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Welcome to our new and returning AAUW branch leaders!

The monthly Board to Board (B2B) is your “must read” “don’t delete” newsletter filled with timely and important information that will help make your AAUW leadership experience meaningful.

July is usually a quiet time for AAUW and thoughts turn to toes digging into beach sand. But so much is planned for 2021-22 that we have prepared this special edition of the B2B to help you get excited about what’s ahead. We don’t want anyone to miss this edition, so please forward to new members of your leadership team!

## 2021-2022: The Year of M&Ms!

### Marketing and Membership are our goals!

AAUW is keeping its eye on the prize.

**The only thing that is missing is YOU.**

Our committees and new marketing workgroups need volunteers who want to learn and grow through AAUW.

- Descriptions and duties can be found [HERE](#) and the application to participate is [HERE](#).
- **Deadline: July 23rd.**

Get in on the ground floor!

- Apply now and bring your ideas to the Planning Day scheduled for **August 28th** from 9-4 via Zoom.

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We have embraced the goal of increasing AAUW’s visibility and reach (Marketing!) which should help your branches grow (Membership!). The Board of Directors backed it up by approving the hiring of a professional marketing firm to guide our efforts. Now, as a result of their research and recommendations, we have a roadmap to M&Ms!

To go down that road, we have designed four workgroups to implement the marketing consultants’ recommendations under the overall guidance of Sandi Gabe, President-Elect.

- **Working Age Recruitment Workgroup** – Will investigate methods to attract the younger population with messages and content that resonate with their needs and interests. Chair: Crystal Stebbins
- **Retirement Age Recruitment Workgroup** – Will develop strategies to engage individuals who are at or approaching retirement age. Chair: Sharyn Siebert
- **University and Organization Collaboration Workgroup** – Will leverage the College/University program to expose more college students to AAUW and investigate other organizations for collaborative programs. Chair: Michelle Galaz-Miller
- **Social Media Workgroup** – Will expand the strategic use of social media platforms to engage different populations with relevant messaging. Chair: Sandi Gabe

Never lazy, your state leadership will also continue its focus on retooling Tech Trek to rocket it into the future. This effort began in February with the creation of five workgroups to assess changes suggested by Tech Trek stakeholders. Overall guidance is provided by Tracey Clark, Communications Committee Chair.

- **Administration Workgroup** - Tasked with evaluating the organization's overall structure including roles and responsibilities at the state and camp level. Chair: Sandi Gabe
- **Camps and Campers Workgroup** - Charged with studying the optimum camp structure and target group for Tech Trek. Chair: Marie Wolbach
- **Finance Workgroup** - Responsible for exploring ways to simplify financial processes for camps and branches. Chair: Alice Hill
- **Marketing and Evaluation Workgroup** - Responsible for developing strategies to promote Tech Trek to the public and design methods to measure and evaluate its effectiveness. Chair: Rebecca Jennings
- **Curriculum Workgroup** - Charged with reviewing Tech Trek's curriculum and learning experiences to assure alignment with current trends. Chair: Diane Coventry

We will continue to offer the core services that you have come to expect through standing committees and assigned contacts. And don't forget that, as always, the AAUW California Board of Directors (designated by \*) stands ready to help your branch reach its goals. Feel free to contact our directors and support personnel.

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