PROGRAM MASHUP

I attended a pre-convention meeting of state program VPs, the *Programs that Work* session on Friday and a Saturday morning workshop titled *Grow through Mission-Based Programs? Yes We Can.* Two volunteer co-chairs from the AAUW Branch Program Resource Committee and Cordy Galligan, AAUW VP of Marketing and Communications presented at all.

As you can imagine there were hours of work behind the meetings and workshops but I hope I can distill it into manageable content. We were encouraged to throw out the “box” or whatever format encourages conventional thinking. If branches are happy with the size and look of current membership then continue to do what you’re doing. If you’re looking to the future you may have to make adjustments. We are encouraged to use the **Resources** on the AAUW National’s website and to use their videos at meetings or as promotions. (Search “videos” at aauw.org)

Remember that AAUW supports issues, as voted on by membership, and not candidates or parties, which is the meaning of non-partisan. Take the temperature of your community and reflect back what those concerns are. The example was given of a branch focusing on equal pay when the community was more interested in minimum wage. Cordy reminded us that this is poker not solitaire. Look for commonality, the best message finds buy-in from everyone or at least the beginning of a conversation.

The new elevator speech has more emotional content: “changing the climate for women and girls” instead of a dry historical account. The same goes for stating the association’s full name and spending more time explaining each word, thereby losing the interest and focus of the person asking the question. Research shows you have about 9 seconds to frame your message.

* Adapt programs as needed to fit your branch’s strengths and resources; add actions to include AAUW’s priorities: **Pay Equity, Campus Leadership Programs, Research, Increase number of women and girls in STEM.**
* Create teams – membership, district reps, public policy, leadership development, research, C/U partner, fundraising, communications, and diversity to share the work. Search out organizations with similar missions beyond LWV, such as Soroptimists, AARP, NAPE, SWE, YWCA and others for collaboration.
* Evaluate previous programs:

What do you want to know? How will you access it? What tools will you use to evaluate? (Survey Monkey, pen and paper, small group discussion, offer prizes.)

* Develop an Action Plan with specific and measurable goals and objectives

A Action

C Changes

T Things

What action do you want people to take? Be specific, know your audience.

* Nothing should be one-and-done.

The topic of the previous event/meeting should be brought up again as actionable items. Following a program on human trafficking, the next time members gathered they would be asked who needs 800 number posters or whatever the branch had decided they could do to make a difference.

Actual branch business should not be conducted at the beginning of an event (minutes, treasurer’s report, etc.). Save that for after guests leave.

* Choose Wisely from the Social Media Buffet:

Social Media Matters: Facebook is for an older audience, Instagram and Snapchat for younger demographics. LinkedIn is the most popular social media in the DC area.

Create a Ladder of Engagement on social media for members and potential members:

Share on Facebook

Sign a petition

Volunteer

Become a member

Donate

Your web page should tell a story. Share your successful branch programs here.

* Be creative!

Every meeting does not need to be a lecture.

* + Try a watch party for live streamed programs, ie. *Standup to Sexism*
  + Ask study groups to analyze and report back on AAUW research
  + Conduct panel discussions (Invite a journalist as moderator for extra publicity)
  + Use the resources of your C/U partner
  + Feel free to charge a nominal admission fee for a quality program
  + Use the attached matrix to spur imagination on topics and styles of presentation.