



**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 - 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.

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

Membership –

Goal: Establish a new branch

Action steps:

- Support group in Durham
- Support group in High Country (northwest region)

Measurable outcomes:

- Establishment of 1 new branch. Expect to reach this by mid summer (High Country)

Goal: Maintain branch membership

Action steps: Just about everything we do

Measurable outcomes:

- We reversed an accelerating membership decline (5% for 2003-2004 and 7% from 2004-2005 to just 0.2% (just 4 branch members) from 2005-2006.ⁱ

Diversity -

Goal: Raise awareness of diversity issues in the state

Action steps:

- Highlight the book **Blood Done Sign My Name** at our state convention
- Completed a survey of branch demographic characteristicsⁱⁱ
- Plan for branch diversity efforts provided at spring 2006 meetingⁱⁱⁱ
- Presentations on diversity at branch meetings by state board members

Measurable outcomes:

- Convention passed a motion to encourage branches to use the book in their future planning
- Information on demographic characteristics of the branches was distributed at convention and can be used as a baseline in determining future efforts.
- Number of branches reached with diversity presentations

Visibility

Goal: Increase press coverage for AAUW in North Carolina

Action steps:

- Distribute press release as part of the convention packet^{iv}

Measurable outcomes:

- Article in the local paper in the convention city.

Leadership Development

Goal: Make state efforts more visible and attractive to branch members

Action steps:

- Establish speakers' bureau of state officers
- Encourage more branches to be represented at state meetings, taking advantage of bylaws changes passed in 2005

Measurable outcomes:

- Number of branches visited
- Number of branches attending state meetings
- Increased number of branches represented in 06-07 leadership

Goal: Streamline state structure to provide more paths to leadership

Action steps:

- Finalize edits and posting of the new bylaws^v

- Develop new structure for appointed positions to give each person a “team” for a support system.
- Encourage branch input by allowing branch presidents to send proxies to board meetings and convention.

Measurable outcomes:

- At least one branch president used the option to have someone from another branch attend the board meeting in her place.
- New structure was documented and distributed at 2006 convention.
- The 2006-2007 budget was presented in the context of the new structure, and a substantive discussion on the budget was held.

Goal: Implement recommendations of the strategic planning process

Action steps:

Small group sessions at summer meeting to readdress work of the winter meeting.

Measurable outcomes:

Progress noted on several “strategies”, if not on the “goals”.

Technology

Goal: Start the move of the web site from a system under the control of a single person to one that would encourage collaboration and be suitable for branch use.

Action steps:

- Use a blog to report back from the AAUW Convention in DC
- Set up a branch web site based on this software
- Continue use of the blog for posting branch newsletters and other timely notes.

Measurable outcomes:

- Several members have registered with the system and it is being used for updates on at least four branches.
- 30 articles and 15 comments were posted since the system was relaunched (with a better user interface) in January and April 13. There’s been an accelerating number of contributions since our convention.
- One branch web site has been established, and other branches have expressed interest as they start their new years.

Goal: Provide telephone access to the virtual office of AAUW NC.

Action steps:

- Establish an Internet-based voice mail/fax phone account.
- Recruit two members to share the duties of forwarding information

Measurable outcomes

- Six branch reports that normally would have been sent in US Mail were Faxed to the number (and automatically turned into PDFs that could be easily forwarded).
- Many state newsletter articles include web addresses for more information, but no one has yet called to say that they are “offline” and to ask for that information to be sent to them.

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

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 state's efforts in membership were, in large part, devoted to support for two nascent branches – one in Durham, and one in the northwest. The first required state board members to work with the leadership in the branches close to Durham to ensure that this new branch (potentially led by young members) would complement their efforts. Unfortunately, the organizing group appears to have lost momentum, and we may have lost this opportunity. The second branch, centered in Boone, but serving several mountain counties with the nearest branch more than 75 miles away, looks more promising. Local leadership (including a past AAUW NC president and a member who recently moved to the community) in collaboration with state efforts (including a visit from the president-elect and an offer from the NC treasurer to help with the finances and help from the membership vice president) is expected to lead to this branch being established later this spring. We have learned that there are ways to streamline the branch formation process and will be working with the Association to ensure that our next effort goes more smoothly.^{vi}

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

Other members of NC Women United: National Council of Negro Women, Equality NC (GLBT), NC Justice Center (issues of civic participation and economic self-sufficiency)^{vii}

UNC Office of Civil Rights (issue of equity in school funding)^{viii}

Those whose lives were documented in **Blood Done Sign my Name** (issue of race relations in the state)^{ix}

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.

From the state newsletter: Native American experience^x, campaign finance reform^{xi}, increase minimum wage^{xii}, Access to emergency contraception – info available in Spanish^{xiii}, support for sexual orientation training for school counselors^{xiv}

Issues addressed at state convention included: race relations, equitable funding and support for the public schools to ensure each child has an opportunity for a “sound, basic education” and that requirement’s interaction with school resegregation, access to vocational/technical education. The state diversity chair also released a program for branch action.^{xv}

Issues from the state board meeting: In the fall we had a presentation from our coalition partner, the Covenant with North Carolina’s Children, covering many of the issues on their state agenda.^{xvi}

Many more issues were addressed on the **state e-mail list**, including federal issues forwarded from the Association’s public policy list and state issues forwarded from the NC Women United list.

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)

Through our coalition memberships, particularly through the 40-member NC Women United, we provide our members with access to advocates’ expertise on issues that are of concern to the diverse population in North Carolina.

State board members gave several talks to individual branches on issues of diversity. This included a talk on “The Mindset of Diversity” to the Winston-Salem branch using hearing loss/deafness as one example to which all the members could relate. The state diversity chair presented to two branches, talking about issues raised in the workshop she conducted in 2005 and the projects she recommends

for 2006.^{xvii}

Diversity emerged as a key topic at the state board meetings which resulted in the plan presented at the state convention.

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)

Frankly, though there have been some efforts, we've had very little success here. We recognize the shortcomings and will focus on this for 2006-2007. In particular, we realize missed opportunities for visibility in announcing the results of our mini-grants^{xviii} (particularly the community action grants awarded to Brevard and Greensboro last fall) and celebration statewide of the work of our two branches, Winston-Salem and Bryson City, who received grants from the Foundation for this year.

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)

The state's efforts here were mainly focused on getting its own house in order so that we could be a better model for the branches. We have worked hard to start implementing the changes that were begun in 2002 with our ReConnection process^{xix}. We now have a more flexible state leadership structure that allows us to share jobs, have more off-board participation, and learn more about the leadership in the branches. At initial rollout of the new structure this spring, a half-dozen members

who had had limited involvement with the state signed up for new tasks. We also engage the state board members to speak to the branches^{xx} to increase awareness of AAUW issues outside the local communities and support branches' efforts to advance the mission.

Through the AAUW NC 100 Club we encourage branch presidents to document the work of those who spend at least 100 hours a year on AAUW efforts. While this allows us to formally thank these AAUW stalwarts, it also gives us a list of people who might be willing to take a larger role at the state level, or who can advise the state board on particular issues.

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)

The state continued the use of its web site, <http://www.aauwnc.org>, to provide a repository of information important to all AAUW NC members, including issues of the state newsletter, minutes of all meetings, committee chair reports, bylaws and policies, etc. There is an e-mail list used to reach all the branches and open to all members.

The state provided a zip code calculator to give branches the list of zip codes in their counties of interest and instructions for ordering the MAL data for those zip codes. Five branches have used the service to advertise special events.

The state signed up for a toll-free voice/fax line^{xxi} to provide easier access for those who aren't online. The main use has been to allow branches to FAX reports to the state and have those reports turned into PDF files that can be easily posted or shared in e-mail.

The state's new "blog" or "news system," <http://news.aauwnc.org>, provided "real time" updates to the members from the Association convention and is starting to be used to post branch newsletters. The technology used there^{xxii} has been configured for a branch web site, <http://asheville.aauwnc.org>, and will be rolled out to other branches in the next fiscal year.

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 18 and percentage 86 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 19 and percentage 86 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 had a particular effort to publicize the Ann Chipley fellowship. This was established by the Foundation Board (**not** AAUW NC) in 1996-97, but had only \$32, 547.73 as of June 30, 2003. Ann was a president of AAUW NC so we are pleased to support the fellowship, but we are disappointed that the current Foundation board feels no responsibility to help with this fund^{xxiii} that honors a former staff member who was nationally known. We developed a brochure^{xxiv} that branches can use to publicize this and donations have increased significantly (c. \$1000/month since October).

At our convention we had successful fundraisers for both EF and LAF. We had a plaintiff whose story was included in **Tenure Denied** speak at our LAF breakfast. There were many comments from members who learned a great deal about LAF with that one short speech.

We do encourage donations to AAUW NC through the 100 Club^{xxv}, and we would hope that our efforts help to set the stage for a better response to requests to support the Association. We passed a resolution calling for all branches to learn more about the Association/IFUW relationship^{xxvi}, again, hoping to prepare for requests for contributions there.

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)
 - Sister-to-Sister
 - Woman-to-Woman
 - Transitions Conference
 - Tech Check
 - Signposts
- Public policy
- International
- Higher education
- Translating research into action (check research report)
 - A License for Bias: Sex Discrimination, Schools, and Title IX*
 - Drawing the Line: Sexual Harassment on Campus*
 - Gains in Learning, Gaps in Earnings*
 - Women at Work*
 - Other* _____

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

Project title (be specific) [Pathways for Women: Money, Careers, Language – pre-convention conference](#)

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 sponsored a pre-convention conference at Craven County Community College: Pathways for Women: Money Careers and Language. We tied this to the new AAUW Theme, "Education as the Gateway to Women's Economic Security" and the related convention theme, "Education – Gateway to the future for Women and Girls." The office of the state treasurer provided a speaker on "women and money" and a team with a computer setup to search the state's unclaimed cash database. \[The proceeds from that fund go to scholarship support.\] Two other sessions on nontraditional careers included a conversation with a student who is committed to success in engineering, and a report on the various opportunities in teaching English as a second or a foreign language. The membership booth garnered at least one Shape the Future new member and a number of prospects for the local branches. We solidified our connection to this community college, sharing information from EF reports from Tech-](#)

Savvy to Drawing the Line, and starting conversations on how there could be more collaborative projects as we develop more projects tied to the new theme. The energy from this Friday session was carried over to the full convention with a representative of the Community College system as the dynamic speaker at our banquet.

AAUW NC 2006 21st Century Recognition Application - Attachments

- ⁱ Feb. 1 2006 membership count:
http://news.aauwnc.org/wp/wp-content/uploads/2006/02/AAUW_FEB1_COUNT_NC.pdf
- ⁱⁱ AAUW NC branch survey and the results of the survey:
<http://news.aauwnc.org/2006/03/29/results-of-survey-of-nc-branches/>
- ⁱⁱⁱ Report from AAUW NC diversity chair, Queen Thompson, spring 2006:
<http://www.aauwnc.org/05-06/convention/reports/PROPOSED%20PROGRAMS.pdf>
- ^{iv} AAUW NC Sample Convention press release: http://www.aauwnc.org/05-06/convention/packet/PRESS_RELEASE.PDF
- ^v AAUW NC Bylaws, October 2005.:
<http://www.aauwnc.org/00Documents/bylaws/Bylaws-200510.pdf>
- ^{vi} Our opinion is that process for new branch formation should be made more transparent and easily accessible to state leaders. It may also need updates with respect to post-9/11 restrictions on the opening of bank accounts. See <http://www.bbvix.org/wp/2006/01/22/how-to-form-a-branch-satellite/>
- ^{vii} NCWU Draft Agenda from 2004
<http://ncwu.org/2004/AgendaAssemblies/DraftAgenda04-05.pdf>
and its report card on the 2005 session
<http://ncwu.org/2005/reportcard/NCWUReportCard.pdf>
which both demonstrate the breadth of issues on which we collaborate with diverse allies.
- ^{viii} Center for Civil Rights publications on Resegregation of Southern Schools and School Funding Adequacy:
<http://www.law.unc.edu/SearchDetails.aspx?ID=390>
- ^{ix} Amazon.com page on Tim Tyson's **Blood Done Sign My Name: A True Story**,
<http://www.amazon.com/gp/product/0609610589/103-0268800-5222240?v=glance&n=283155>
A sample of NC coverage of the book: <http://www.wakegov.com/libraries/readstogether/default.htm>
Note that neither the state program vice president nor the diversity chair was aware of the book until it was suggested as a "read together" proposal for AAUW NC.
- ^x Summer 05 Tar Heel News, page 5, Lena Epps Brooker.
http://www.aauwnc.org/00THN/05_Summer/aauw5summer2005.pdf
- ^{xi} Summer 05 Tar Heel News, page 8, Judicial Elections Forum,
http://www.aauwnc.org/00THN/05_Summer/aauw8summer2005.pdf
- ^{xii} Fall 05 Tar Heel News, page 2, Covenant Celebrates Legislative Victories,
http://www.aauwnc.org/00THN/05_Fall/aauw2fall2005.pdf
- ^{xiii} Fall 05 Tar Heel News, page 5, Emergency Information for Latinas
http://www.aauwnc.org/00THN/05_Fall/aauw5fall2005.pdf and <http://www.ncwu.org/2004/ecer>
- ^{xiv} Winter 05 Tar Heel News, page 5, AANW NC Board Recommends More Specific Training Needs
http://www.aauwnc.org/00THN/05_Winter/aauw5winter2005.pdf
- ^{xv} Proposed programs for branch action:
<http://www.aauwnc.org/05-06/convention/reports/PROPOSED%20PROGRAMS.pdf>
- ^{xvi} See the Child Advocacy Institute's agenda at <http://www.nchild.org/content/section/5/114/>
- ^{xvii} Report from AAUW NC diversity chair, Queen Thompson, spring 2006:
<http://www.aauwnc.org/05-06/convention/reports/PROPOSED%20PROGRAMS.pdf>
- ^{xviii} More on the minigrants: <http://www.aauwnc.org/05-06/minigrants/minigrant-brochure.pdf>
- ^{xix} AAUW NC Reconnection: <http://www.aauwnc.org/00About/reconnection/index.htm>

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- ^{xx} See discussion of speakers' bureau: <http://www.aauwnc.org/00About/speakers.htm>
Visits this year, aside from those by the state president and president-elect, included diversity focused visits to Winston-Salem, Gaston Regional and Statesville, and a "What does AAUW do for you? What can you do for AAUW?" discussion in Hendersonville.
- ^{xxi} This is an Internet based service through <http://www.maxemail.com>. We've budgeted \$120/year.
- ^{xxii} These systems are based on the open source WordPress system. See <http://news.aauwnc.org/wp/credits> for implementation details.
- ^{xxiii} Communication from Gloria Benton to Nancy Shoemaker, Jan. 29, 2006, reporting the decision of the Foundation's Development Committee.
- ^{xxiv} Ann Chipley Fellowship brochure: <http://www.aauwnc.org/05-06/SummerBoard/handouts/chipley2.pdf>
- ^{xxv} AAUW NC 100 Club: <http://www.aauwnc.org/05-06/100club.htm>
- ^{xxvi} Recommendation to the branches to learn more about IFUW:
<http://news.aauwnc.org/wp/2006/04/06/recommendations-to-branches-approved-at-convention/>