

PLAN FOR A BRANCH EVALUATION AND NEEDS ASSESSMENT

"If you do not know where you are going, any road will get you there." Talmud

The following is a suggested method for assessing the current needs of your branch. Any deviation from the pattern is encouraged and warmly applauded.

To present a 90-minute needs assessment opportunity to your board, you will need to have each of them assess their own responsibilities to the branch. Before the meeting, distribute a Needs Analysis Survey (see form attached) to each board member and ask that they analyze in advance of the meeting their individual goals and priorities as they function in their respective positions.

1. Mission Statement: (15 min.) AAUWs four mission areas are:

- · promotes equity for women (and girls).
- · promotes education.
- · self-development over the life span.
- · promotes positive societal change.

Post the mission statement segments in four arm. Appoint a recorder for each group. Analyze each member's answer to question one by relating it to each part of the mission statement. You want to find out how your branch is responding to the mission statement and which category is being the most and/or least fulfilled.

2. Branch Strengths: (10 min.) Discuss the major strengths of the branch in relation to the mission statement.

3. Branch Needs: (10 min.) Now discuss and record what the group fibers are the needs of the branch in light of its mission.

4. Consensus of Strengths and Needs: (10 min.) Diagram or summarize the strengths of your branch and its greatest needs.

5. Refinement of Needs: (15 min.) Prioritize the needs so that there is consensus on the highest needs. Reduce the original list to 2 or 3 most essential needs. Nothing will be accomplished if you try to tackle too much at once. Translate the needs into goals.

6. Establish Objectives and Strategies: (20 min.) See attached implementation chart Be very careful that goals are achievable, objectives are realistic and that there are members to follow through.

7. Progress Review: (10 min.) Establish a date for a meeting sometime in the future to analyze your success at meeting your new goals. Give yourselves plenty of time. You can't produce change in a month or two. Better to allow an 18-month to 2-year period with assessments every 6 months and an evaluation at the end of a year.

Keep needs assessment forms. Publish goals in the newsletter and keep the branch informed. Reward those who work on the goals. Those of us who work in volunteer organizations need recognition!

BOARD NEEDS ANALYSIS

In my board role as _____, I believe my major responsibility to be:

The major goal of the group/or position in relation to the AAUW mission statement is:

The major strengths of this function are:

The areas that we need to improve are:

My suggestions for improvements are: (Be very specific.)

This needs analysis will be used for the Branch Needs Assessment. Please complete the above questions before the meeting and bring the sheet with you.

IMPLEMENTATION CHART

Goal	Projected Outcome	Objectives	Strategies	Personnel	Target Date

BRANCH FITNESS ASSESSMENT

This assessment is designed to identify your branch's strengths and areas that can be improved. Rate how well your branch is doing by ranking each statement as follows:

- 1 = a real problem
- 2 = needs attention
- 3 = adequate
- 4 = a branch strength

- 1 2 3 4 1. The branch has a commitment to education and equity for women and girls through action in the community/state.
- 1 2 3 4 2. The branch has a focus - a strategic plan - which reflects AAUW's mission.
- 1 2 3 4 3. Branch programming is related to the needs of potential and current members and the community.
- 1 2 3 4 4. The branch has a membership marketing plan for recruiting, orienting and retaining members.
- 1 2 3 4 5. The branch has a leadership team whose members support each other and encourage emerging leaders.
- 1 2 3 4 6. Members understand and financially support the Education Foundation and Legal Advocacy Fund.
- 1 2 3 4 7. The branch conducts successful, innovative fundraising activities.
- 1 2 3 4 8. The membership of the branch is growing.
- 1 2 3 4 9. Across the board, participation in branch meetings is high among members.
- 1 2 3 4 10. The branch forms partnerships with other community groups and organizations.
- 1 2 3 4 11. Members understand AAUW's history, mission and bylaws. They share these with others.
- 1 2 3 4 12. Members understand and actively support AAUW's position on public policy issues.
- 1 2 3 4 13. The membership of the branch has a knowledge of the community's demographics and the branch reflects the diversity of the community.
- 1 2 3 4 14. The branch welcomes all levels of member participation.
- 1 2 3 4 15. Members attend division, regional and/or Association meetings.
- 1 2 3 4 16. The branch communicates regularly with members through a periodic newsletter and/or calling committee.
- 1 2 3 4 17. The branch conducts ongoing member orientation programs and welcomes new members to the branch.
- 1 2 3 4 18. Visitors (prospective members) are invited to, and attend, branch meetings each month.
- 1 2 3 4 19. The branch has an active relationship with the college and/or university in the area and its college/university representative.
- 1 2 3 4 20. The branch has a goal-based financial plan.

1 2 3 4 21. Members receive recognition for achievements within and outside of AAUW.

1 2 3 4 22. Branch leaders are recognized for their contributions to the branch.

1 2 3 4 23. Members have fun and celebrate the branch's strengths and achievements.

1 2 3 4 24. The branch is viewed as a credible, reliable resource on women's issues among the local media and public officials.

1 2 3 4 25. Members form lasting friendships through the branch.

ASSESSMENT TOTALS:

___ x 1 = ___ + ___ x 2 = ___ + ___ x 3 = ___ + + ___ x 4
= ___

Branch Totals = _____

0-36 Branch needs assistance. Request team of district leaders to meet with branch board. Determine strategies for revitalization and develop action plan.

37-60 Branch may be strong in certain categories but may need improvement in specific areas. Develop task and assignment list to address weaknesses. Work with district liaison to monitor activity during the year.

61 + Branch is a model for others. Share your success!

How Is Your Branch Doing?

My Branch has: (Check the ones you have done or that are in planning stages)

1. Made plans to attend AAUW State Convention, April 23-25th in Corning and attend the workshop on educational equity or diversity.
2. Shown the video "Girls Can," "Girls in the Middle: > Working to Succeed in School" or "Shortchanging Girls, Shortchanging America" in your branch.
3. Co-sponsored a Sister-to-Sister Summit.
4. Used Adelante materials or subscribed to the on-line Diversity Book Club.
5. Shown an AAUW video at least once to a group outside AAUW.
6. Provided speaker(s) or program(s) for groups outside AAUW on equity.
7. Collected the resources/materials available on educational equity to share with others in your community.
8. Begun building coalitions with other groups to foster educational equity.
9. Offered to show the AAUW video to a local school system.
10. Worked with state Public Policy Director or Voter Education Director to enact or lobby for legislation to ensure gender equity in education.
11. Written a blurb or an article for your AAUW bulletin, your newspaper, or another media communication source about gender equity.
12. Set up a task force committee on educational equity to develop and coordinate branch initiatives.
13. Connected with a neighboring AAUW branch for an equity program or initiative.
14. Found out what's already being done on gender equity in schools in my area.
15. Sent copies of AAUW's educational equity briefs to school board members (treatment of students, educator training, the curriculum, college admissions testing, and education and training).
16. Provided copies of the AAUW reports or videos to local libraries.
17. Encouraged and supported women candidates to run for positions that influence education policy.
18. Surveyed books in school and local libraries to ensure that children of all ages have access to gender-fair, multi-cultural materials.
19. Awarded certificates to girls with the highest science and mathematics averages in our school districts.
20. Sponsored mathematics and science institutes/workshops for young girls showcasing women role models in these fields.
21. Surveyed local high schools and colleges for gender balance and Title IX compliance in sports, or worked to bring new athletic opportunities for girls/women.

How did your branch do? If you checked 3 or more, you're doing fine. Only 1, you're on the right track, but now, get going!