

Branch Contact:

Name: _____

Branch name: _____

Number of members: _____

Position: _____

Address: _____

Telephone Number _____

E-mail: _____

OVERALL BRANCH PROGRAMMING 2009-2010

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)

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) _____

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

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):

- 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):

- 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):

- 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)

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?

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)

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