

Original 9-22-20

Updated 3-30-21

Review of Operating Documents Related to the Publication of State Updates to Members, Etc. and Subsequent Recommendations

At the recent AAUW Colorado board meeting there was some discussion about the name of the recent update to the members and other related issues. It was agreed that an ad hoc committee would review the current operating policies and discuss any issues and concerns. To get this “ball rolling”, Kathy Hall and Carolyn Cooley talked in more detail with Paula Munger and looked at the current operating documents. Their observations and recommendations can be found below.

The next step would be to meet and discuss this information and the next steps forward.

Observations:

There is inconsistent use of the use of the word ‘bulletin’ in the state’s operating documents. In some cases, the word bulletin is capitalized and in others it is not capitalized. In some cases, the word is preceded by the word ‘the’ and in others it is preceded by other descriptors, primarily the word ‘state’.

Generally, the name of a publication would be italicized when used in these types of documents to indicate that it is the official name. That has not been done in any of these documents.

There is no specific statement in any of the operating documents that the name of the update from the state is Bulletin or that it must be. There might be a suggestion that this is the case but the inconsistencies in how this term is used makes that difficult to confirm.

There is nothing in the documents that precludes such a publication having an additional or different name. Nothing that precludes this name from changing from time to time.

There is nothing in these documents that indicates any frequency limitations, just that an ‘update’ from the state needs to be at least 3 times per year. Having updates more frequently is not precluded.

There are several conflicting statements when you look at the totality of the information about the state update. The timing of the publication of the updates appears to be determined by the executive committee. The statement indicating this, K.1.c., is not specific as to this committee’s decision-making scope on this subject and potentially conflicts with the responsibilities given to the Communications Committee.

The Communications Committee is given broad latitude, albeit general, to make decisions which could be viewed as limited by statements in sections of other documents. No definitions are given to any of the terms used in the Committee Descriptions C.B.4.

Nowhere in these documents does it specify that updates will be sent to all state members. Other categories are identified by name.

Timing words such as ‘Fall’ are not helpful in describing what is expected.

The evaluation statement, E.V.5., reads as though the evaluation of the updates are done internally by the Communications Committee, rather than getting feedback from those receiving the update.

There are some sentences in the operating documents that just do not make sense as written.

Previous Recommendations Regarding Updates from the State:

One of the recommendations from the consultants in 2018 was:

- “We recommend that you seek to cut down on the number of pages in the newsletter.”

Our Recommendations:

- Make good on the consultants’ recommendation and reduce the size of the updates. Having more than 3 updates per year allows that to happen.
- Allow the current state president latitude to tailor updates from the state to their areas of focus and format preferences. One of the key goals of our update is to get our members to read it and participate in our events, etc. To do this we need to “stick out from the crowd”. Changing up the look, the name and/or format of the updates from time to time to keep it fresh is one way to get noticed.
- To facilitate the previous recommendation, eliminate the word “bulletin” (whether beginning with a small or capital letter) in all sections of the Operating Policies and replace it with a more generic term “newsletter”. This would not preclude the published document from being named “Bulletin” if so desired by the Executive Committee.
- Rework all sentences and sections in the AAUW of Colorado operating documents which refer to Communications responsibilities to eliminate inconsistencies and conflicting language on this subject.
- Get feedback from a select group of recipients on the value, ease of reading, etc. of the updates on a semi-annual basis. This would be in addition to an annual review of the statistics provided by the software being used.
- In addition, clarify the expectations in a way that eliminates any confusion between documents.
- Propose changes to the Executive Committee and Bylaws Committee as appropriate.

See the next pages for specific wording changes to support the above observations and recommendations.

Below are the documents, statements, and sections reviewed that resulted in the previous observations. Other operating documents did not cover this subject. The wording in red/purple reflects our recommendations for changing the operating documents to be consistent with our observations and recommendations.

1) BYLAWS OF THE AMERICAN ASSOCIATION OF UNIVERSITY WOMEN OF COLORADO

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2) OPERATING POLICIES OF THE AMERICAN ASSOCIATION OF UNIVERSITY WOMEN OF THE STATE OF COLORADO

STATE OFFICERS.

5. Each officer will communicate with other state and branch leaders and the membership through issues of the ~~Bulletin~~ newsletter and/or the ~~state~~ website and may make direct mailings or emails when necessary.

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C. COMMITTEES.

8. Communication Committee members shall be the ~~Bulletin~~ newsletter editor, the website ~~editor~~ manager, the social media ~~facilitator~~ manager, and such others as the president may appoint.

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9. Nominating Committee.

b. Committee meetings will be scheduled as necessary in order to publish the slate of nominees in the ~~spring issue of the Bulletin~~ newsletter at least 30 days prior to the annual state convention. The slate may be announced at Public Policy Day.

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D. BOARD OF DIRECTORS.

2. The spring meeting of the board of directors will precede the first business session of the annual state convention. Notice of the meeting will be published in the ~~spring Bulletin~~ newsletter at least 30 days prior to the convention.

3. The summer/fall meeting will be scheduled during the summer/fall workshop weekend. Notice of the meeting will be published in the ~~spring Bulletin and~~ newsletter and on the ~~state~~ website at least 30 days prior to the meeting.

G. WORKSHOP FOR LEADER TRAINING.

2. Notice of the workshop will be published in the ~~spring Bulletin newsletter~~ and on the ~~state website~~ at least 60 days prior to the workshop and will include the tentative program and costs for registration and accommodations.

I. STATE CONVENTION.

4. Notice.

a. Notice of the state convention will be published in the newsletter and on the website at least 60 days prior to the convention. ~~The spring issue of the Bulletin will publish~~ This notification will include the time and place of convention, tentative program, registration fee, costs for housing and meals, deadline for reservations, name and address for reservations chair, and other details, as necessary.

K. COMMUNICATIONS.

1. The ~~Bulletin newsletter~~ is ~~the~~ the primary communication method to reach publication for all Colorado members. Information of interest to all members is published in the ~~Bulletin newsletter~~ and ~~is available~~ on the ~~AAUW Colorado~~ website.

a. The name of the newsletter and frequency of its publication will be determined by the executive committee on an annual basis, based on its evaluation of current needs and opportunities.

b. The ~~Bulletin newsletter~~ will be emailed to ~~the AAUW and~~ selected national AAUW officers, Colorado members, members-at-large living in Colorado, Colorado college/university members, ~~and national members~~ potential members requesting a copy, and representatives of partner organizations.

~~b-c.~~ ~~Bulletins~~ The newsletter may be sent at the discretion of the ~~Bulletin~~ editor to presidents and editors in other states.

e. ~~The Bulletin will be published as determined by the executive committee.~~

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L. ADVERTISEMENTS.

1. The ~~Bulletin newsletter~~ does not print advertisements.

3. AAUW COLORADO STATE BOARD POSITIONS AND COMMITTEE DESCRIPTIONS

State Board Member Responsibilities

5. Submit information to the ~~office of the State Bulletin newsletter~~ editor and the website editor, as necessary.

AAUW Colorado State President

11. Establish a bi-annual communication plan, schedule in conjunction ~~with the Communication Chair and the~~ Interbranch Council, to ensure local efforts are consistent with AAUW's mission and goals and that successful branch programs and activities are shared among branches. The plan should cover the state's newsletter, website and social media tools available as well as publication names, schedules and topics to be covered ~~and ensure that local efforts are consistent with the AAUW's mission and goals. Encourage sharing of successful branch programs among branches via State meeting and publications.~~

AAUW Colorado Public Policy Director(s)

2. Inform the membership of the current AAUW public policy program through the ~~state bulletin~~ newsletter and website.

AAUW Colorado Communications Committee Chair

This position is appointed for a one-year term and serves on the State Board of Directors. May be appointed as Co-Chairs.

Responsibilities:

1. Oversee and ensure that the state newsletter, ~~web site~~ website, and social media are effective tools for sharing information, recruiting and retaining membership, and increasing visibility.

AAUW Colorado Nominating Committee Chair

7. Prepare articles to appear in the ~~State Bulletin~~ newsletter, including information on offices to be filled and how to submit a vita.
9. Prepare Nominating Committee report for State Board and for ~~State Bulletin~~ the newsletter.

AAUW Colorado Communications Committee

A. Members:

- (2) ~~State Bulletin~~ Newsletter Editor

B. Committee Responsibilities:

- 3) Ensure the publication of the ~~State Bulletin~~ newsletter and operation of the ~~state~~ website and social media accounts.
- 4) Regularly evaluate the ~~State Bulletin~~ newsletter, website, and social media to ensure that they are effective tools for sharing information, increasing visibility, and recruiting and retaining membership. This should include input from the membership.

C. Duties of Communications Committee Members

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B. ~~Bulletin~~-Newsletter Editor

- 1) Publish at least 3 ~~State Bulletins~~ newsletters annually.
- 2) Set specific newsletter publication deadlines. Solicit news items from the state membership, ~~and set deadlines for publication from~~ branches, state officers and chairs.
- 4) Make decisions, along with the ~~President~~ president and Communications Committee ~~Chair~~ chair concerning technical aspects, production, and distribution of the ~~Bulletin~~ newsletter.
- 5) Implement annual feedback from the Communications Committee regarding the effectiveness and format of the ~~Bulletin~~ newsletter.

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D. Website Manager

- 1) With ~~state president and the assistance of~~ AAUW Site Resources staff as needed, post AAUW Colorado and AAUW Colorado-sponsored events, along with any applicable agendas and registration materials.
 - v) Upload/Post the latest state bulletin newsletter to News/Photos section the website at the time of its publication.

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