

Resource Center Articles

June 15, 2015

1. So are you thinking about being a branch president? **Bunny Jarrett**, President of the **Falls Church Branch**, asked in an email to branch members to consider this position as her term is ending. In a very descriptive email she outlined the Branch President's job. The basic information came from the AAUW-VA Web Site.

She broke the job down into two parts which lends itself to having co-presidents:

Branch President/Administrator

--ADMINISTRATIVE CONTACT

- Communicates AAUW and state initiatives and programs through email to the membership and encourages support and participation.
- Keeps AAUW, both national and the state, informed of branch activities.

--ADMINISTRATOR OF THE BRANCH

- Presides over the board of directors/leadership team and branch meetings and conducts the business of AAUW.
- With the board/leadership team, plans, implements and monitors branch activities. Acts as the face of AAUW in the branch and the community and is the branch's spokesperson.
- Participates in community events and projects that advance AAUW's mission. This is limited to a few per year.

This is helpful information particularly if you and another person are considering being co-officers or are currently working out how to divide duties.

2. Why are young Americans not voting? **Elizabeth Kessel** of the **Falls Church Branch** brought to this subject to branch's leadership with the review of the book "Running from Office: Why Young Americans are Turned Off to Politics" by Jennifer L. Lawless and Richard L. Fox Lawless (Director of the Women & Politics Institute at American University). Since the book indicates young people not only do not want to run for office but are disengaged. This is a program idea for branches and local universities, colleges, high school faculty or students to participate on a panel discussion.

3. What does a superb newsletter look like? **Caroline Pickens**, the NW District **Representative**, brought the **Mt. Vernon Branch** newsletter to our attention. She said it is a great example for good communication. It's succinct, easy to read, and colorful. The newsletter expands communication by:

- Desire to create more interest groups because they are a way branch members get to know each other better
- Magnetic name tags--\$5—but permanent
- Branch program schedule with the next one highlighted
- Calendar on the back page with AAUW events listed

Take a look at this newsletter by going to: <http://mtvernon-va.aauw.net/files/2015/05/AAUW-MtVernon-Newsletter-June-2015pdf>

Copy editor, **Bianca Daugherty**, has these suggestions for newsletters:

- Pages should not be overloaded with text. Add clipart, photos, etc. to break up.
- Don't use too many fonts; pick one that is easy to read. Play with colors to attract attention to a heading or to make an article stand out.
- Add some fun facts once in a while about AAUW (from the AAUW state or national website).
- Proofread!! Cross-check names, dates, etc. Ask for help of eagle-eyed proofreaders.

4. The **Springfield-Annadale Branch** AAUW had a very interesting speaker who was born in the Manzanar internment camp in California. Her name is **Elaine McCarthy** and the branch members thoroughly enjoyed her presentation. She concluded her talk by saying that, although the camps are now a part of our history. It is important for everyone to be aware of them so that history never repeats itself. Elaine can be contacted at Elaine.mccarthy@comcast.net .