

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 19th 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.