

On-Line Branches and Alternate Branch Structures

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Online Branches

- Computers can transform the way we interact and, in doing so, attract new members, revitalize current ones, and enable members to more easily fit AAUW work into their busy lives.
- Online branches conduct most business through the computer, meeting in person for community action projects, voter education and public policy efforts, and other initiatives.
- Even if your branch doesn't label itself an online branch, you may want to move in that direction by adopting some of these strategies:

1. Conduct business meetings via e-mail.
2. Offer opportunities for members to be involved in community outreach such as mentoring, helping fellowship and grant applicants complete their application forms, or helping girls follow up on Sister-to-Sister platforms for action.
3. Hold interest group or book club discussions by e-mail or through AAUW discussion boards. The ¡Adelante! Book Club offers an e-mail discussion list and other online resources at www.aauw.org/education/community_programs
4. Sponsor online meetings that feature well-known speakers on topics of interest in your community.

State Online Branch Examples

- **California**
- **Oregon**
- **Texas** is in the process of forming an online branch that is specifically for MALs
<http://www.aauwtexas.org/branches/online/index.html>
- **Washington**
- **Wisconsin** <http://aauw-wi.org/branches/online>

The California Online Branch

- A branch of the American Association of University Women that began in **2001** as an experiment in establishing a “virtual” community.
- in the Spring of **2005**, this on-line branch shifted towards holding discussions through email listservs instead, allowing busy people to choose the time that best suits them to read and respond to emails.
- <https://svc.aauw.org/about/branchlist.cfm?stateid=CA>

The CA-On-line dues structure:

- Dual Member: \$10 - For current AAUW California members who belong to another branch in CA or have already paid for at-large membership in AAUW-CA.
- Non-California Dual Member: \$26 - For current AAUW Members-at-Large (MALs) or non-California AAUW branch members.
- Primary Life Member: \$26 - For life members of AAUW who do not belong to another branch in California.
- Primary Member: \$75 - For those who want CA Online branch as their primary or only AAUW branch.
- AAUW Student Affiliates: \$43 - For those who do not currently have a qualifying degree.

Branches Without Borders

Montana's Branch Without Borders

- In an attempt to address how to connect at-large members to the state organization, and how to offload some administrative overhead from very small branches Montana has created "branch without borders" concept that may be useful to other states.
- Three years in the making, this new branch structure has offered solutions to several problems facing AAUW-Montana, primarily officer burnout and troubled branches.

North Carolina's Branch Without Borders

Purpose:

This is a branch that will provide a new, simpler way to join the community of 100,000 members of AAUW (1500 members in North Carolina).

Recommendations for Further Action by AAUW-NYS

These models may work for a number of constituencies:

- MALs in NYS
- Student Members in NYS
- Geographic areas not currently served by an active AAUW Branch

- On-line communities of like-minded AAUW members (and others) who want to **advocate** for specific topics/issues. For example, those people who come to Convention with a Resolution might be able to work to implement their ideas following convention using this model by creating a state-wide advocacy e-Group as part of the follow-up.
- Creating state-wide **Interest Groups** like many branches currently have to pursue a specific topic/interest. The Association currently offers three ¡Adelante! Books of the Month – Diversity, Leadership and Financial Security – AAUW-NYS could create an online book club for each.

Using New Technology

Facebook is a social utility that connects people with friends and others who work, study and live around them. People use **Facebook** to keep up with friends and organizational news. Facebook is FREE and can be used as advertising and an outreach for AAUW.

<http://www.facebook.com/>

AAUW-Facebook/Twitter By State

- **AAUW North Carolina** on Twitter and Facebook
<http://twitter.com/aauwnc>
<http://www.facebook.com/pages/AAUW-of-North-Carolina/5899338795>)
- **AAUW of Virginia** on Twitter and Facebook
<http://twitter.com/AAUWVA>
<http://www.facebook.com/home.php?#/group.php?gid=97623124063>
<http://www.facebook.com/home.php?#/pages/Roanoke-Valley-Branch-AAUW/109600302663?ref=ts>

AAUW-University Facebook Groups by State

Alabama:

AAUW-University of Montevallo (UM)

<http://www.facebook.com/group.php?gid=27993206587>

Louisiana:

AAUW - Louisiana State University at Alexandria

<http://www.facebook.com/group.php?gid=84027755913>

AAUW - Louisiana State University at Baton Rouge (LSU)

<http://www.facebook.com/group.php?gid=110144155024>

AAUW - Loyola University New Orleans

<http://www.facebook.com/group.php?gid=180257490229>

AAUW - Nicholls State

<http://www.facebook.com/group.php?gid=89958994235>

AAUW-Southeastern Louisiana University

<http://www.facebook.com/group.php?gid=29245190157>

AAUW - Southern University at Baton Rouge (SUBR)

<http://www.facebook.com/group.php?gid=92890441503>

AAUW - Tulane University New Orleans

<http://www.facebook.com/group.php?gid=100057946372>

AAUW - University of Louisiana at Lafayette (ULL)

<http://www.facebook.com/group.php?gid=206412575502>

AAUW - University of New Orleans (UNO)

<http://www.facebook.com/group.php?gid=117532292164>

Maryland:

AAUW - Howard Community College (HCC)

<http://www.facebook.com/group.php?gid=91293254444>

AAUW - College of Southern Maryland -

<http://www.facebook.com/group.php?gid=111516489777>

AAUW - McDaniel College

<http://www.facebook.com/group.php?gid=97688145046>

AAUW - Morgan State University

<http://www.facebook.com/group.php?gid=112865746994>

AAUW - Towson University

<http://www.facebook.com/group.php?gid=91117729098>

AAUW - Uniformed Services University of the Health Sciences

<http://www.facebook.com/group.php?gid=112307882159>

AAUW - University of Maryland - College Park -

<http://www.facebook.com/group.php?gid=87894783430>

AAUW - Washington College -

<http://www.facebook.com/group.php?gid=214529845602>

Missouri:

Come Together: AAUW / Columbia Style:

<http://www.facebook.com/group.php?gid=50595889217>

Thanks to Jean Lotz, LA-AAUW for her work in Louisiana and Maryland on establishing the AAUW-Facebook connections and inspiring others!

More Facebook Potential with Student Advisory Councils

- A SAC is made up of young college age women advising AAUW. There is one in Louisiana, National hosts one and Alabama started the whole thing. The Louisiana state AAUW board asked each university in the state to appoint a woman student leader(s) to come to Baton Rouge for the initial meeting. They discussed problems their peers deal with and issues that they want to learn more about. Then they planned their "mini convention" at the state AAUW convention. These student leaders have also gone to women's conferences together.
- AAUW is now offering free e-memberships to those undergrad students going to universities which are AAUW C/U partners. For more information:
<http://www.aauw.org:80/About/join/eStudentAffiliate.cfm>

What Comes Next?

- Creative ideas welcome!