Create an AAUW Facebook page 3. Publish Twigs Newsletter bi-monthly 4. Hold an annual membership meeting to review strategic plan with the membership. 5. Produce Member Directory annually 	ongoing 11/11 11/11 12/11 9/11	President President TBD TBD President/Candy Johnson TWIGS Editor President Deb Eck	Completed

<p>B. External Communication</p> <p>11-6-11 - Goal #4</p>	<p>1. See Website above</p> <p>2. Create and Implement a structured, annual Publicity plan.</p>	<p>9/11</p> <p>9/11</p>	<p>President</p> <p>Publicity Chair</p>	
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Outcome Goal #5 AAUW will engage and motivate leaders in workplaces, schools, and communities to break through educational and economic barriers affecting women and girls.

3-12

Strategies	Annual Action Steps	Target Dates	Responsible Person(s)	Success Measured
<p>A. Build connections with community leaders via mission based programs and awareness of contemporary struggles of women and girls.</p>	<ol style="list-style-type: none"> 1. Create a committee to identify list of services to offer community organizations (e.g. speakers bureau) 2. Create list of community members and organizations to approach. 			
<p>B. Demonstrate diversity by participating in special events (eg Martin Luther King Day)</p>				
<p>C. Raise funds to support community projects related to AAUW mission</p>				
<p>9/2/11</p>				

AAUW Program 2011-2012 Program Year Revised 3-19-12

Program: AAUW DAY at Chautauqua
Date: 7/26/2011
Location: Chautauqua Institution
Time: 10:45 am
Topic: Issues surrounding the week's theme
 "21st Century Women: The Road to
 Social and Economic Growth
Cost: \$23.50 Lunch
Attendance: 33

Time: Sat: 10 am -5 pm; Sun 10 am - 4 pm
Attendance: 2,000
Program: Holiday Gathering
Topic: Kwanza African Holiday
Date: Wed. 12/14/2011
Location: Jamestown Savings Bank Ice Arena
Time: 6:00pm
Speaker (s) Janice McDonald
Attendance: 26

Program: White Elephant Auction/Picnic
To benefit the AAUW Legal Advocacy Fund
Date: Tuesday, August 23, 2011
Location: Celoron Community Center
 47 Dunham Ave, Celoron, NY
Time: 5:30 Meeting / 6:30
Attendance: 25

Program: Civil Rights
Date: 2/11/2012
Location: JCC Carnahan Theater
Time: 10:30 am Social; 11:00 am Speaker
Speaker: Greg Rabb
Organizer: Mary Lenda & Kathy Stanton
Cost: \$0.00
Social: Gayle Schulte/ Maxine Castiglione
Made 1st Contact: Dolores Thompson
Attendance: 20

Program: Manya –
Dinner in Honor of Madam Curie
Date: 9/21/2011
Location: JCC Jamestown Weeks Room
Time: 5:30 Dinner / 7:00 Performance
Speaker: Marie Frontczak, Actress
Social: Collaboration JCC, Zonta Club &
 AAUW
Attendance: 100

Program: Get In The Game
Date: March 10, 2012
Location: JCC Athletic Complex
Time: 8:30 am – 4:00 pm
Speaker: Journey Gunderson, E.D. of the
 Lucille Ball/Desi Arnez Center
Topic: Women and Sports
Attendance: 120 3rd – 7th grade girls
 60 Adult Volunteers

Program: District 1 Meeting
Brunch with Theme; Women and
Voting; Segments of the movie Iron
Jaw Angles will be shown.
Date: 10/8/2011
Location: JCC North Campus
Time: 10:00 AM
Speaker: Marcia Marion
Social: Dunkirk-Fredonia
Attendance: 25

Program: Making Women's History:
Chautauqua County's Political
Equality Clubs in the Suffrage
Movement
Date: March 24, 2011
Location: JCC Carnahan Theatre
Time: 10:30 am Social; 11:00 am Speaker
Speaker: Traci Langworthy
Attendance: 26

Program: Candidates Forum
Date: 10/24/2011
Location: Robert H. Jackson Center
Time: 7:00 - 9:00 pm
Speaker: Candidates / LWV
Organizer: Dolores Thompson
Attendance: 15

Program: Special Business Meeting
Date: March 27, 2012
Location: Celoron Community Center
Time: 7:00 pm
Speaker: Mary Schiller, Esq.
Topic: Professional Women Today – How
 Much Progress Have We Really
 Made?
Attendance: *TBD

Program: What's New Fair
Date: 11/12/11 & 11/13/11
Location: JCC Hamilton Collegiate Center

Program: Membership Social
Scholarship Awards
Date: 4/26/2012
Location: Sheldon House
Time: 7:00pm
Speaker: Lori Cornell,
Chautauqua County Legislator
Attendance: *TBD

Program: Women & Crime
Date: May 16, 2011
Location: Lenna Theatre, JCC Library
Time: 7:00 pm
Speaker: Sheriff Joe Gerace
Attendnace: *TBD

Program: Creating Healthy Places
Date: May 21, 2011
Interclub Council Meeting
Location: Marvin House
Time: 5:30 pm
Speaker: Janet Forbes
Host: AAUW Jamestown Branch
Attendance: *TBD

Program: Annual Dinner Installation of and
Officers
Date: June 21, 2011
Location: Moonbrook Country Club
Time: 6:00
Attendance: *TBD

*TBD - To Be Determined

JAMESTOWN BRANCH AAUW INTERST/SOCIAL GROUPS
3-27-12

Dinner Group

Dining Diva's Dinner Group meets at a different restaurant once every other month on Wednesdays, 7:00 pm Attendance: Approximately 9

Pot Luck Dinners

Pot Luck Dinner February 16, 2012, Attendance: 16 people

Pot Luck dinner and White Elephant Auction, August 19, 2011 Attendance 24

Cocktail Party

New Member Cocktail Party, November 18, 2011 Attendance 30

Party Group

Party to Plan a Party. The group gathers to plan an event and to have fun while doing the work. They planned the Annual Dinner and will be getting together in April to plan the next.

JAMESTOWN BRANCH AAUW – BRANCH PROJECTS

3-27-12

1. What's New Fair (WNF) –

The What's New Fair (WNF) is an annual 2-day event we have done for 56 years to raise money for scholarships to make further education possible for women graduates of Jamestown Community College and Jamestown Business College. Each year we present the \$1000 scholarships at the JCCC Award Ceremony. Through the years, more than \$250,000 has been given to approximately 331 area women. It is now held at the College where 6½ vendors rent booth space to display/sell their products to the community. AAUW members exhibit magnificent teamwork under 26 Branch leaders to maintain our own booths: Admissions, Raffle, Sweet Shoppe, Membership Table, Gingerbread House, Hospitality Cart, and AAUW sales. About 50 members, plus volunteers including honor students, work at the Branch booths; others participate by selling tickets, donating baked goodies (candy, pies, sweet breads, cookies, cakes, etc...) & items for our sale table. Community businesses join us by sponsoring tickets, posters, raffle items, and hospitality food. Media provides vast advance and follow-up publicity. The WNF has established AAUW as a positive community entity.

2. Get In The Game (GITG)-

Get In The Game (GITG) is in the 13th year of celebrating National Girls & Women in Sports Day as an all-day event for girls in grades 4-7. It is held in the Physical Education Complex of the Jamestown Community College. It is a collaborative effort between AAUW, JCC and YWCA to highlight female athletes, raise awareness about the connection between positive self-esteem and sports, encourage girls to participate in sports, develop an active healthy lifestyle, promote equality for female athletes, form partnerships to support girls and women in sports, It gives the girls opportunity to interact with college and high school athletes. 7 different sports are available at 7 stations where the girls actively participate in each sport as they move from one to another in their groups throughout the day. About 45 volunteer presenters are involved. Approximately 120 girls participate and about 35 AAUW members serve as group leaders, mentors, registrars, greeters, and lunch staff with the aid of community volunteers.



3. Our First AAUW Day at Chautauqua Was a Huge Success -

Tuesday, July 26, 2011, AAUW members were invited to spend the day together at Chautauqua Institution. Women from Bath, Buffalo, Dunkirk, Elmira, Fredonia, State College, PA, and Warren, OH attended the event. Each person received a welcome packet about Chautauqua when she arrived at the gate. Thank you Carole Reeder for creating the packets and being our on site point person helping out at that end. "21st Century Women: The Road to Social and Economic Growth." was the theme

of the week. Those in attendance were privileged to hear Isobel Coleman, a senior fellow for US foreign policy for the Council on Foreign Relations, as they sat in a reserved section of the amphitheater behind the AAUW banner. Coleman had written a book entitled "Paradise Beneath Her Feet: How Women are Transforming the Middle East." She thinks that too many Westerners have expressed surprise at the success of women in bringing about change in the area. She believes that women's rights is a moral and human rights issue. It was a timely topic for AAUW members. Following lunch at the Welcome Center, Jon Schmitz, Chautauqua Archivist and Historian, addressed the group. Since there were a few women who had not previously visited the Institution, he gave a brief overview of the history from 1873 to the present. He could have taken questions all afternoon, but there were too many other activities around the grounds and members soon dashed off to other areas. Thank you Mary Lee Talbot for giving a guided tour of the grounds. It was a fun and informative day. There was a unanimous request from those in attendance to have another AAUW Day next summer.