



## **BRANCH APPLICATION 21<sup>ST</sup>-CENTURY RECOGNITION PROGRAM 2007-2008**

### **POSTMARK DEADLINE: MARCH 15, 2008**

Please read the following carefully before completing the application.

#### **FAQ**

- The application contains 2 Sections: The President's Award and the 21<sup>st</sup> Century Recognition. Each section is judged separately based on criteria outlined in that section.
- You may opt to apply for **any OR all** of the sections. You do not need to apply for all sections to be considered for individual sections. You are encouraged to apply for all priority areas, however, as it provides an opportunity to assess where the State can better support branches.
- The President's Award is judged by a panel of three current and/or past NYS leaders.
- The 21<sup>st</sup> Century Recognition Program is based on the information supplied by the branch fulfilling the criteria within each priority area.
- The "award year" is from last year's deadline to this. This is somewhat flexible dependent upon type/scope of program and unique circumstances of each branch.
- Contributions to the Educational Foundation and Legal Advocacy Fund are no longer included in the 21<sup>st</sup> Century Recognition Program. Contributions are recognized separately and are based on the figures provided to the EF VP and LAF VP.
- To recognize an Emerging Leader within your branch please contact the District Coordinator for more information.
- Newsletters submitted to the Communications Director throughout the year are automatically considered for recognition. No separate application is necessary.

#### **Completing the Application**

- Applications and supporting materials should have branch information clearly identified.
- Limit your attachments to 1 per section and place at the **end** of the application.
- The application and all attachments must fit into a 9" x 12" envelope.
- **Mail or e-mail the original of your entire application with supporting materials to Jann Mirchandani, AAUW NYS Program Vice President, [program@aauw-nys.org](mailto:program@aauw-nys.org), 2180 Parker Lane, Yorktown Heights, NY 10598.**

**Points**

- The 21st-Century Awards will be given as follows:  
Platinum: 180-200 points, Gold: 120-179 points, Silver: 80-119 points
- Branches will be recognized for success within EACH priority area as follows:  
Platinum: 20-25 points, Gold: 15-19 points, Silver: 10-14 points

**Sharing Your Success**

- Branches are encouraged to prepare a tabletop presentation to display at convention to share their successes with other branches.

**Questions?**

- Please contact Jann Mirchandani, AAUW NYS Program Vice President, 914-245-8568, [program@aauw-nys.org](mailto:program@aauw-nys.org).

**BRANCH CONTACT**

Name \_\_\_\_\_

Branch name \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

ZIP \_\_\_\_\_

Phone number \_\_\_\_\_

E-mail \_\_\_\_\_

**Section 1. NYS PRESIDENT’S AWARD**

The two projects judged best in the state will be given an award of one night's lodging at the 2008 NYS convention. Branch size *may* be a consideration for one of the awards.

Name of project for this award:

In no more than two paragraphs, tell why your project is outstanding. Your response will be evaluated along with other sections of the application dealing with your project

*\*Coalitions while desirable are not in and of themselves membership initiatives. Inviting organization to share information about their organizations and having information tables at the event might be.*

**Section 2. THE 21<sup>ST</sup> CENTURY RECOGNITION (TOTAL: 200 POINTS)**

For this section, the “plan” may be either a project plan or a strategic plan (plans for the future of the branch and/or identifying a need of the branch) or a marketing plan (plan for actively getting the word out about your branch) for your branch project, event, or program described in section 2. The important components of the plan are that it is a written statement and it includes goals related to the AAUW mission, action steps to reach those goals, and measurable outcomes to determine if progress is being made. The process of devising a project or strategic plan can be as important as the outcome because the plan can foster teamwork and provide a focus for AAUW's mission.

*Click on the check boxes to select.*

**A. The branch had a written:** (20 points)

Project plan for the project, event, or program described in Section I

OR

Strategic plan guiding branch activities

**B. The plan includes:** (check all that apply, up to 30 points)

Goals related to the AAUW mission

Specific action steps

Measurable outcomes

*Explain the goals, action steps and measurable outcome, in 200 words or less, using the box below.*

**C. The Project**

Select the one program area below for which your branch seeks recognition. **All sections for which you are applying should relate to this same project.**

- Day Care—Providing Affordable, Quality Day Care
- Economic Equity/Pay Equity For Women
- Education Funding Reform
- Educational Foundation Research-related program. (Please include the name of the research report below.)
- Human Trafficking
- Membership Initiative; action based on Association study showing only 12% of members are under 55 years of age.
- Sexual Harassment On Campus
- Sister-to-Sister
- Voter Education
- Women in Public Office
- Women's Financial Literacy
- Other branch project, event, or program that advances the AAUW mission and makes an impact on the community.

Describe in 300 words or less your project, the project's impact on the community, lessons learned, and how the project addresses AAUW's mission to promote education and equity for women and girls. Be sure to include the goals, specific action steps and Measurable outcomes referred to in Section 1.

### **AAUW Priority Areas**

Six priority areas are included below. You may apply for recognition in all or some of the priority areas. Each priority is worth 20 points.

#### **1. Membership Development (up to 25 points)**

Building membership development strategies into your program stimulates membership growth in your branch and AAUW. Check all that apply.

- The state or branch Membership Vice President served on the project, event, or program planning committee or provided consultation related to Membership.
- An Emerging Leader Intern or recent graduate recruited from the Give a Grad a Gift, or other Association membership-development program assisted in the project, event, or program.

- The branch recruited at least three new members using the Shape the Future, or Keys to Membership membership campaigns or a branch-led initiative.
- The branch included information on how to become a member in its publicity material for the program.
- The branch invited members-at-large to attend or volunteer for the project, event, or program.

Describe in 200 words or less how your branch achieved the above OR show in another substantive way how the goals of Membership Development were reached.

**2. Community/Campus Outreach (up to 25 points)**

Part of AAUW’s current vision statement is to be a powerful advocate and visible leader. To effect change, AAUW must work within our communities as an active participant in the community. Check all that apply.

- AAUW NYS College/University Director or branch C/U representative, or similarly positioned community outreach person (i.e. a PTA, LWV or other representative) served on the project, event, or program planning committee or provided consultation related to C/U or community outreach.
- Community or campus groups co-sponsored the project, collaborated with the branch to host the activity, or established an ongoing partnership with our branch. List the community or C/U groups below.
- The branch recruited at least two new members from the local or C/U community. (These members can be the same members counted under Membership above.)
- Community or C/U non-members participated in the project.
- Community or C/U speakers or presenters were included in the project.

Describe in 200 words or less how your branch achieved the above OR show in another substantive way how the goals of Community/Campus Outreach were reached.

**3. Outreach to Diverse and Underrepresented People or Groups (up to 25 points)**

AAUW's diversity statement reads: "In principle 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." Check all that apply.

- Someone from the diversity team at the state or branch level served on the project, event, or program planning committee or provided consultation related to Diversity.
- Diverse groups co-sponsored the project, collaborated with the branch to host the activity, or established an ongoing partnership with AAUW at the local, state, or national level. List the diverse groups below.
- The branch recruited at least two new members from underrepresented populations. (These members can be the same members counted under Membership and/or Community/Campus Outreach above.)
- Diverse non-members or members-at-large participated in the project.
- Diverse speakers or presenters—members or non-members—were included in the project.

Describe in 200 words or less how your branch achieved the above OR show in another substantive way how the goals of Outreach to Diverse and Underrepresented People or Groups were reached.

#### 4. Visibility (up to 25 points)

Publicizing your program focuses attention on AAUW's vital work and draws new members and supporters. Emphasis here is on communicating with non-members and the larger community. Check all that apply.

- Someone from the marketing/communications team at the state or branch level served on the project, event, or program planning committee or provided consultation related to Visibility.
- Announcements of the project, with clear mention of AAUW, were posted in at least two locations (such as libraries and campuses).
- A news release about the project, with clear mention of AAUW, was submitted to at least one local media outlet (please include as an attachment unless you are submitting a printed article).
- Announcements of the project, with clear mention of AAUW, appeared in a newspaper.
- Reporters at a radio or TV station interviewed a branch or project committee member or a Public Service Announcement (PSA) was aired.

Describe in 200 words or less how your branch achieved the above OR show in another substantive way how the goals of Visibility were reached. Include documentation for only your **best** example.

## 5. Leadership Development (up to 25 points)

Leadership development provides the branch with people capable of assuming positions of responsibility while offering individuals an opportunity to hone skills useful in their professional and personal lives. Check all that apply.

- The branch seeks to match leaders to tasks so members could build on their specific interests, skills, and abilities, i.e. maintains and regularly uses a database of members' skills and interests.
- Members who don't normally assume leadership positions were actively sought out to practice their leadership skills.
- New and ongoing members assumed roles of greater responsibility, i.e. committee or activity leaders were nominated or elected to Board positions.
- The branch regularly publicized in communications with members the benefits of leadership positions within the branch and at the State and Association levels.
- Experienced leaders mentored emerging leaders (committee/program members who have NOT previously served AAUW as Committee Chair or Board Member), i.e. created an ongoing partnership via regular phone calls/emails etc. for the purpose of sharing experiences, anticipating problems and answering concerns.

Describe in 200 words or less how your branch achieved the above OR show in another substantive way how the goals of Leadership Development were reached.

## 6. Technology & Communication (up to 25 points)

Technology provides easier access to potential partners, improves communications (e.g. e-mail, the Internet, conference calls, online meetings, fax, or PowerPoint presentations) and offers a way to connect with resources and information that can help your program succeed. Check all that apply.

- The branch discussed or held a session regarding ways to incorporate technology.
- The branch used technology to share planning information.
- The branch used technology to publicize the project to nonmembers.
- The branch publicized the project on the branch or state website. Provide a "screen shot" (printout) of the relevant page.
- The branch used its newsletter to publicize the project within the branch and to educate its members on the importance of this issue.

Describe in 200 words or less how your branch achieved the above OR show in another substantive way how the goals of Technology and Communication were reached.

--