



**BRANCH APPLICATION
21ST-CENTURY RECOGNITION PROGRAM**

POSTMARK DEADLINE: MARCH 1

- Fill out each section and type n/a (no answer) for narrative questions you choose not to complete.
- **The 21st-Century Awards will be given as follows:**
Platinum: 260-290 points, *Gold:* 175-259 points, *Silver:* 125-174 points
- Branches will be recognized for success within EACH priority area as follows:
Platinum: 18-20 points, *Gold:* 12-17 points, *Silver:* 8-11 points
- Save your completed application on your computer.
- **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, 2180 Parker Lane, Yorktown Heights, NY 10598.**

Applications and supporting materials should have branch information clearly identified.

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.**

Grey boxes expand as you type your answers to accommodate whatever space you may need.

Click on the check boxes to select.

Narratives must include relevant information to receive the points specified.

BRANCH CONTACT

Name

Position

Address

City

State

ZIP

Phone number **(primary)**
 (alt)

E-mail

BRANCH INFORMATION

Branch name

List additional branches that collaborated on this project:

Is your community (check all that apply)

- Rural
- Suburban
- Urban

What is your membership count according to your records? Please refer to the numbers provided by AAUW NYS Treasurer.

Feb. 1, 2005

Feb. 1, 2006

Section 1. THE PLAN (TOTAL: 100 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.

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

Submit a copy of either the strategic plan or the project plan and answer the following questions in the context of that plan.

Copy and paste your plan into the box below:

The plan includes (10 points each)

- Goals related to the AAUW mission
- Specific action steps
- Measurable outcomes

The planning process (check all that apply—10 points each)

- In preparing the plan, the branch assessed the community, either formally or informally through reviewing local media, etc., and the branch to identify needs and available resources.
- A group of members engaged in the planning process and shared the outcome with the branch to secure input and support.
- The branch or project team monitored the plan to assess progress, celebrating successes along the way.

Explain in **200 words or less** how your project plan or strategic plan addresses AAUW's call to action. (20 points)

Section 2. THE PROJECT

Select the **one** program area below for which your branch seeks recognition. **All sections of this application form 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.

Project title (be specific)

Project description (no points for this section)

Describe in **250 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.

AAUW Priority Areas (total: 120 points)

Six priority areas are included below. Each priority is worth 20 points.

A. Membership Development (total: 20 points)

Building membership development strategies into your program stimulates membership growth in your branch and AAUW.

Check all that apply (3 points each):

- 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 reached out to and followed up with prospective members. To earn points, narratives must reflect the boxes checked above OR show in another **substantive** way how the goals of Membership Development were reached. Describe only your best example. (5 points)

B. Community/Campus Outreach (total: 20 points)

Part of AAUW’s mission is “to promote positive societal change.” To effect change, AAUW must work within our communities as an active participant in the community.

Check all that apply (3 points each):

- 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.
- 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 targeted community or C/U participants, presenters, and organizations to be involved in the project. To earn points, narratives must reflect the boxes checked above OR show in another **substantive** way how the goals of Community/Campus Outreach were reached. Describe only your best example. (5 points)

C. Outreach to Diverse and Underrepresented People or Groups (total: 20

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 (3 points each):

- 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.

- 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 targeted diverse participants, presenters, and organizations to be involved in the project. To earn points, narratives must reflect the boxes checked above OR show in another **substantive** way how the goals of Outreach to Diverse and Underrepresented People or Groups were reached. Describe only your best example. (5 points)

D. Visibility (total: 20 points)

Publicizing your program focuses attention on AAUW's vital work and draws new members and supporters.

Check all that apply (3 points each):

- 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).
- Announcements of the project, with clear mention of AAUW, appeared in a newspaper.
- A newspaper printed a feature story on the project.
- 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** efforts to publicize the project to nonmembers. Attach documentation such as press clippings, news releases, audiotapes or videotapes of media coverage, or a media kit. To earn points, narratives must reflect the boxes checked above OR show in another **substantive** way how the goals of Visibility were reached. Include documentation for only your best example. (5 points)

E. Leadership Development (total: 20 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 (3 points each):

- 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. See below to nominate an Emerging Leader for State recognition.

Describe in **200 words or less** how this project cultivated leadership within your branch. To earn points, narratives must reflect the boxes checked above OR show in another **substantive** way how the goals of Leadership Development were reached. Describe only your best example. (5 points).

a. Emerging Leader Nomination.

This is an opportunity to recognize an individual who has demonstrated leadership potential and dedication to AAUW's mission.

Each branch may apply for **one** person only who has been an AAUW member for **fewer than 3 years**, and who has shown through her actions and ideas that she should be selected as the branch's Emerging Leader.

Describe in **100 words or less** how this individual has demonstrated leadership potential and worked towards furthering AAUW's mission.

Each honoree will be recognized by AAUW-NYS at the 2006 State Convention.

Branch/District

Name

Address

City

State

ZIP

Phone number

E-mail

Name of Nominator

Phone number

E-mail

F. Technology & Communication (total: 20 points)

Technology provides easier access to potential partners, streamlines communication, and offers a way to connect with resources and information that can help your program succeed.

Check all that apply (3 points each):

- 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 used technology to improve communications or present information (e.g. e-mail, the Internet, conference calls, online meetings, fax, or PowerPoint presentations). To earn points, narratives must reflect the boxes checked above OR show in another **substantive** way how the goals of Technology and Communication were reached. Describe only your best example. (5 points).

Include your branch newsletter for recognition as a **NYS Branch Newsletters of Excellence**.

Award Criteria:

- Mission statements –the AAUW mission statements should always be included.
- Overall appearance –the document should appear professional and attractive. Remember – we are a group of educated people – let’s make sure our publications reflect that.
- Officers – a list of officers should be included in every issue, with contact information for at least one person. The contact information should include both a phone number and an e-mail address.
- Calendar –upcoming events, for both the branch and interest groups, should always be listed clearly in every issue.
- Membership – there should be information in each issue about how to join and a brief introduction of any new members.
- LAF–there should be regular updates and/or information about LAF (not just about events). There are supported lawsuits within NYS – pick one near your area and keep the branch informed!
- EF – there should be regular updates and/or information about EF (not just about events). Is there an EF recipient in or near your community? Keep in touch and provide information about how our EF monies are used.
- AAUW – periodic articles about NYS or the Association (something more than branch news).
- Diversity/activism – activities involving our Association and NYS Public Policy issues should be suggested. Individuals can make a difference!

