

**2010-12 AAUW IOWA
MEMBERSHIP COMMITTEE GOALS**

BOARD DRAFT

statements in italics have been accomplished; MC refers to membership committee; statements with an asterisk () in front indicate we need someone to handle the task; names in parentheses indicate the person(s) responsible or suggested.

1. Develop strategies to support existing branches.

A. Design a board-branch outreach plan for board approval by 11-23-10.

- 1. Assign a board/committee member to visit/consult with each branch by 6-1-11.*
- 2. Develop a Content Outline for consultant's use to assure consistency in information gathering/information sharing. 11-10*
- 3. Develop a Board-Branch Feedback Form to assure consistency in evaluation/feedback to the membership vice president. 11-10*
- 4. Gather/summarize feedback to share with the Board, if feasible by summer board meeting, 2011 (MC)*
- 5. Delegate branch concerns identified during the visits to the appropriate board members for follow-up to branches. (Ahrens/Board Members)*

2. Establish new branches and new institutional members.

A. Begin the one-year, board-approved, Member-at-Large On-Line Branch Pilot Project in 10-10 with assistance from the state diversity chair using web conferencing. (The online branch is currently operating in the formative stages)

B. Identify two areas within the state for new branch development by 12-31-10.

(Ankeny/Altoona and Mason City area) Boultinghouse, Patton, Swanson, Carol Iverson, and MC)

C. Recruit three new college-university institutional members; namely, one private College (Ahrens recruited Buena Vista Univ.), one state university, and one community college with assistance from the board college-university director/others. (Mashek, branches, board/committee members who live in college towns)

* *D. Devise a plan to invite qualified prospective members to gain information and stimulate interest in joining.*

3. Increase branch/state membership by five percent (800 members x .05 = 40)

A. Disseminate information about membership categories and membership campaigns to educate the branches using the branch connector, membership newsletter, emails and mailings. (Ahrens/Wilson, others)

B. Share state membership committee goals with the branches. (after 1-30-11 board meeting)

C. Provide information about recruitment numbers for each branch in order to reach the 5% goal. (Using 40, each of the 31 branches need to recruit from 1-2 new members.) Ahrens (already included in the Board-Branch Information Summary)

* *D. Establish a reward/visibility plan for branches who meet the goal.*

4. Continue the Iowa members-at-Large state member recruitment program.

- A. Post a State Membership Form on the AAUW Iowa Website. (Ahrens/Browne)
- B. Acquire an updated MAL Renewal List from AAUW and (1) mail out a letter of Invitation to new Iowa MALs; and (2) state-level membership renewals each year. 2-11. (Ahrens)
- C. Send names of MAL members to branches in their area for further contact and possible recruitment at the branch level. June-August, 2011 (MC)
- D. *Involve MAL members in branch/state leadership in whatever way is feasible considering their available time, skills, and interests.* (Acquired from the MAL Response Forms and will be ongoing)
- * E. Provide visibility (list in the Iowa Initiative, spotlight a few in the *Iowa Initiative*) to MALs using our AAUW Iowa communication tools.

5. Find unique and effective ways to communicate with branches/branch members using technology to build skills and use our time and resources more effectively.

- * A. Use the available technology from the state and national levels in AAUW (perhaps we need to specify here.
- * B. Share "how to" information with the branches to engage them in technology once each year, a time to be determined (Facebook, twitter, wiki, etc.). (Kain, Butterfield-Bailey, Browne/Enger??)
- C. Provide a periodic membership e-newsletter to share information throughout the year. Periodic yet to be determined, perhaps every other month. (Ahrens and MC)
- D. *Gain membership ideas/strategies from branches to use in the membership newsletter or for use in the Iowa Initiative. (announcement included in the Board-Branch Info. Summary)*
- * E. Continue to seek out and honor our 50-year members at each state meeting along with honoring branches for their longevity, perhaps in increments of 10 years. *(Recognizing 50 year members is included at every state convention)* (Ahrens, MC, National Membership Office)
- * F. In summer of 2011 review and reprint, if necessary the AAUW Iowa Membership Brochure for continued distribution and use by branches/state.
- * G. Review and update our marketing display and determine at what events within the state it can be used.