



ANNUAL REPORT 2019 - 2020

Office:	Membership Vice President		
Name(s):	Terry Campbell Caron and Eileen Young	Date:	6/7/2020

STRATEGIC PLAN AREAS

Education & Training: *Addressing the barriers and implicit biases that hinder advancement of women.*

Economic Security: *Ensuring livelihoods for women.*

Leadership: *Closing the gender gap in leadership opportunities.*

Governance & Sustainability: *Ensuring the strength, relevance, and viability of AAUW well into the future.*

Goals	<i>What goals did you set this year that are in alignment with this Strategic Plan? Please prioritize your list and indicate after each goal what the current status is (i.e. completed, % completed, estimated completion date, etc.).</i>
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The goals we worked on this year were in alignment mostly with the area of Governance & Sustainability. The two goals were: 1. Leadership and 2. Recruitment

Programs	<i>Did you identify and/or hold any programs/activities/events that were in alignment with this Strategic Plan? If yes, please give a brief description of each and the date in which it was held/conducted.</i>
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A monthly newsletter is sent to all branch membership VPs. We planned on having two meetings this year – a fall and a spring meeting. We were able to hold the fall meeting but we were not able to have a spring meeting due to COVID-19. We do plan to have a Zoom meeting in June with the branch membership VPs.

The fall meeting was held on Saturday, September 28, 2019 with Branch membership VPs. In keeping with AAUW strategic focus, this meeting focused on Leadership and Recruitment.

Leadership - An exercise was done that allowed each participant to look at their own leadership qualities and the skills that each of them brought to their branches. The emphasis of the exercise was to show that in their roles as membership VPs, they are leaders of their branches and they have the skills and qualities to make their branches successful and strong. That they will continue to bring in new members who will add value to their branches.

Recruitment – How to recruit young members, how to retain the newer members and how to find the “magic” process to make it all happen was the discussion around recruitment. Literature was shared (i.e., “100 Ways to Recruit New Members”, and discussions revolved around what each branch was doing to recruit and retain members.

Five Star National Recognition Program

Programs

Advancement - need 12 Branches input

Communications and External Relations

Public Policy & Research

Governance & Sustainability