

## A Quick How-to Guide for Recruiting College and University Partners

To activate the AAUW mission, many states and branches are reaching out to colleges and universities. Campuses offer a wealth of resources - topical experts, enthusiastic students, facilities, etc. - and a pool of potential AAUW members! States and branches can offer community support for higher education and our own unique expertise on equity issues. Working with campuses offers something for everyone - here's how to get started:

- **Learn the value of engaging a College or University as a Partner.** Visit the AAUW website to learn the [benefits of membership](#) to the College/University and for their students.
- **Seek a contact on the College or University.** Write or call any of these contacts on a campus and seek their support for membership: the Women's Center or Women's Studies Department, Dean of Students, Vice President of Student Affairs, Student Services or Leadership Office, Dean of Academic Affairs or President. Share with them the [benefits of membership for students, faculty and staff](#). Highlight all that AAUW has to offer that's so pertinent to their needs and interests: the equity mission, [campus action projects](#), [advocacy for higher education](#), the Educational Foundation's groundbreaking [research](#), [fellowships and grants](#), and [awards](#).
- **Spread the word.** Share AAUW [press releases](#) and publications, *such as [Students Speak Out](#)*, an AAUW e-newsletter written by and for students. Provide outreach to the campus about AAUW activities and member-only discounts for students, faculty and staff.
- **Work to engage C/Us in a partnership with AAUW.** Initiate efforts to collaborate on campus concerns. Review our [community programs](#) and [research](#) as opportunities for programming on campus. Encourage them to participate in the activities of the Association – branch/state activities, [national conferences](#), publications and web resources, etc. – to the extent they provide personal and institutional benefit.
- **Encourage C/Us to complete the membership application.** Work with the campus contact to complete the [on-line membership form](#) and submit their dues. Annual membership runs from July 1 to June 30.
- **Assist them with identifying a C/U Representative.** This staff member serves as the secondary contact for AAUW and is usually appointed by the campus president, vice president or dean.
- **Follow-up with them regarding their membership packet.** A new member welcome packet will be sent to the campus. Check with your campus contact to ensure that they have access to the information.
- **Consider involvement of students, faculty, and staff.** Seek out those interested in education reform, equity issues, community involvement, reproductive freedom, civil rights, women's health, pay equity, and international affairs. Work to identify women and men of diverse backgrounds and cultures, including traditional and non-traditional students. Mention that [individual membership](#) is also available for college graduates through a local branch, as an individual ([members-at-large](#)) or for students ([student affiliate](#)) working toward their first college/university degree.

- **Establish connections with other member institutions or branches.** Initiate dialogue to foster collaboration and partnerships with other member institutions and AAUW branches in your local area. Have at least one branch member who is a student or faculty member serve as a liaison and advisor for your student efforts.

**More information:**

- Regularly check the AAUW website Campus Connection [http://www.aauw.org/campus\\_connection/](http://www.aauw.org/campus_connection/) for updates on these and other campus-focused program opportunities and events.
- Contact the Leadership and Training Institute for more ideas and to share your successes: 202-785-7712 or [lti@aauw.org](mailto:lti@aauw.org).