

What are the major concerns in the districts?

1. Membership

- Recruitment & retention
- Attracting/inspiring younger members
- Diversity – how do we reach out to our diverse communities?

2. Leadership Challenge

- Growing leaders within the organization
- Finding people to take leadership positions

3. Communication

- Between branches
- Too many communications
- Teleconferencing
- Scheduling conflicts

What is the best way to tackle these issues?

1. Membership

- Mission based programming with more interaction and fun
- Collaborate on programming/membership with other area women’s organizations
- Set up recruitment table at community events
- Offer ‘honorary or emeritus’ membership status for elected officials
- Move meeting times to accommodate working women

2. Leadership

- Model women who can do things in the world
- Establishing a mentoring program where current officers coach & train potential officers

3. Communication

- Consolidate information
- Share branch newsletters
- Links to other AAUW websites & blogs

What would you like to see happen in your district?**1. Membership/Participation**

- More involvement in planning by members on branch/district/state levels
- Improved attendance at events on branch/district/state levels
- More collaboration with other women’s organizations or local organizations

2. Focus on the Future

- Use this as a theme in your branch programs
- Reach out to colleges & universities
- Develop programs for local PTA
- Support working women with educational grants

3. Public Presence

- Make sure our members & others know about the public policy issues we fight for
- Invite elected officials to lobby day
- Have a writing campaign at every branch meeting to legislators to remind them of our support & interest
- Have public officials speak at branch meetings and district conferences
- Write Letters to the Editor of publications expressing our stand

How can you make this happen?**1. Membership/Participation**

- Work with branch presidents, program VP’s, Emerging Leaders & Public Policy chairs in planning events
- Set up carpools
- Dinner meetings help attendance or speaker right after work
- Try breakfast meetings with program before work
- Be consistent – i.e. Mondays – always 1st of the month
- Make tasks smaller to help newer people participate

2. Focus on the Future

- Shared programs & projects – i.e. inter-branch My Sister’s Keeper Project
- Offer leadership training to grow officers & attract new leadership into branches
- Use social media
- Strengthen web presence of local branches

3. Public Presence

- Invite the League of Women Voters & other interested groups to branch/district/state events
- Open meetings to the public
- Have a presence at fairs/festivals in your area
- Leave information, materials & sign-up sheet (booth does not necessarily have to be staffed)