

**DEADLINE March 27, 2012**

**Branch Contact:**

Name: \_\_\_\_\_

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

Number of members: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Number \_\_\_\_\_

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

**OVERALL BRANCH PROGRAMMING 2011-2012**

**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 (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)

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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)**

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?

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**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)

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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