



**BOARD ANNUAL REPORT 2020-2021**

Due: April 20, 2021

**Office: Communications**

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**Date: April 20, 2021**

**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:** *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.).*

Communications at the State level continues to be guided by the national AAUW strategic plan and the recommendations of consultants made several years ago. During 2020-21, the team:

- 1. Enhanced the impact of the State newsletter by generating it monthly. Ongoing**
  - Implemented a monthly newsletter, Connects, which includes a president’s message, a focus on upcoming state-wide events and highlights of branch activities.
  - Per consultant recommendations, limited the size of each newsletter.
  - Updated and made recommendations for changes to State procedures to bring them in sync with changes made to the publication and direction of the newsletter.
- 2. Expanded efforts to include branches in the Communications Committee. Ongoing**
  - Provided the promotional materials used in advertising State events to each branch for use in their communications activities.
- 3. Served as a resource for the State and branches in implementing Zoom meetings and webinars. Throughout the year as requested.**
  - Provided support to State Programs VPs before and during the Regional Conference and Annual Convention webinars.
  - Orchestrated major state meetings on Zoom and provided training for members participating in these events. This was one of Communications goals for this year, “Implementation of the routine use of effective video conferencing for any State meeting or conference, including providing best practices and training for members.” This goal was successfully completed with a process in place for future years.

- Provided tech support for Public Policy Day webinar, including pre-event organization, day-of coordination, video editing and survey preparation and analysis.

**4. Developed and reviewed metrics on the effectiveness of communication tools used.**

**Ongoing**

- The reach and effectiveness of our state communication tools are mixed.
- **Website** – At the State level, visits are down about 9%. This may be due to the increased frequency of the newsletter providing information in a more timely manner directly to members. Website visits spiked in March 2021, possibly due to the posting of Public Policy Day video and promotional material for the annual convention.
- **Facebook** – Followers (those who get updates in their daily newsfeed) have increased to 1,543 people (up 20% from 2019-20); Likes (fans of our posts) have remained the same at about 1,380. About 60 people routinely view any one of our posts, while about once a week that number doubles and occasional there might be a post with 200 or more views. The most popular posts are those recognizing achievements of women with 517 people viewing one post in the fall of 2020 on the number of Black women running for Congress. The Regional Conference videos also rated high among users.
- **Newsletter** – Readership is about 43% on average compared with 48% for last year. Although it is hard to say without further analysis, the higher frequency of the State newsletter combined with a significantly increased number of emails from national may be associated with this drop.

**Programs:** *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 on which it was held/conducted.*

- Economic Security – Continued to post Economic Security-related items to Facebook routinely; using hashtags as appropriate to connect to others with similar interested / concerns. Promoted WorkSmart on the State website in several places.
- Education & Training – Continued to recognize annual scholarship recipients from around the state on the website; monthly, highlighted a branch in the newsletter with focus on scholarship recipients.
- Leadership - Highlights of this year’s Regional Conference, Leadership Conference, and Public Policy Day can be found on the website, Facebook, and YouTube site.

**Communication Goals for 2021-22**

(not required, but offered)

- State-wide Work Start events (or something similar, to support one of the focus areas) be identified, planned, and promoted for certain dates during the year. Communication will provide social media and other support for these efforts.



- State leaders establish a formal strategic partnership with the LWV as a start, building on relationships already in place in many branches. Communication will provide social media and other support for these efforts.
- Pro-active feedback and assistance from the Communications Committee (Communication co-chairs) to the branches to help them in meeting any 5-Star type criteria which might be established by national for 2021-22.
- Surveying users of our various communication tools to get feedback on what changes or enhancements would make them more useful and enticing.

In the case of the first 2 goal points, Communications is a supporting function and dependent on efforts and activities of other State leaders to complete.