



**STATE PLAN FOR BRANCH SUPPORT  
AND STATE APPLICATION  
21ST-CENTURY RECOGNITION PROGRAM 2003-07**

**POSTMARK DEADLINE: April 20**

- Fill out each section and type n/a (no answer) for narrative questions you choose not to complete.
- Save your completed application on your computer.
- **Mail or e-mail the original of your entire application with supporting materials to your regional director**  
(Regional director contact information can be found online at [http://svc.aauw.org/ld/ld\\_menu.cfm](http://svc.aauw.org/ld/ld_menu.cfm) - member ID number required for log in)

Materials must be received by **April 20**. Incomplete or late applications will not be accepted, and materials will not be returned.

The state program has **two** components: the State Plan for Branch Support and the application. Both components **must** be submitted to receive recognition. Applications and supporting materials should be clearly identified and sent to your regional director.

**Questions?** Please contact your regional director.

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*Grey boxes expand as you type your answers to accommodate whatever space you may need. Narratives must include relevant information to receive the points specified.*

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## STATE PLAN FOR BRANCH SUPPORT

### AAUW Priority Area: Membership Development

*State goal:* Raise visibility of the organization

*Action steps to achieve goal*

- Staff booth at the [NC Conference for Women](#)
- Emphasize a two-pronged message: [Share our resources and Join us!](#)
- [Include information about EF research efforts](#), particularly those affecting working women
- [Include membership information about AAUW](#), AAUW NC and local branches

*Measurable outcome*

- 500 attendees saw AAUW's name as a conference supporters. The attendee [demographics and concerns](#) match our recruiting targets.
- Approximately 800 attendees passed by the booth displaying the 125<sup>th</sup> anniversary banner
- Approximately 50 in-depth discussions were held with potential coalition partners, college/university representatives and members
- One new member was recruited
- 25 names were entered on the [guest list](#) for later follow up
- Four research reports were sold

*State goal:* Improved relations with college/university members

*Action steps to achieve goal*

- C/U chair made personal visits to campuses
- Special workshop at convention planned to address C/U concerns

*Measurable outcome:*

- Several C/U members planning to attend April 21 workshop
- No new C/U members were recruited, but we hope to stem the decline. [This may depend on getting accurate and timely information from the Association about new members and renewals.]

### AAUW Priority Area: Outreach to Diverse People or Groups

*State goal:* Increase awareness of diversity issues, particularly related to social justice

*Action steps to achieve goal*

- Encouraged all branches to read **Blood Done Sign my Name**
- Provided a [discussion guide on the book](#)
- Devoted the program portion of the fall meeting to a “Women's Agenda Assembly”

*Measurable outcome*

- Several branches took up the challenge to discuss the book
- A dozen nonmembers representing communities not represented in our membership attended the fall meeting
- Speakers at the fall meeting discussed social justice issues

### **AAUW Priority Area: Visibility**

*State goal:* Improve the use of our internal communications vehicles

*Action steps to achieve goal*

- Revamped the [state newsletter](#) to 8.5x11 format
- Continued the use of the new web system with training at the fall meeting

*Measurable outcome*

- Mailing for the 4<sup>th</sup> issue of the state newsletter cut to just the state and branch officers at a significant cost saving.
- The state now provides full branch websites to two branches, a branch web address for a branch that regularly posts its newsletters in the new system, and a space for three other branches to post about their upcoming events.

### **AAUW Priority Area: Leadership Development**

*State goal* Find better ways for volunteers to “plug in” to the AAUW NC leadership.

*Action steps to achieve goal*

- Implemented the new board structure as allowed in the bylaws passed in 2005
- Initiated a “sign up” process for board members that explained what was expected.
- Recruited new members to leadership and allowed some offices to be covered on an ad hoc basis if no one was enthusiastic enough about them to sign up for them.
- Recruited some members to participate in the work of AAUW NC without requiring them to sign up for the board.

*Measurable outcome*

- Dramatic increase in board meeting attendance with all the appointed and elected officers present at the fall board meeting.
- Increased number of people participating throughout the year, even though they did not come to the board meetings.

### **AAUW Priority Area: Technology**

*State goal:* Explore Internet sales as a fundraising tool

*Action steps to achieve goal:*

- Logo designed for the three-year old AAUW NC 100 Club

- <http://www.aauwnc.org/cafePress> set up using that logo for “limited edition” items that are available only to those who donate at least \$100 to AAUW NC.

*Measurable outcome*

- In the first month after the store was announced, we sold three mousepads, a coaster, and a framed tile for \$100 each, netting about \$450 for AAUW NC (compared to an annual fundraising goal of \$1500).

*State goal:* Use RSS to gain additional visibility for AAUW and AAUW NC news

*Action steps to achieve goal:*

- Put a javascript based version of the AAUW What's New feed and the AAUW NC news on [www.aauwnc.org](http://www.aauwnc.org) (still the old, mainly “static” site). [See [p3k.org/rss](http://p3k.org/rss) for the tool that was used.]
- Incorporated the RSS feeds into the new [WordPress](#) based sites [rwc.aauwnc.org](http://rwc.aauwnc.org) and [asheville.aauwnc.org](http://asheville.aauwnc.org).
- Held a [training session on RSS](#) before the Fall meeting.

*Measurable outcome:*

- It'd be interesting to know if the [www.aauw.org](http://www.aauw.org) web logs show any increased traffic because of these feeds. [A few other states/branches are also using this technique.]

## APPLICATION

### SECTION I. STATE ACTION AND BRANCH SUPPORT (total: 200 points)

Five AAUW priority areas are included in this section. Each is worth 40 points. Use the State Plan for Branch Support to respond to the narrative questions.

#### A. Membership Development (total: 40 points)

Building membership strategies with your branches stimulates membership growth in AAUW.

Check all that apply (10 points each):

*The state had a net increase of at least 5 percent in total branch membership or a net 5 percent membership increase in 33 percent of the branches.*

*The state established one new traditional branch for every existing 20 branches.*

*Name of branch: High Country*

*OR established one workplace, online, satellite, or campus branch.*

*Name of branch*

*OR recruited two colleges or universities as AAUW college/university members.*

*Names of institutions*

*Describe in 200 words or less the ways the state supported branches in their membership development efforts. Provide details about the outcomes. (20 points)*

The Membership committee took a two-pronged approach to membership. The first was to get the name of AAUW in front of 1500 North Carolina residents matching the demographics of our prospects by arranging for a booth at the North Carolina Conference for Women. We handout information about membership in the branches across the state and made the case that AAUW's resources on equity can be a good value for all even if branch membership did not seem to fit into their lives. We also found the approximately 50 other exhibitors to be good targets for our information. We expect to participate in the conference again next year and will plan to do better followup to improve the return on our investments of time and money.

We cultivated a relationship with the flagship University of North Carolina at Chapel Hill and may see results there with a new satellite or branch focused on the campus.

We distributed surveys to the branches to learn more about their current demographics and the types of programming that they are planning. This information will be used to inform future plans that better meet the branches' needs.

#### B. Outreach to Diverse People or Groups (total: 40 points)

AAUW's diversity statement reads: "In principle and practice, AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the

basis of gender, race, creed, age, sexual orientation, national origin, disability, or class."

Check all that apply (10 points each):

*The state collaborated with diverse allies on education and equity issues. The allies included people from at least one of the diverse groups from AAUW's diversity statement.*

*List the diverse groups*

Through North Carolina Women United's Women's Agenda Assembly process and its other activities, we collaborate with several statewide organizations that bring new perspectives to our organization. Examples include National Conference of Negro Women, [Equality NC](#), NC Gay and Lesbian Attorneys, NC Justice Center (issues of poverty), Women's Resource Center of Alamance County (issues of mental health), NC Coalition against Domestic Violence, NC Coalition against Sexual Assault, Interact.

*The state informed branches and members about social justice issues for diverse groups and encouraged action on those issues through projects, letter-writing campaigns, and community forums. List social justice issues and the means of informing branch members.*

Equal access to justice, access for all to a quality public education, and domestic violence were all key topics at the Women's Agenda Assembly held as part of the fall meeting. In addition, access to justice was the theme of the state-recommended book: **Blood Done Sign my Name**.

*Describe in 200 words or less the ways the state supported branches in their outreach to diverse people or groups. Provide details about the outcomes. (20 points)*

A focus on public policy issues to strengthen us as a viable coalition partner for diverse organizations was a focus of the year. This included hosting a "Women's Agenda Assembly" at our fall meeting and encouraging branches to host such events in their communities. This event focused on the [Draft Women's Agenda](#) and attracted attendance at the meeting from nonmembers, a more diverse group than our membership.

For the first time in several years, we approved a [state public policy program](#) and distributed copies to the legislators. This document gives us a foundation to continue to raise awareness and take action on a number of issues on which we can be a lead organization.

We encouraged all branches to read the book **Blood Done Sign my Name**, which describes a racially charged murder in North Carolina in 1970. When our branch recognition surveys are returned next month we will know how many branches took up the challenge.

To determine where we stand in diversity, and in the spirit of "you get what you measure," we distributed [branch profile surveys](#) to the branches. Few have been returned to date, but we plan to readdress this later this year.

### **C. Visibility (total: 40 points)**

Publicizing branch and state efforts focuses attention on AAUW's vital work and draws new members and supporters.

*Check all that apply (10 points each):*

*The state established contact with the media through phone calls, meetings, media advisories, or news releases.*

*AAUW state efforts were featured in a radio or TV show or newspaper article.*

*Describe in **200 words or less** the ways the state supported branches in their visibility efforts. Provide details about the outcomes. (20 points)*

The state sent media advisories and press releases to the media in the communities surrounding the location of the Fall Meeting (and its Women's Agenda Assembly that was open to the public). We found that few outlets used our material and we're considering paid advertising for the next such effort.

[Sample media releases](#) for the convention (April 20-22) and tied to the release of the new research report were made available for the convention attendees. All branches were encouraged to plan to take advantage of the opportunities for media coverage.

The new state web system made space available to the branches to easily [post newsletters and event announcements](#) that could then be found by the public through search engines.

#### **D. Leadership Development (total: 40 points)**

Vital states and branches require people who are willing and able to take on leadership roles. Equally important, leadership development offers people opportunities to hone skills useful in their professional and personal lives.

*Check all that apply (10 points each):*

*The state matched members to specific leadership tasks so members could build on their specific interests, skills, and abilities.*

*Members who did not normally assume leadership positions had an opportunity to practice their leadership skills, or new and ongoing members assumed roles of greater responsibility.*

*Describe in **200 words or less** the ways the state supported branches in their leadership development efforts. Provide details about the outcomes. (20 points)*

One step the state took to ease the leadership quandary for the branches was to approve in principle any branch bylaws change that moved towards a ["council" form of governance](#). This would allow a group of members to run the branch without restricting them to follow the traditional hierarchy. At least one branch has a bylaws change pending to move to this format.

The state distributed three instruments to encourage branches to evaluate their efforts in various ways. The first was a [branch profile](#) that would allow the branch to assess its diversity in order to document changes. The second was a [program survey](#) that would allow for an evaluation of the programming and its appeal to various segments of the community. The third was a [branch recognition form](#) that encouraged mission related programming in various ways. We are still encouraging the branches to return these (recognition forms are due May 15).

### **E. Technology (total: 40 points)**

Technology (such as e-mail, Internet, conference calls, online meetings, fax, or PowerPoint presentations) provides easier access to branches, members, and potential partners; streamlines communication; and offers a way to connect with resources and information.

*Check all that apply (10 points each):*

*The state used technology to communicate with branches and members about planning or issues.*

*The state used technology to reach out to nonmembers.*

*Describe in **200 words or less** the ways the state supported branches in the use of technology. Provide details about the outcomes. (20 points)*

Two branches ([Asheville](#) and [Raleigh/Wake County](#)) are using the state web hosting system for full branch web sites. Asheville, in particular, is an example where once the system was set up a member who is self-described as “not a techie” is able to maintain the web site and its news system and get the branch information out to the public.

A new branch presidents e-mail list was established for focused messages on key issues. Evidence from a couple of messages that specifically requested a reply shows that messages that went out over this list were read by 90% of the branch presidents.

The state news system (<http://news.aauwnc.org/>) was used by several state officers to post information that was then later gathered into an e-newsletter. Distributed about monthly, this allowed members to scan the “headlines” and click the links of interest to find the details.

Three quarterly branch presidents mailings have been sent in US Mail, but all the content in those was also posted on the news system (e.g. [March mailing](#)). This made it easy for the branch presidents to resend the information in e-mail. Feedback on the mailings has been positive.



**SECTION II. ASSOCIATION AND EDUCATIONAL FOUNDATION SUPPORT (total: 100 points)**

Check all that apply (35 points each):

All (100 percent) of the state board members and 50 percent or more of the state's branches contributed to the Legal Advocacy Fund.

Number and percentage of branches that contributed to LAF

All (100 percent) of the state board members and 100 percent of the state's branches contributed to the Educational Foundation.

Number and percentage of branches that contributed to the Educational Foundation

OR

All (100 percent) of the state board members and 50 percent of the state's branches contributed to the Educational Foundation's Eleanor Roosevelt Fund.

Number and percentage of branches that contributed to the Eleanor Roosevelt Fund

*Describe in **200 words or less** how your state educated donors and other potential supporters about all aspects of AAUW, including the Association and Leadership and Training Institute, Educational Foundation and Legal Advocacy Fund. (total: 30 points—10 points for each funding unit)*

We've changed our structure to have one "fund raising/development" team. We no longer have competing campaigns for LAF and EF and can bring the Association into our efforts more intentionally. We report total donation figures to the branches ([year end](#), [third quarter](#)) to allow them to measure their progress. In the [president's talk to the branches](#), "fundraising" in general is highlighted with information on EF, LAF and the Association all incorporated

We've changed the traditional "EF Basket" raffle at our convention to allow the branches to designate the overall target and specific funds for the proceeds of their basket. We're exploring [CafePress](#) to generate additional excitement and revenue.

For the Educational Foundation, we publicize the two "open" fellowships of major interest to NC (Ann Chipley American Fellowship and the Charlotte Branch Research and Projects Fund) and highlight the [fellows in North Carolina](#) and the [fellows supported by North Carolina initiated fellowships](#).

### III. STATE PROJECT (total: 20 bonus points)

States that sponsor projects promote equity at the state level while providing a model for branches. Bonus points are rewarded for one of the programs listed here. Please check the program for which your state seeks recognition:

- Choices for a Changing World (check one)
  
- Public policy
- International
- Higher education
- Translating research into action (check research report)
  
- Other \_\_\_\_\_

Other state program that advances the AAUW missions and impacts the community

**Project title** (be specific)

*Describe in 250 words or less your state project and how your project promoted education and equity. What impact did the project have in your community? How did you incorporate one of AAUW's priorities: membership development, outreach to diverse people or groups, visibility, leadership development, and technology? States must answer this question to be included in AAUW's new Web Library of Best Practices for Gold and Platinum winners. Descriptions will be taken from this statement.*

We took advantage of the statewide women's legislative agenda coalition's project, "Women's Agenda Assemblies" in multiple ways.

We wrote an education issue brief that was a part of the *Draft Women's Agenda* material distributed throughout the state and used at all the Women's Agenda Assemblies to educate the attendees on the issue. A large segment of this education issue brief was about the need in NC to provide a sound basic education for all its citizens and addressed economic and gender equity issues.

We took a leadership role by developing a summary of the agenda items and recommended action for the *Draft Women's Agenda*. This summary was used by other organizations who conducted Women's Agenda Assemblies. The action recommended on many of these issues was incorporated into our 2007-09 Public Policy Priorities. We joined with other organizations to build support for our issues.

We hosted a Women's Agenda Assembly at our fall meeting to demonstrate the process to our branches and to bring in women from the community to inform our discussions.

The outreach of the Women's Agenda Assemblies will be measured on May 22, 2007 when all women in NC are invited to Advocacy Day at our state legislature in Raleigh and in the 2008-2009 year when more of our branches will be encouraged to host assemblies in their communities.