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
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