

AAUW NYS Membership Teleconference
November 9, 2011, 7:00 pm – 7:45 p.m.

Topic: Communications & Social Media

Special Guests: Donna Seymour AAUW-NYS Communication Director & Wahtera, AAUW-NYS Facebook Page/Twitter Coordinator.

I. Introduction & Opening Remarks by Maria Ellis, AAUW NYS Membership VP.

a) Maria welcomed all branch members and confirmed that there will be a monthly meeting on the second Wednesday of every month from 7:00 pm to 7:45 pm. The Teleconference minutes will be taken and will be distributed to all the AAUW NYS membership vp, presidents and treasurers and they will also be posted in our AAUW NYS website under the Membership Section. Maria also mentioned that the **next scheduled meeting: December 14th. Topic: AAUW mission based programs!**

b) Maria gave a summary of the seven districts membership numbers. **Renewals have increased since our October teleconference call but we must continue to speak with all of our members to encourage renewals and to send the branch renewal forms to Phoebe Forbes.**

c) Membership awards were given to the following branches in District 1, 5 & 6 for having the highest membership increase from Oct 31 2010 to Oct 31, 2011. Each award is for \$25 each to be used to recruit and maintain AAUW membership. The \$25 check awards and the certificate will be mailed over the next few days.

District 1 –

Buffalo Branch, 31 additional members including renewals as of Oct 31 2011 vs. Oct 31 2010. Total branch membership 219 members.

Jamestown Branch, 19 additional members including renewals as of Oct 31 2011 vs. Oct 31 2010. Total branch membership 87 members.

District 5

Rockland County Branch, 17 additional members including renewals as of Oct 31 2011 vs. Oct 31 2010. Total branch membership 102 members.

District 6

Islip Branch, 14 additional members including renewals as of Oct 31 2011 vs. Oct 31 2010. Total branch membership 82 members.

II. Guest presenters were AAUW-NYS Communication Director Donna Seymour and Ruth Wahtera, AAUW-NYS Facebook Page/Twitter Coordinator.

a) AAUW instituted the **Cocktails and Convos** program to celebrate the AAUW 130th anniversary (Nov. 28, 2011). (The Cocktails and Convos Program in a Box: http://www.aauw.org/member_center/programs/upload/Cocktails_and_Convos.pdf)

b) Donna mentioned that Jefferson County holds what they call **Red, White and Teal**, a 2-hour social event during cocktail hour held periodically for members to gather and discuss issues. It is a good membership development exercise that is giving them positive feedback from members and guests. See some photos from the one they held in June: <http://aauwjeffco.wordpress.com/2011/07/11/snapshots-from-red-white-and-teal/>

c) **The Skaneateles Branch** is also doing something similar, to follow up with more time for discussion around the program speaker at their regular meetings. It gives members a chance to talk about what they heard on another evening.

d) Donna shared the new **Clarkson AAUW Campus Club's** recent Networking Mixer and how that involved AAUW and college students and how the St. Lawrence County Branch hopes it will grow into a larger effort that will take place on other nearby CU campuses. Read more at <http://www.northnet.org/stlawrenceaauw/nov2011.htm#campus>.

e) Ruth outlined three key ideas around the **use of Social Media tools for branches:**

1. First, the use of Social Media can only compliment what the branch is already doing, not replace it. It provides some new tools to connect the branch to members and the branch to the community.
2. Second, you have to be in it to win with it. Learn by doing and bring several people into the process.
3. Thirdly, **there are many different kinds of social media tools and you have to understand which one to use in order to appropriately target the people you are looking to attract.** Ruth provided a useful resource: <http://www.idealware.org/reports/nonprofit-social-media-decision-guide>. The Nonprofit Social Media Decision Guide helps organizations determine what results and benefits you can reasonably expect from social media, and to guide you through the process of identifying the right channels for different goals.

f) Ruth gave as an example the way she saturated the **Kingston Branch area and Ulster County** with references to the new AAUW report, Crossing the Line by searching the Facebook pages in her area and posting links and comments to the report and news articles. <http://www.aauw.org/learn/research/crossingtheline.cfm>

g) Ruth also outlined the process for using Branch Facebook Pages linked to the AAUW-NYS site and how useful a tool it is for the branches who are trying that social media outreach. Check it out at: <http://www.facebook.com/AAUW.NYS>.

h) Kingston and Jamestown are two branches with pages. Here is a link to the Jamestown page: <http://www.facebook.com/pages/AAUW-Jamestown-Branch/239092486122761> and to Kingston's page: <http://www.facebook.com/pages/AAUW-Jamestown-Branch/239092486122761#!/AAUW.KingstonNY>

If you are interested, get in touch with Ruth and she will guide you through the process.
wahtera.ruth@gmail.com

In closing, Maria Ellis thanked everyone who participated in the teleconference and reminded everyone that the next scheduled meeting is on December 14 at 7 pm. Peggy Kelland, AAUW NYS Program VP will be our guest speaker and we will explore ways to increase membership through excellent mission based programs.