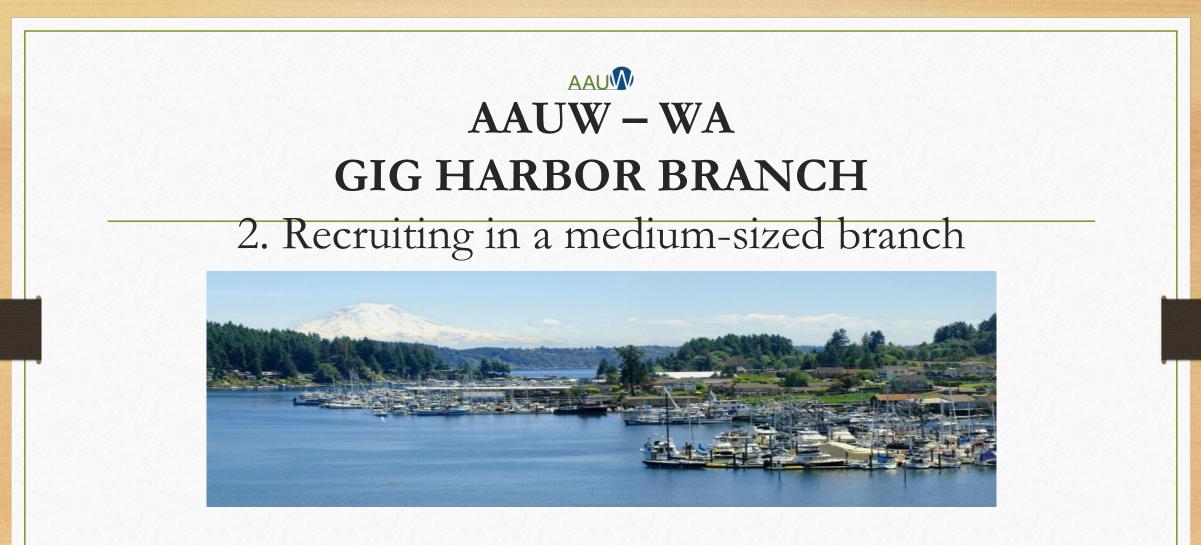# Part 2 - AAUW-WA August 2018 Ellensburg Leadership Conference

Panel Report from:

- Palouse Garfield branch
- Gig Harbor branch
- Port Townsend branch

AAUW

AAUW – WA
GIG HARBOR BRANCH

2. Recruiting in a medium-sized branch

Mary Williams, Membership VP

AAUW – GIG HARBOR BRANCH

- Founded 1955 - subset of Tacoma Branch

- Official branch status 1971

- Currently 85 members

- Our founder has been a member since 1953

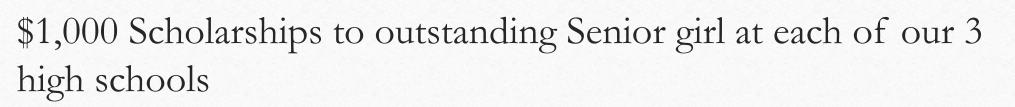- 45 are AAUW members for more than 20 years

AAUW – GIG HARBOR

- 9 interest groups: Read, Play, Learn
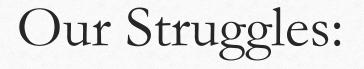- 31 of our 85 members are 80 or older

WHAT WE DO:

$1,000 Scholarships to outstanding Senior girl at each of our 3 high schools

6 years of Tech Trek – 5 girls first year; 12 last year; 10 this year

Try to achieve balance between our members' social needs, education, fundraising, and mission based programming

Our Struggles:

- Only 10 or so are able and/or willing to take on leadership roles

- Do we focus on mission based program, talking and learning about what's important to AAUW or more relevance to our members?

- Is it all about fundraising?

- Do our members know/care what National and State do and are all about?

Our strengths:
Strategic Plans begin with SWOT Analysis

- ✓ Stable membership – replacing lost members
- ✓ Large, untapped population of potential members
- ✓ Proximity to metropolitan areas with varied cultural opportunities
- ✓ Availability of Speakers
- ✓ Good relationship with neighboring branches: Tacoma, Federal Way, Olympia, Puyallup

Weaknesses:

- ✓ Unclear who and what we are -- Mission or interest based?

- ✓ Distances and community demographics make getting together difficult.

- ✓ Nobody knows our name.

- ✓ We can't seem to build on our success – scholarship winners, Tech Trek moms, teachers, etc. are grateful, but don't join.

Opportunities

✓ Tech Trek: very well received in the community

✓ Large population of potential members

✓ Protecting the rights our predecessors fought for: a unifying concern

Threats:

- ✓ Competition – many service and professional organizations to choose from
- ✓ Aging membership
- ✓ Potential burnout
- ✓ Nobody knows who we are

How we recruit:

- ✓ Rack Cards

- ✓ Brochures

- ✓ Occasional event tables

- ✓ Free memberships to scholarship recipients

- ✓ Outreach to National Members

- ✓ Tapping into AAUW's National Membership Services Database (MSD)

https://www.aauw.org/resource/member-services-database/

Thoughts about Retention:

✓ Engagement

✓ Mentoring

✓ Involvement

✓ Acceptance – not all can participate at the same level

✓ Personal invitations to activities

AAUW – GIG HARBOR
Things we are going to try this year:

✓ Assigning an older member to mentor a new member

✓ A survey

✓ Asking for a commitment

NOW TO YOU:
How can AAUW Branches recruit and revive
membership?

Small groups: How does *your* branch answer this question? Share, write it up!

Plenary: Share success!

AAUW-WA
Port Townsend Branch
3. Planning for change

Dale Spears, Co-President
Port Townsend Branch

AAUW-PT
What do we do?

Challenges of our branch

- We have a lot going on, and it takes a LOT of people to make it work.

- Finding new board members, particularly President

- Finding new leaders for projects and fundraising efforts

- Engaging new members and attracting younger members in the workforce

Perceptions of leadership

- Board meetings are huge with up to 30 people in attendance. Meetings are limited to 2 hours and people sit quietly waiting for their 1 minute of floor time.

- It feels like the same 30 people do all of the work and cannot find replacements.

- We have an aging membership. Will the organization die when we do?

Let's re-think this

- Asking hard questions to re-organize.

- What exactly is our mission?

- How are our activities related to that mission?

Looking at change

- Strategic Planning Task Force-how can we re-structure the Board for a more efficient balance of work load?

- Summer Retreat and planning-how did each activity work and what is the next step?

- Documenting member activities and needs-who is doing what?

NOW TO YOU:

How does your branch look for ways to adapt and change?

Small groups: How does *your* branch answer this question? Share, write it up!

Plenary: Share success!