

**2010-2011 AAUW IOWA
BOARD-BRANCH OUTREACH PLAN OF ACTION**

GOAL: To engage and sustain existing AAUW Branches through relationship building and information sharing to stimulate involvement and action.

TARGET MARKET: Branch boards and/or branch members.

VENUE: Branch Meetings, Board Meetings, Branch Events, or Special Meetings as determined by the branches based on their needs/availability.

FOCUS: (a) Listen to branch strengths/activities/concerns; (b) Share information about state board/committee activities; (c) Ask questions about organizational/programming activities, (d) Summarize information gained to share with Membership VP as the central clearinghouse; (d) Provide summarized feedback (from Membership Committee) to board members as feasible; and (e) Delegate responsibility for addressing issues of concern to appropriate board/committee(s).

ASSIGNMENTS; Each board/committee member, comfortable with branch visits/available, will be assigned a branch(es) within a reasonable travel distance from home, as possible. Round-trip mileage will be provided at 31 cents per mile.

PROCESS:

1. State President to gain board approval of the Plan via email by Nov. 23, 2010 so branch contacts/scheduling can begin and with branch visits/reports concluding in May, 2011.
2. Board/Committee consultant will contact the Branch president/leader during late November/December 2010 to schedule a time for the visit. Branch visits to start from January through May, 2011.
3. Board/Committee consultant will forward information to the Membership VP on the date/time/location of branch visit.
4. Board/committee consultant will be provided with a *Content Outline* to follow during the branch visit and a *Board-Branch Outreach Feedback Form* so the information shared/collected will be in a consistent format for data summary.
5. Board/Committee consultant is to complete and return the *Feedback Form* via email/mail to the Membership VP within two weeks of the visit.
6. Data collected will be summarized and distributed, if feasible. To whom, in what format, and when has not been determined.

CONTENT OUTLINE FOR BRANCH VISIT

1. Introduce Self. The purpose of our board-branch outreach program is to maintain contact with the branch, follow up on the focus group work initiated in 2007-08, applaud their work, address their concerns, evaluate branch organizational/programming activities, and stimulate interest/action in our statewide projects... because we care about them!
2. Share a brief update on state activities (10 minutes) in which they can be involved and mention the branches currently involved in these state activities*:
 - a. Gender Balance Project
 - b. 50/50 by 2020
 - c. Iowa Initiative to prevent unintended pregnancies
 - d. Membership Campaign—130th Anniversary—On-line Branch/Iowa's 5% Goal
 - e. Latinas/Latinos al Exito Program
 - f. April 2011 AAUW Iowa State Meeting Date/Theme/Location
 - g. June 2011 AAUW National Convention Date/Theme/Location
 - h. Remind them of the available technology to gain/ share information/ideas from the national and state websites
 - j. Share information about Iowa's communication tools: website/opportunity to have a branch web page on Iowa website, *Iowa Initiative*, and the *Branch Connector*, and *Iowa Facebook* page .
 - i. Leave programming brochures (grants-fellowships, public policy, etc.)

*Each board member responsible for the programs above will provide a very brief activity summary (1 minute) to the Membership VP for coordination so that consistent information is being shared by the branch consultant. Include the names of branches that are/will be involved in your programs to demonstrate interest, engagement and local action.

3. Ask the branch/board to share information about their plans/activities for the year. (20-30 minutes) Use the *Board-Branch Outreach Feedback Form* as you gain this information.
 - a. Help them identify their strengths. Applaud their efforts. Ask questions. Identify any limitations.
 - b. Ask if their branch planning took into consideration some of the changes/ideas identified as a result of their focus group experience from the recent past.
 - c. Ask if they have specific concerns/questions+ and take detailed notes on the *Feedback Form*. +(leadership, membership, programming, fundraising, community action projects, public policy outreach, communication, finances, other)
 - d. Assure them that a follow-up will be made , if needed, to address any issues.
 - e. Gain the full contact information (before leaving) of members who need further help with their concerns for follow-up.
4. **Thank them for their leadership/commitment to AAUW. Remind them that Iowa has a more equitable environment because of the impact AAUW members have had within their communities for 130 years. End with having them pat each other on the back for their continuing work/accomplishment...because equity is still an issue.**

2010-11 BOARD-BRANCH OUTREACH
FEEDBACK FORM

Please return this completed Form (via email/mail) to Mary Ann Ahrens, Membership VP, 501 Grand Ave., West Des Moines, IA 50265 maahrens@mchsi.com 515-664-8933 (h) within two weeks of the visit.

BOARD-COMMITTEE MEMBER: _____

BRANCH VISITED: _____ DATE OF VISIT: _____

BRANCH CONTACT PERSON/COMPLETE CONTACT INFORMATION:

SUMMARY OF BRANCH ORGANIZATIONAL/PROGRAMMING ACTIVITIES:

Strength/Limitation Areas **Goals/Activities:** _____

(Scale: 1 = Limitation to 5 = Strength)

Based on feedback from any applicable area(s) below, circle the appropriate number using the scale.

1 2 3 4 5 Leadership: _____

1 2 3 4 5 Programming: _____

1 2 3 4 5 Membership: _____

1 2 3 4 5 Community Action: _____

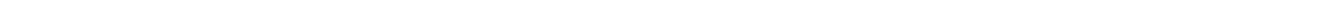
1 2 3 4 5 Public Policy Outreach: _____

1 2 3 4 5 Fundraising: _____

1 2 3 4 5 Communication: _____

1 2 3 4 5 Finances: _____

1 2 3 4 5 Other: _____



SUMMARY OF IDENTIFIED STRENGTHS: _____

SUMMARY OF IDENTIFIED LIMITATIONS: _____

DID MEMBERS INTEGRATE THEIR IDEAS/CHANGES INTO BRANCH PLANNING AS RESULT OF THEIR 2007-08 FOCUS GROUP PROJECT? _____ Yes , If Yes, Successes? _____

LIST OF CONCERNS/QUESTIONS FROM MEMBERS :

FOLLOW-UP NEEDED: Please indicate which questions/concerns above need follow-up and to whom (name/address/phone/email) the follow-up should be directed to.

DID YOU LEAVE A COPY OF THE BRANCH FITNESS ASSESSMENT FOR THEIR FUTURE USE?

___ Yes ___ No If No, Why? _____

BRANCH ASSIGNMENTS

NEGOTIABLE

Approximate
Round-Trip
Mileage

Board/Committee Member	Branch	Mileage
Sandra K. Wilson	Atlantic	140
Mary Ann Ahrens	Loess Hills	260
Judy Beckman	Waterloo	20
Mary Dove	Charles City	70
Lori Schrader-Bachar	Indianola	65
Sharon Vana	Tipton	48
Jo Treadwell	Iowa City	50
	Davenport	80
Kim Babcock Mashek	Decorah	130
	Cedar Falls	35
Laura Browne	Tama-Toledo	50
	Cedar Rapids	120
Jan Mitchell	Ottumwa	170
Kathie Farris	Pella	90
Diane Edwards	Algona	100
Maxine Lampe	Siouxland	136
Renee Jedlicka	Calhoun County	100
Linda Davis	Washington	90
	Oskaloosa	100
Courtney Kain	Ames	90
Diane Patton	Denison	140
	Palo Alto	120
Betty Houser	Webster City	100
Louise Conklin	Waverly	50
Ann Boultinghouse	Des Moines	20
	Marshalltown	100
Audrey Ercolini	Storm Lake	120
Audrey Gray	Clarion	120
Sue Jorgenson	Keokuk	200
Linda Greenlee	Clinton	90
	Ft. Madison-Burlington	<u>90</u>

Approximately

3,100 miles

Projected Investment:

3100 x \$.31 per mile =	\$961
Printed Materials for each Board/Committee Member	\$50
Printed Feedback Report to yet-to-be determined people	\$75
Postage	\$75
Miscellaneous	?