REVISED BRANCH FITNESS ASSESSMENT

This assessment is designed to identify branch strengths and areas for improvement. Using the key below, circle the appropriate number in front of each statement.

1 = a real problem; 2 = needs attention; 3 = adequate; 4 = a branch strength

1 2 3 4 (1) The branch has a commitment to advance education/equity for women and girls through action in the community and state.

1 2 3 4 (2) The branch has a focus – working plan – which reflects AAUW's mission in branch programming and is related to the needs/interests of current/ potential members and burning issues in the community/area.

1 2 3 4 (3) The branch has a membership plan to recruit, orient, and retain members.

1 2 3 4 (4) The branch has a leadership team whose members support each other and encourage emerging leaders.

1 2 3 4 (5) Members understand and financially support the AAUW Funds of their choice: namely; Educational Opportunities Fund, Legal Advocacy Fund, Leader Programs Fund, Eleanor Roosevelt Fund, and Public Policy Fund.

1 2 3 4 (6) The branch conducts successful, innovative fundraising activities that match the available time/skills of members.

1 2 3 4 (7) The membership of the branch is growing and reflects the demographic diversity within the community/area.

1 2 3 4 (8) Across the board, member participation in branch meetings/projects is high.

1 2 3 4 (9) The branch forms coalitions/partners with other community groups/ organizations to address issues/assist with events.

1 2 3 4 (10) Members understand and actively support AAUW's position on public policy issues.

1 2 3 4 (11) The branch welcomes all levels of member participation.

1 2 3 4 (12) Members regularly attend state and/or national meetings.

1 2 3 4 (13) The branch communicates regularly with members through periodic electronic newsletters, calling committee, etc.

1 2 3 4 (14) The branch conducts ongoing member orientations to inform new and continuing members about AAUW, its history, mission, and current priorities.

1 2 3 4 (15) Visitors (prospective members) are invited to, welcomed, and attend branch meetings.

1 2 3 4 (16) The branch has an active relationship with the college/university in the area and the designated C/U representative.

1 2 3 4 (17) Priorities of the annual working plan are reflected in the branch budget.

1 2 3 4 (18) Members/Leaders receive recognition for achievement/contributions within/outside of AAUW.

1 2 3 4 (19) Members have fun, make lasting friendships, and celebrate branch strengths/accomplishments.

1 2 3 4 (20) The branch is viewed as a credible, reliable resource on women's issues among local media and public officials.

ASSESSMENT TOTALS

Note: This assessment can be distributed to all branch members for completion and evaluation or distributed to a good cross-section of the members.

____ X 1 = _____

____ X 2 = _____

____ X 3 = _____

____ X 4 = _____

_____ Member Total

Evaluation: You can add each member total and divide that by the number of members completing the assessment to gain an overall average score. Or you can add the member responses to each of the 20 statements and divide each by the number of members completing the assessment to gain average scores for each statement.

60+ Branch is a model for others. Share your success!

59 – 40 Branch may be strong in certain areas but may need improvement in specific areas. Identify the area(s) you wish to focus on and develop a working plan to address the needs. Be realistic about what you can achieve each year. The strengths you choose as a continued focus can also be part of the working plan.

Work with State leaders to monitor your progress during the year.*

39 – 20 Branch needs assistance. Request State leaders to meet/consult with the branch to determine needs/priorities and develop a working plan of action.

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*NOTE:

Identify overall branch strengths and pick those for continued focus.

Identify overall branch needs & choose area(s) for further development. Choose areas for improvement that are realistic and achievable based on member time/skills/interests.

The identified strengths and needs become part of your annual working plan.

Please note that this is a comprehensive assessment, so don't be alarmed by your score. Instead pick and choose what is realistic for your branch to focus on and achieve.

Source: AAUW Membership Training Manual *Revisions by Ahrens/AAUW Iowa 11- 2010*