

## AAUW-NYS Membership Vice President

**Overview of the position:** Oversee efforts to recruit and sustain a diverse, active membership in the state.

### Overall responsibilities:

- Develop and implement state's membership activities.
- Work with other state officers and committees to integrate membership with other state priorities including diversity, program, public policy, Voter Education Campaign, LAF, Education Fund, leadership, and visibility.
- Report on state membership statistics and trends as requested.
- Communicate state membership goals to branches and support their membership development efforts.
- Support branch and state recruitment efforts and recognize branches for growth, retention, diversity, and significant anniversaries.

**Available resources:** AAUW Membership Committee and staff, membership brochures, Member Guide to AAUW, Membership Tool Kit, Leader Tool Kit, Diversity Tool Kit, Branch and State Finance Tool Kit, *AAUW in Action*, membership campaign materials, and 21<sup>st</sup> Century Award materials, AAUW's & NYS website.

## AAUW Branch Membership Vice President

**Overview of the position:** Oversee efforts to recruit and sustain a diverse, active membership in the branch.

### Overall responsibilities:

- Develop a membership action plan with specific and measurable goals included in branch's annual plan.
- Recruit a branch membership team to help plan and implement strategies for identifying, recruiting and retaining branch members.
- Assign team members to evaluate previous development efforts, assess current membership demographics, and identify underrepresented groups to recruit.
- Work with other branch officers and teams to integrate membership with other branch priorities.
- Seek out opportunities to promote AAUW membership at branch and community events.
- Manage the recruitment and retention process by following up with finance officer to ensure proper collection and processing of applications and dues and analyzing data on branch membership renewals, recruitment rates, and reasons for nonrenewal.
- Work with the college/university representatives from local institutions to recruit student affiliates.
- Ensure that the branch has a comprehensive orientation program that provides opportunities for new members to become involved.
- Ensure that the branch budget reflects membership priorities.