

## REVIEW OF AAUW NORTH CAROLINA ACTIVITIES 2017-2019

For: AAUW NC BOARD MEETING

AUGUST 2019

### Progress toward Goals of AAUW NC Strategic Plans:

New branch organized at Western Carolina University (WCU)  
New student affiliate established at UNC Greensboro  
Created 5 Regional areas for NC branches and held annual meetings with Branch officers in those 5 regional areas in August -September of 2017 and 2018  
Member attendance at March 2019 Annual Conference highest in many years  
Close collaboration established with two state-wide women's coalitions:  
    ERA NC Alliance  
    NC Women Vote Centennial  
Public Policy Training Institute at NC Justice Center— half day for branch presidents  
Public Policy training session with NC Justice Center staff at 2019 Annual Conference  
Increased number of branches with an appointed Public Policy Chair  
*CONNECT* established as AAUW NC online newsletter, with separate issues for branch news.  
New AAUW NC website launched in January 2019  
Website training sessions provided for AAUW NC Communication Team members  
Convened first Communications Team meeting in June 2019  
Provided AAUW NC funding for salary negotiation workshops: *Work Smart & Start Smart*  
Mini-Grant funding continued for local branch projects and activities  
Created new board position for state-wide 19<sup>th</sup> Amendment Centennial activities

### Challenges that require new ideas and plans:

Overall, membership in AAUW is dropping. However, the number of NC branch members remained fairly steady until this year's *Feb. 1 Count* report:  
2012=923, 2013= 937, 2014= 913, 2015=913, 2016= 957, 2017=971, 2018=934, 2019=876  
AAUW MAL members in NC have significantly dropped from 620 in 2017 to 490 in 2019.  
Membership continues to grow collectively older, with few younger members joining.  
Members' overall lack of technical skills with social media and online communication is a barrier to reaching all members - especially when a quick response is needed.  
Branch activities that promote AAUW goals – STEM, salary negotiation, advocacy issues – are not frequently planned. Most branch activities, outside of regular meetings, are fundraising at social events. Unfortunately, while fundraising is important, local fundraising events **are not attractive for younger, more active members.**  
While more branches have appointed a Public Policy Chair, there still is a need to implement rapid, organized response when immediate action is required.  
While a Communications Team is currently working, our organization still needs more assistance with updating & maintaining the website, generating copy, distributing news, and promoting AAUW NC on social media.