

**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) ✓

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**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 (5), 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) 14 ✓

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

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**Membership Development: (50 points)**

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)

**Membership Development, cont.**

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): ✓

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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): ✓

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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)

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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) ✓

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**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? ✓

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**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) ✓
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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](mailto:smkell45@aol.com) Questions? (845)297-0507

## **Planning**

Since adopting the strategic plan, the Branch has made great strides towards the stated goals. The visibility of AAUW within our community has been enhanced through press coverage of programs (newspaper, television, BLOG). Through programming that supports and advances the AAUW mission, the Branch affirms its identity. Through greater collaboration and interaction with other Branches and state-wide events, members grow collegially in their service to AAUW. The Branch still wrestles with leadership development and will continue to focus on a strategic leadership development program. 50

## **Program**

We continued to focus on the theme of My Sisters Keeper (Sister-to-Sister program for young girls, sponsorship of PBS Services , Women at the Front (program on community leaders and program on women in the military), support for community organization (North Country Children's Clinic).

The Branch hosted its first-ever Sister-to-Sister event and plans to make it an annual event. Through collaboration with the local BOCES district to advertise to teachers and students, the Branch hopes to build on the attendance for this year (43) and expand offerings. (Brochure attached).

## **Membership Development**

The following community groups co-sponsored programs and collaborated with the branch on projects:

North Country Children's Clinic, Jefferson Community College, WPBS Public TV, NNY Penn Pathways Girl Scouts, Watertown Sunrise Rotary Club, Ives Hill Retirement Community, Jefferson County Historical Society, Fort Drum.

Jefferson Community College is a College University Partner and hosts the Branch Board and planning meetings as well as many of our programs. Through the work of Branch member Katie FitzGerald, the first AAUW Student Organization was created at Jefferson Community College. Students in the JCC AAUW Student Organization are encouraged to participate in Branch activities and to collaborate with us in their activities.

The Branch has increased its membership this year with underrepresented populations (males, diverse ethnic backgrounds).

The Branch conducts a quarterly **Red, White and Teal** event to recruit new membership. This informal gathering is a good way to introduce new people to the membership and to provide information about AAUW in a relaxed atmosphere.

### **Leadership Development**

The Branch utilizes electronic communication via e-mail and through our BLOG <http://aauwjefco.wordpress.com> HOWEVER, we find that the greatest response to program announcements or volunteer solicitation is via a printed flyer and personal follow-up. We have begun buying more stamps.

### **Visibility**

The Branch utilized television twice this year. Through the WPBS program underwriting opportunity and television program: Women at the Front; and also by appearing on the local news to give visibility to our District 7 Conference on Bully Culture.

**Jefferson County Branch of American Association of University Women  
Strategic Plan  
2009 - 2012**

**Goal 1 – Identity**

Build awareness internally and externally of the Mission of AAUW while fostering the collegiality and fellowship of our membership.

**Initiative 1** – Teach the mission internally.

Action Plan: This will be accomplished by the inclusion of the mission statement on all written programs as well as on newsletters/emails/letterhead.

**Initiative 2** – Teach the mission externally.

Action Plan: This will be accomplished by increased publicity, web presence, Facebook page, etc.

**Initiative 3** – Establish a Communications Committee to help promote this goal.

**Initiative 4** - Increase Branch participation in regional, state and national AAUW activities.

**Goal 2 – Leadership**

Recruit and develop a pool of potential leaders within the membership and offer a continuum of leadership at a variety of levels.

**Initiative 1** – Identify potential leaders within the group.

Action Plan: Identify members willing to act as mentors and members willing to take on leadership roles.

**Initiative 2** – Develop a leadership and committee structure that distributes the work among members. Publish a roster of committee leadership / membership.

**Initiative 3** – Increase the role of the Nominating Committee in developing leaders at all levels.

**Goal 3 – Membership**

Attract and retain membership to grow the branch to 100 members by July 2012.

**Initiative 1** – Establish a Membership Committee (not just co-chairs) tasked to recruit and retain members.

**Initiative 2** – Build membership of new Jefferson Community College grads.  
Action Plan: Use Give a Grad a Gift/Take a Grad to lunch.

**Initiative 3** – Develop collaboration between the Membership Committee and the Program Committee to ensure that programming is attracting and retaining members.

**June 28, 2011**

**Red White and Teal** – quarterly informal social get together to network, recruit new members and foster active participation. Held at Maggie's on the River, attendance 17 members and 6 guests.

**August 17, 2011**

**Annual Picnic** – held at the Johnson summer home in Clayton, attendance 37 members and 5 guests.

**September 21, 2011**

**Women at the Front** - dinner meeting featuring panel of speakers and moderator on the subject of women in the military. Panelists included: Addie Jenne Russell, Assemblyperson and member of the NYS Committee on Veterans and Chair of the subcommittee on women veterans, Held at the Commons at Fort Drum, attendance 29 members, 2 members of a sister Branch and 3 guests.

**October 6, 2011**

**Meet the Candidates** – partnered with the Watertown Sunrise Rotary to host a Meet the Candidates breakfast forum open to the public to hear from candidates in contested races of the City Mayor and County Legislature. Held at the Hilton Garden Inn, attendance 9 members, 39 Rotary members / public, 9 candidates.

**October 11, 2011**

**Women at the Front** – partnered with WPBS to produce a half-hour panel discussion of women leaders as a lead-in for the PBS series "Women, War and Peace". Panelists included: Jefferson Community College President, Dr. Carole McCoy; former Deputy Garrison Commander at Fort Drum, Judy Gentner; Retired Lieutenant Colonel of the Canadian Forces, Karen McCrimmon; and Associate Professor of Biology and Psychology, St. Lawrence University, Dr. Ana Y. Estevez. AAUW District 7 branches sponsored the series which was broadcast on Tuesdays during October and November 2011 and provided high visibility for the name, logo and mission of AAUW.

**October 29, 2011**

**Sister-to-Sister** – partnered with the Girl Scouts to host a day-long conference for girls in grades 6 – 8 at Jefferson Community College. Girls were able to select workshops based upon their interests. Held at Jefferson Community College. 43 girls attended, 12

branch members volunteered and guest presenters came from Sandy Creek Central School, NYS Zoo at Thompson Park, Victim's Assistance Center, and the YMCA.

**October 19, 2011**

**Red White and Teal** - quarterly informal social get together to network, recruit new members and foster active participation. Held at Fireside at Partridgeberry Inn, attendance 10 members and 3 guests.

**November 9, 2011**

**Shape the Future** – annual celebration of Branch milestones, renewal of mission and recruitment event. Program featured Jefferson Community College 50<sup>th</sup> anniversary exhibit, partnership with student affiliate group Held at the Jefferson County Historical Society, attendance 42 members, 3 guests.

**December 5, 2011**

**North Country Children's Clinic – annual community service project.** Meeting / program about services offered by the North Country Children's Clinic. Members donated children's books to the Clinic which are given to children at time of service to encourage reading. Held at the North Country Children's Clinic offices, attendance 14 members, 3 guests.

**January**

**Red White and Teal** - quarterly informal social get together to network, recruit new members and foster active participation. Held at Ives Country Club, attendance 13 members and 5 guests.

**February**

**"Sarah's Key"** – Members gathered to view the movie Sarah's Key with a discussion following. Held at Ives Hill Retirement Community, attendance 12 members, 6 guests.

**March 2, 2012**

**LAF Fundraising Dinner** – Featured keynote speaker Holly Kearn on "Crossing the Line: Sexual Harassment in Schools, purse raffle. Held at Black River Valley Club, attendance 39 members and 4 guests.

**March 3, 2012**

**District 7 Conference – Bully Culture: Understanding It and Overcoming It**

Day-long conference which attracted 93 attendees (educators, parents, members of the community). Keynote speaker Holly Kearn (AAUW National). Partnered with Jefferson Community College and the Victim's Assistance Center of Jefferson County. Featured JCC AAUW Student Organization film, *Real Points on the Imaginary* **L.I.N.E.** 14 members were active in planning / volunteering for the event.