



Making the Connection: Campus Activities

You've decided to foster the "campus connection" and reach out to a local community or 4 year college. These are some easy tips to work effectively with staff and students.

Things you can do in your branch:

- Reach out to community coalitions and diverse campus groups. You CANNOT wait for them to come to you. Find a common issue and suggest working on a joint project.
- Project an ACTIVE branch image. Talk about your community outreach, support for pay equity issues, and leadership development opportunities.
- Build on your members' community connections. Invite community volunteers to share their talents on an AAUW project.
- Hold board or branch meetings on campus. Contact specific administrators, staff and students and invite them to attend.
- Sponsor a student for an AAUW leadership conference or workshop.
- Brainstorm branch strengths and ways these can foster a "campus connection" such as career options, mentoring, community contacts and leadership ability. Decide how these can be marketed to campus leaders.

Activities you can do on campus:

- Choose a "hot topic" for a campus meeting - trafficking, harassment, "mommy track" issues, UN initiatives, rape, globalization, career opportunities, world peace projects.
- Distribute information on pay equity issues. Provide sample letters, pave petitions available to sign, request information packets from BPW, League of Women Voters, NYS Pay Equity Coalition, and AAUW. Provide website information for "Action Alerts" which can be accomplished with one computer click.
- Conduct a book discussion group on lesbian and gay issues and invite members of campus organizations.
- Highlight "what's in it for them" when contacting campus groups. They need to know that working together is mutually beneficial.
- Request a table at a college job or activities fair. Have information packets available as well as a sign-up sheet for your newsletter or special project.
- Offer to start or staff a mentoring program. Suggest that 2 members meet with a small group of students once a month. It takes off some of the pressure but still allows you to get to know the students well.
- Contact the Dean of Student Activities and offer programs which relate to students and staff, such as pay equity, sexual harassment on campus, or ways to build a network.
- Sponsor a movie night and discussion such as "Norma Rae" or "North Country." Hand out a sheet of quick actions which can be taken to foster equity.
- Involve students in a Sister to Sister or Transition conference. Seek co-sponsorship from the college.
- Place posters in areas where students gather, such as the Student Center, about upcoming AAUW activities. Be sure to list website access, which is a more comfortable way for students to make contact.
- Sponsor a student for an AAUW leadership conference or workshop.
- Provide a scholarship to a local, non-traditional student going from a community college to a 4 year school. Offer them a free branch membership and invite them to speak at a fall membership meeting.
- Partner with a campus service organization to raise money for an outreach project, such as UNICEF, Habitat for Humanity, or hurricane relief.

Most of all, reach out beyond your usual boundaries. Your branch, your college, and your community will all benefit!