

Diversifying our Membership

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AAUW Pioneers Change

<https://history.aauw.org/>

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Making Sure our Work Spans to the Future

- ▶ Diversifying AAUW is like diversifying a business
- ▶ The benefits include avoiding periodic downturns and long-term survival of the organization and its goals
- ▶ A recent Forbes article coined the phrase “diversify or die” as a stark warning against “standing still too long”

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Do we need an organization promoting higher education for women?

WOMEN OUTNUMBER MEN IN COLLEGE

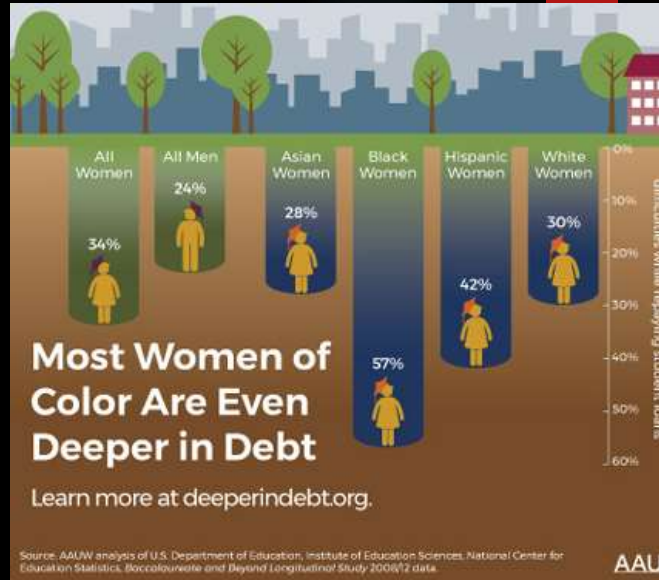
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A Recent Article in the Atlantic

- ▶ Men outnumbered in the 1970's — 58 percent to 42 percent—the ratio has now almost exactly reversed
- ▶ Women will comprise more than 56 percent of students on campuses nationwide, according to the U.S. Department of Education
- ▶ Some 2.2 million fewer men than women will be enrolled in college this year
- ▶ The trend shows no sign of abating

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The Cost of Higher Education and the Impact on Women and Minority Women



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Educational institutions must fairly address sexual harassment and sexual assault to place women on an equal footing



We still face workplace discrimination, the gender pay gap, harassment and inequity in promotional and leadership opportunities despite laws protecting women

We have Important Work to Do



We continue to spark the interest of young girls to pursue high paid jobs in science and tech fields where women are still underrepresented



We need a level playing field for female political leaders, which includes access to the Presidency

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AAUW National and AAUW WA have recently completed a strategic plan with the goal of evaluating how our organization is moving forward



The process of focusing on a mission statement and goals can help shape the future of AAUW



There is talk of rebranding and changing our name



Despite our work in Washington DC for our lobbying efforts and research, young people do not know who we are or what we have accomplished

Using Strategic Planning as a Roadmap

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What is Intersectionality?

- ▶ The Phrase “intersectionality” [recently added to the Merriam-Webster Dictionary] means the complex, cumulative effects when different forms of discrimination combine, overlap or intersect
- ▶ Intersectionality recognizes different kinds of prejudice can be amplified when women are not only impacted by gender discrimination, but social or income disparity, or other explicit or implicit biases.

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- ▶ The antithesis of diversity is the approach, “here is how we do things. If you don’t like it, hit the road.”
- ▶ Having only one way of doing things is the riskier to an organization than gambling away your resources.”

**Forbes: The
Diversified
Organization**

**The Risks of
Standing Still**

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“The Diversified Organization”

“I believe in the future . . . above all else, is diverse. It is not just diverse in terms of race, age, gender, nationality and the cultural background . . .

[its] how we organize, how we collaborate, when, where and how we work organizational structures and [our] decision making processes, how we distribute power and resources and our implicit and explicit incentive systems which can serve to make all of the above either thrive or stall.”

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Take Small but Meaningful Steps

- ▶ Changing a business model, [or an organizational practice] particularly one that has worked in the past, is challenging and unsettling. The article suggested the “**steppingstone**” strategy.
- ▶ Set a goal, meet that goal, move on to the next goal, but keep going forward
- ▶ Change is easier to manage one step at a time.

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How do we Support AAUW's Mission

DO THE EVENTS WE SPONSOR MATCH OUR STATED GOALS AND MISSION?

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A recent meeting helped me focus on how others felt about our meetings, events and fundraisers



in Port Townsend, the Annual Kitchen and Home Tour brings in a significant amount of money for our scholarship fund and educational programs including Tech Trek



Our meetings do not match the needs of working members or members with young children



Our board meetings exclude working members

A Frank Look at What We Do

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Does our membership criteria affect our organization?

- ▶ Men and women are eligible to join
- ▶ In 2005 AAUW National Convention in Washington, D.C., AAUW members voted to expand membership to include graduates who hold an associate or equivalent degree from a qualified educational institution in response to the growing population of women who have entered economically advantageous careers with this kind of educational background
- ▶ How have these changes impacted your branch?

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Have a Discussion

- ▶ Change can be painful
- ▶ It may mean changing some of what we do that has proven successful in the past
- ▶ Fundraising
- ▶ Social Functions
- ▶ Meeting times
- ▶ Resources



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Include Stakeholders and local leaders

Be inclusive in your discussion


What works for working members and what doesn't

Find what works for members with children

Working members need to meaningfully connect in a way they don't get in another organization

Ask members what they want to do or give to the organization

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You provide
the voice.
We'll provide
the megaphone.

Become a Two-Minute Activist for women and girls today.

AAUW

Do Little Things

Encourage Members to Share their Voice

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Connect with Other Organizations

- <https://www.aauw.org/what-we-do/empower/>
- <https://www.diversitybestpractices.com/news-articles/20-womens-organizations-you-need-know>

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A Few to Consider

- NOW
- Women in Technology International
- National Association of Female Executives
- Women Impacting Public Policy
- National Women's Business Council
- Girls Incorporated
- Girl Scouts, Campfire Girls
- YWCA

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Connect with Colleges and Universities and Trade Schools

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We pay dues for national and optional dues for branch membership

We ask members to provide direct donations, donate their time, lobby and participate in fundraisers

Some feel they are constantly being asked to contribute more

Many of our branch fundraisers raise funds based on the generosity of our own members

What can you do to seek meaningful contributions from the public?

Consider the Cost of Membership

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Suggestions



- Offer alternate meeting times for working members
- Offer daycare or kids activities at meetings
- Encourage professional networking

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Recruit New Members

Take advantage of discount membership at Community Events



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Be Visible

- ▶ Be sure AAUW is present during public events focused on women's issues and equality
- ▶ Spread the word on what we are doing and what we have accomplished



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Tell Your Story

Tell Younger Generations
about breakthroughs
and struggles

