



***AAUW Leadership Day
Mosher Alumni House, Santa Barbara, CA
May 20, 2017***

Workshop: "Dealing with an aging Membership"
Facilitator: Dianne Owens

Session 1: Question-How do we re-vitalize and re-energize our branches in order to attract new young and diverse members?

- ❖ Overall Most Important Component: **MISSION**—Model our Mission/Talk about our mission at any gathering

- ✚ ONGOING ACTIVE RECRUITMENT

- Involve ALL members in inviting/new younger members/1 year goal
- Holding networking events
- Membership Scholarships
- Urge members to give memberships to family
- Invite friends and family
- Recruit members of other professions

- ✚ RELEVANT WIDESPREAD PUBLICITY

- Broader Publicity
- Velocity
- Support mission via greater use of social media for recruiting and engagement in events /programs
- Use " Meet-Up"
- Update written materials including bi-lingual materials

- ✚ ENGAGING MISSION BASED PROGRAMS

- New interest groups

- ✚ TARGETED OUTREACH

- Partner with like or similar organizations

- Reach out to other groups with specific cultural or ethnic association
- Outreach to local college programs
- Establish relationship with University/Community College

Session 2: Question-How do we re-vitalize and re-energize our branches in order to attract new young and diverse members?

✚ MENTORING

- Mentor Program- 1)AAUW to College 2) Tech Trek to High School
- Mentor new members
- Working group to create connections with minority women
- Outreach to Tech Trek Moms and School Teachers

✚ INTERNAL ASSESSMENT

- Looking at attitudinal barriers to diversity
- Surveying younger members at joining and exiting
- Branch brainstorm

✚ ALLIANCES

- Invite diverse women as speakers
- Recruit High School students to form an unofficial “chapter of AAUW branch, participate in projects, etc.
- Younger Women’s Task Force (Y.W.T.F.)
- Promote AAUW in communities not represented (Hispanic)
- Outreach to local academic organizations
- Networking with other community organizations
- Alliances/Partnerships with women’s advocacy groups

✚ MARKETING

- Publicity--social media, multi-media, newspaper, Facebook

✚ RELEVANT ACTIVITIES

- Interest Groups that appeal to younger women
- High School/University Activities
- Mother/Daughter Events