

## 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) ✓

All three of our major Strategic Plan goals were met: We are the premier equity community organization visible in the county; we initiate many cooperative efforts to educate the public and create opportunities for voter participation; and we brought in 9 new branch members this year, as well as outreached strongly to the campus community to encourage new student e-members to join via the four (of four) C/U partner institutions and offer free branch membership to each.

### 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) Each project is undertaken by one or more members with a specific interest in that project who recruit help as needed; some overall coordination is offered by the Board, but mostly we empower our members to work independently. ✓

In planning your program, did you have an overriding theme or other guidelines? Explain. (5) ✓  
We use the AAUW Mission as our programming guide; everything we do fits very well under that umbrella.

### 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) ✓
- 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): ✓

Potsdam Public Library; St. Lawrence County League of Women Voters, North Country Public Radio, Institute for a Sustainable Environment at Clarkson University, the Sustainable Living Project, SUNY Seedcorn.org; GardenShare.org; SLC Farm Bureau; SLC & Jefferson County Cooperative Extension; Potsdam Chamber of Commerce; AAUW Campus Club at Clarkson University; Women's Resource Center at St. Lawrence University (a student group); SUNY Canton ; Center for Excellence in Communication at Clarkson University; Women and Gender Studies Program at SUNY Potsdam; Society of Women Engineers, Clarkson; Jefferson County AAUW.

- 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): ✓

AAUW Campus Club at Clarkson University; Women's Resource Center at St. Lawrence University (a student group); SUNY Canton for the Professional Clothing Fair; Center for Excellence in Communication at Clarkson University; Women and Gender Studies Program at SUNY Potsdam; Career Center, SUNY Potsdam; Potsdam's Environmental Studies Program and Middle Ground, the SUNY Potsdam environmental club; Horizons Science Camp, Clarkson; Camp Invention, SUNY Canton; Society of Women Engineers, Clarkson.

- 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): ✓

We have vigorously outreached to college students this year; helping to establish an AAUW Campus Club at Clarkson University and are working with another student group, the Women's Resource Center at St. Lawrence University, to create a second campus student organization.

- 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) ✓

Our efforts in the environmental education programming area are starting to pay off with more inquiries from prospective members who are connected to one of the many sustainability and environment programs at the four local colleges. One of the challenges for a rural branch like ours (the 3rd largest county east of the Mississippi in terms of size) with the worst unemployment rate in NYS, is the issue of dues. No matter how committed our members are, finances are always difficult; the last state dues increase came out of branch dues (reducing our local portion from \$9 to \$6 per year), so finding new ways to incentive members for retention will have to be a focused effort.

### Leadership Development: (15 points)

- 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?

The St. Lawrence County Branch website is the oldest branch website in the county; we maintain a very robust set of pages linked from our homepage that members and non-members alike can access for all types of local, district, state and national programming information that are updated, often on a daily basis; our newsletters are all on-line, as is the current FOCUS, and all our branch PR articles are linked. We have expanded our e-member list to include all of the college students who have become e-student members through their C/U college. The recent highly successful District 7 Bully Culture spring conference was electronically available to all members, as was the survey monkey registration form. We also link all the state events (convention and summer leadership) and the national events, like convention and NCCWSL, from our calendar page, with clickable links. Much of the Board business and 90% of all event pre-planning is done on-line and via e-mail.

**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) ✓

Our outreach via local public access TV is hugely successful; we and our partners provide high quality programming through our collaboration with Clarkson University's Communication & Mass Media students that allows us to create and make topical programming available on local TV and as downloads from YouTube, long after an event has passed. Our most successful program, a public talk by Deborah Rogers on the finances behind of Hydro-fracking, has been viewed more than 3,500 times since we posted it on Nov. 20, 2011:

[http://www.youtube.com/watch?v=bYzU4bEfJ5U&feature=channel\\_video\\_title](http://www.youtube.com/watch?v=bYzU4bEfJ5U&feature=channel_video_title)

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

**St. Lawrence County Branch**  
**American Association of University Women**  
**Branch Strategic Plan**

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**I. St. Lawrence County AAUW will be recognized as the leading advocate for Education and Equity for women and girls in the northern region of New York State.**

- Our branch will continue to expand the **Open Windows for Girls** program for St. Lawrence County girls.
- Our branch will develop specific programs to increase awareness and participation, including fund-raising activities with specific giving targets to support the **Educational Opportunities Fund** and the **Legal Advocacy Fund**.
- Our branch will continue to expand our successful community action projects to promote education and equity for women and girls.
- Our branch will continue to work in coalition with and network with other organizations to further the AAUW mission of equity for all women and girls.
- Our branch will strive to increase diversity in all projects and in membership.

**II. St. Lawrence County AAUW will be a catalyst for change that furthers the mission of the national Association.**

- Our branch will communicate with branch members about **AAUW public policy priorities** to educate and encourage them to lobby decision-makers at local, state and federal levels.
- Our branch will provide election information to educate and motivate voters.
- Our branch will work to enhance local, state and national AAUW visibility to educate others about the Association's mission, including developing our use of technology to further the work of the branch and the AAUW mission.

**III. St. Lawrence County AAUW will have an active, growing and diverse membership.**

- Our branch will actively recruit and make welcome membership groups who are underrepresented in the branch. The Membership Plan will include:
  - Member retention
  - Contact & recruit MALs
  - Identify underrepresented groups in the county using census data
  - Identify new people to the county community to contact about membership
  - Track Give-a-Grad-a-Gift recruited members
- Our branch will provide leadership opportunities and training for branch members, including support and encouragement to attend the District conference; the NYS AAUW Convention, and events sponsored by other AAUW branches.
- Our branch will strengthen its relationship with the college/university representatives in our area and cultivate a relationship of mutual cooperation with all the local colleges.
- Our branch will outreach to college students at the four area colleges.

## St. Lawrence County Branch

**Interest groups:** The only Interest Group is the **AAUW Book Group** we cosponsor with the Potsdam Public Library (the Director is an AAUW member) which meets monthly (2<sup>nd</sup> Wednesday at 12 noon for a brown bag lunch) with AAUW members and non-members alike who cooperatively create a reading list and meet to discuss each book. <http://www.northnet.org/stlawrenceaauw/aauwbook.htm>.

### SLC 2011-12 Branch Meetings/Program Schedule:

**2011 Annual Meeting:** Saturday, June 4 - Brunch at 10 am in Thatcher Hall, SUNY Potsdam. Guest: Melissa Guardaro, AAUW-NYS International Chair who discuss her special New York State AAUW project, My Sister's Keeper, which she launched in 2010 with former state board member Joan Monk. Attendance: 30 members & guests.

**AAUW Book Group Meetings** are the Potsdam Public Library on the 2<sup>nd</sup> Wednesday of each month at 12 noon for members & guests. Attendance: 10-12 members & guests.

**AAUW Board Meetings** open to all members; held at SUNY Potsdam's Morey Hall on: 9-7-2011; 10-17-2011; 12-7-2011; 1-27-2012; 2-24-2012; 3-23-2012. Attendance: 6-12 members & guests.

**District 7 Planning Meeting** on August 25 at 3 pm at Camp Paradise, South Edwards, NY. Attendance: 6.

**Fall Membership Meeting:** Tues., Oct. 25 @ 5:30 pm Pot Luck at the Unitarian Church, Canton, NY – A Pot Luck where AAUW will presented the 2011 AAUW Research Award to SUNY Potsdam's Dr. Susanne Zwingel for her work on International Women's Rights and CEDAW. Dr. Zwingel gave a presentation on her work. AAUW will also present our 2011 Agent of Change Award to Dr. Margaret K. Bass, SLU. Attendance: 50 members & guests

October 11 at 7:30 pm, "**Women at the Front**" held a ½ hour discussion on what it is like to be a woman in today's highly competitive professional world. The program was a partnership between the Northern New York branches of the American Association of University Women and WPBS-DT. AAUW-NYS District 7 were invited for the reception at 6:30 prior to taking their seats starting at 7:15 pm. Attendance: 20 members & guests.

On November 1, the new Clarkson Campus Club hosted a **Networking Mixer** for students, staff, faculty, AAUW members and administrative women at Clarkson University's Student center at 7 pm. Attendance: 50-60 people.

November 15 at 7:30 pm at Cheel Arena, Clarkson University: **Deborah Rogers: "Shale Gas: Panacea or Shell Game?"** - an exploration of the economics behind the hype that surrounds shale gas development and hydro-fracking by professional financial analyst Deborah Rogers. Partners: St. Lawrence County League of Women Voters, along with community partners: AAUW-St. Lawrence County Branch, the Center for Excellence in Communication and the Institute for a Sustainable Environment at Clarkson University, the

Sustainable Living Project, SUNY Potsdam's Environmental Studies Program and Middle Ground, the SUNY Potsdam environmental club. Attendance: 90 people; the video of the program has been views over 3,500 times.

**Finding Common Ground:** A Video News Magazine aired on Nov. 14-15 at 7:30 pm on WCKN, Time Warner Cable Channel 30 (also on YouTube), loosely based on the Washington Week in Review format; the first program was on local **Wind Power** Development. The partners were: AAUW-St. Lawrence County, the League of Women Voters of St. Lawrence County, Seedcorn, the Center for Excellence in Communication at Clarkson University, and the students in Comm. 310 and 327 at Clarkson University.

**Finding Common Ground on K-12 Education in St. Lawrence County** aired on Jan. 23 & 24, 2012, the second program also is available on YouTube; K-12 Education in St. Lawrence County. The civic partners were AAUW-St. Lawrence County, the League of Women Voters of St. Lawrence County, Seedcorn, the Center for Excellence in Communication at Clarkson University, and the Communications students at Clarkson University.

**A Town Hall with Rep. Bill Owens on the 2012 Farm Bill** on Sat., Feb. 25 from 11 am to 12 Noon at Cheel Arena Clarkson University, Potsdam. Partners: League of Women Voters, SLC; AAUW-SLC; Clarkson University; CU Center for Excellence in Communication; SLC Farm Bureau; SLC & Jefferson County Cooperative Extension; Sustainable Living Project; Seedcorn; GardenShare.org. Attendance: 50-60 people with a video record aired on WCKN and YouTube afterwards. <http://vimeo.com/37440179>

On March 1, we hosted **Holly Kearl**, the AAUW LAF Director, for two events at SUNY Potsdam; a meeting with teacher education candidates for hear about the Crossing the Line report and a meeting with staff about harassment issues; a meeting with staff and students at Clarkson University about harassment issues; and a meeting with students at St. Lawrence University to talk about bully.

**AAUW District 7's Bully Culture: Understanding It and Overcoming It** was held on March 3, 2012 from 9:00 AM - 3:30 PM at Jefferson Community College's Jules Center Commons, Watertown, NY, featuring Holly Kearl, the AAUW LAF Director and author who spoke about the impact of sexual harassment in grades 7 - 12 from the recently released research report, Crossing the Line: Sexual Harassment at School. Attendance: 90-100 people.

*The St. Lawrence County 2nd annual **Run For Congo Women** will take place on Sat., April 14 at the Partridge Run Trail in Canton, NY; an event of AAUW-NYS's My Sister's Keeper 2.0.*

*On April 18 & 19, the **11th Professional Clothing Fair**, sponsored by SUNY Canton & AAUW, will take place at the SUNY Canton Miller Campus Center, in Multipurpose Rooms 212-214 from 10 am to 6 pm on April 18 and 10 am to 3 pm on April 19.*

*The **2012 annual meeting** is tentatively set for Tues., May 22, a pot luck to be held at Trinity Church parish hall from 5:30 – 9 pm, Potsdam.*

## St. Lawrence County Branch – Programming/Projects

**AAUW's Named Scholarship History** - Begun in 1932 as an Emergency Loan Fund for college students, the AAUW Memorial Scholarship evolved into an award to a graduating student of SUNY Canton who is planning to continue her education at a four-year institution of higher education. Since 1991, the scholarship has been named in honor of or in memory of a local AAUW member. <http://www.northnet.org/stlawrenceaauw/scholar.htm>

The **AAUW-St. Lawrence County Branch AAUW Research Award** is given annually to a woman in St. Lawrence County who contributes significantly to academic research. <http://www.northnet.org/stlawrenceaauw/research.htm>

**AAUW Women of Courage Profiles** - In 1989 the St. Lawrence County, NY Branch, AAUW researched and published Women of Courage, Ten North Country Pioneers in Profile. Since the original publication, the Branch has collected material for additional profiles, published on our website: <http://www.northnet.org/stlawrenceaauw/profiles.htm>.

**Agent of Change Award** - Since 1987, the branch has honors a St. Lawrence County woman for her work as employer, employee or volunteer with our biennial Agent of Change Award. When this award began, the national theme for AAUW was "Thanks to Women's Work." <http://www.northnet.org/stlawrenceaauw/agent.htm>

**OPEN WINDOWS For GIRLS** - Since 1989 the Branch has sponsored a series of educational enrichment grants for low-income girls from St. Lawrence County to attend a summer camping experience to broaden their horizons and provide an open window to the future. <http://www.northnet.org/stlawrenceaauw/openwind.HTM>

**National Girls & Women In Sports Day** – since 1999 the Branch has sponsored the local celebration of the NGWSD with posters, suggestions for programming, and outreach to area schools, colleges, and public libraries. <http://www.northnet.org/stlawrenceaauw/sportday.htm>

**History of Women in Sports Timeline** – since 1999, the Branch has hosted an on-line calendar of women sports milestones, updated yearly. <http://www.northnet.org/stlawrenceaauw/timeline.htm>

**Conversations With Candidates** - Each fall we and our partners conduct one-half hour conversations in a free-flowing conversation with local candidates and two people from that person's district to discuss the issues of the race and the needs of the people of the district. The purpose of the series is to educate voters without having them held hostage to the needs of the campaigns and their managements. Broadcast on WCKN, our local public access station, and available on YouTube, the video format allows voters more access to the material rather than limiting it to those who can attend a specific program.

**Professional Clothing Fair** – In conjunction with SUNY Canton, we collect "gently used" or new clothing and accessories which we then make available to local "shoppers" for two days each spring to assist anyone looking to get a few items of clothing suitable for a job interview, student teaching, the office, or an employment upgrade.

**NEW:** This year we are partnering with the St. Lawrence University Women's Resource Center, a student organization, to co-sponsor the second annual **St. Lawrence County Run For Congo**

**Women** on April 14; the target is to raise \$10,000 for the project as part of our MSK 2.0 goal.  
<http://www.active.com/donate/runforcongowomen/stlawrence>

**NEW:** This year the branch is helping to facilitate student fund-raising for local college student to attend **NCCWSL**. The AAUW Campus Club at Clarkson University is working with any and all interested student to develop fund-raising models to assist more attendance.

**NEW:** In conjunction with our partners, the St. Lawrence County League of Women Voters, the Center for Excellence in Communication and the Institute for a Sustainable Environment at Clarkson University, the Sustainable Living Project, SUNY Potsdam's Environmental Studies Program and Middle Ground, the SUNY Potsdam environmental club, AAUW held a public meeting with an expert on the topic of Hydro-fracking at Clarkson University. Professional financial analyst **Deborah Rogers**, who has served on the Advisory Council for the Federal Reserve Bank of Dallas since 2008, presented "**Shale Gas: Panacea or Shell Game?**" on Nov. 15 at 7:30 pm at Clarkson University. At that time, New Yorkers were making comments to the DEC plan on whether or not to open up the Marcellus Shale formation to shale gas drilling. 90 people attended and the video of that event, [http://www.youtube.com/watch?v=bYzU4bEfJ5U&feature=channel\\_video\\_title](http://www.youtube.com/watch?v=bYzU4bEfJ5U&feature=channel_video_title), has been viewed more than 3,500 times since we posted it on Nov. 20, 2011.

**NEW: Finding Common Ground**, a local news magazine created by civic partners: AAUW-St. Lawrence County, the League of Women Voters, SLC, Seedcorn, and the Center for Excellence in Communication at Clarkson University. The goal of Finding Common Ground is to bring together people who can put their respective ideologies aside and listen to each other in order to find common values that will lead to solutions to the challenges and problems we all face. The first program, on **Wind Power**, debuted in November 2011 on WCKN and later on YouTube. [http://www.youtube.com/watch?v=GU4nnR\\_tHWA&feature=related](http://www.youtube.com/watch?v=GU4nnR_tHWA&feature=related). The second show, **Finding Common Ground on K-12 Education in St. Lawrence County**, premièred in January: [http://www.youtube.com/watch?v=FJt-jD28XY4&feature=channel\\_video\\_title](http://www.youtube.com/watch?v=FJt-jD28XY4&feature=channel_video_title).

**NEW:** In conjunction with our civic partners: League of Women Voters, SLC; Clarkson University; CU Center for Excellence in Communication; SLC Farm Bureau; SLC & Jefferson County Cooperative Extension; Sustainable Living Project; NCPR; Seedcorn; and GardenShare.org, we held a **Farm Bill Public Forum with Congressman Bill Owens** on Feb. 25, where the Congressman took statements from local people about their priority issues for the Farm Bill reauthorization. Video later shown in WCKN & YouTube: <http://vimeo.com/37440179>.

**NEW: Potsdam Village Dissolution Voter Education** video series - AAUW, in partnership with the LWV, WCKN and the Potsdam Chamber of Commerce, WCKN taped and showed programming to educate voters about the Potsdam Village Dissolution vote. These included a Potsdam Dissolution Hearing Video from Sept., 12, an informational meeting on Oct. 5 with representatives from the Village of Seneca Falls. Two additional programs, focused on the Alternatives to Dissolution and two half-hour conversations, one with the Village Administrator and another with the Town Supervisor, to discuss dissolution from each perspective. The shows were broadcast each week and available on YouTube prior to Election Day.

**NEW: Issue Education with Assemblywoman Addie Jenne Russell: A video Conversation about Public Education Funding:**  
[http://www.youtube.com/watch?v=UHPfL3DSajA&feature=channel\\_video\\_title](http://www.youtube.com/watch?v=UHPfL3DSajA&feature=channel_video_title) and a **Conversation about Redistricting in St. Lawrence County:**  
[http://www.youtube.com/watch?v=K0m77G0DyXQ&feature=channel\\_video\\_title](http://www.youtube.com/watch?v=K0m77G0DyXQ&feature=channel_video_title).