

From the AAUW DE&I Toolkit

## **Environmental Scan**

Before you start planning, you need an understanding of where you are. To create this environmental scan, start by asking your branch leaders to gather the following information about your branch:

1. In the last two calendar years, have you actively recruited new members?
2. How many new members have you recruited in that timeframe?
3. What is the current demographic makeup of your membership? Of your leadership?
4. What is the retention rate of members? Do you know why members who were not retained left?
5. What's been working in helping to create an inclusive environment?
6. What types of programs has your branch organized in the past two years?
7. Who was the target audience? What was the goal of the program (it's helpful to bring the list of programs from the last two years, the locations, audiences and any feedback from the programs)?
8. How is diversity incorporated into the program calendar?
9. What has been your branch's strategy for reaching a broader audience? (it's helpful to bring the communication plan or list of how information is disseminated to the membership and externally with you to facilitate this discussion).

Remember that diversifying your membership is only one aspect of this work. It's equally important (in the environmental scan and throughout this process) to think about the culture of your branch and how welcoming it is to diverse individuals. Successfully recruiting diverse members is only one step in this process: You also need to create an environment where all members felt included, engaged and valued.