



AAUW NYS Campus Connection

AAUW NYS has chosen the college campus as a possible “Target” for your first marketing endeavor. The college campus is a natural place for AAUW to reach out to younger women and college faculty to recruit new members. It is also an opportunity to develop campus awareness of AAUW and your branch, hopefully resulting in the college itself becoming a member. Additionally, becoming associated with the college may allow your branch rent-free space for events and programs.

This packet contains many ideas for projects, events and collaborations that may benefit the branch, the college and the individuals on campus.

How to get your branch on campus

Step one: Once you’ve identified the college in your area that you’d like to contact, gather as much information about that college that you can. The best way to do this is to go on the web. Research the background, the mission and vision in order to determine the best approach. This is extremely important. You don’t want to approach the campus if there is a sensitive issue involved.

Step two: Create or determine a “reason” for contacting the college. An event or proposed joint venture offered on campus will be far more effective than a phone call to a person.

Step three: Once your branch has come up with an idea for an event or program, you will need to determine who on campus to contact. It’s great if one of your members works on the campus, but if not, determine which office or contact would best fit with your program. Some suggestions include:

- Dean of Women’s Studies
- Chair of Human Services Department
- Chair of Sociology Department
- Director of Student Life
- EEG Director
- Director of Special Events
- Identify women on campus to speak at an AAUW meeting on women’s issues
- Ask the students for suggestions on how they can be safe on and off campus; understand the balance between security department and admissions department relative to security reporting; explore the difference between public and private higher institutions in how crime reporting and security are handled.
- Contact through a college representative the lesbian and gay organizations such as Lambda to see if a program on diversity and tolerance is a possibility
- Find out about “Take Back The Night” activities on campus such as a silent march to bring attention to harassment, and see if there is a way to partner for a program or participate in established activities
- Contact the Women’s center to discover the purpose of the house on campus (usually it is a place for women to go for support with issues); what can be done to assist with topics and activities there?
- Work with a professor or department chair to hold a workshop on a relevant topic
- Talk to an undergraduate/graduate class about a topic relevant to the course
- Ask to speak to a college class about women’s issues or AAUW
- Run a film series in conjunction with the college
- Place an AAUW informational packet, letter from the branch, or brochure in graduation materials

Connect through community and campus partnerships:

- Invite other community organizations such as Business and Professional Women, Zonta, and League of Women Voters to go together and provide a program or informational booths on campus

- Partner with service organizations on campus to do a book sale, clothing drive, UNICEF Collection, etc.
- Partner with a sorority on a pertinent project
- See if any student service group is participating in Habitat for Humanity and work with them to build a house for the -needy
- Help students attend a United Nations conference
- Identify women off campus (e.g. Rochester Women's Network) as speakers on women's issues and set up a program on campus

Finally: If these don't work, brainstorm other methods of conducting a project or program or other actions on campus with your branch members.

If your branch needs help in contacting a campus, we are available to help. Send an email or call either: Lorrin Johnson, AAUW NYS College/University Director, wlancaster@eddlorin@yahoo.com or call (212) 854-2437 (w) or (718) 655-5204 (h) or Eileen Hartmann, AAUW NHS Membership VP, TELCali@aol.com or call (585) 924.4876.