

ARKANSAS DIAMONDS IN THE ROUGH: The Many Facets of AAUW Branches

State Branches will submit this form to track their accomplishments over the past year (March 2018-March 2019). A brief narrative must be provided for each DIAMOND sought. To best achieve DIAMOND status, branches will incorporate AAUW's mission and diversity statements in programs and projects reported here. DEADLINE = March 30, 2019.

Fill in the information in the form below, save, and send to Shirley Breeze via email sbreeze@mindspring.com. Also copy Maria Jones at mhjones2@comcast.net so your application will be posted on the AAUW Arkansas web page. You may send additional attachments in support of your application, but they are not required.

Branches are encouraged, but not required to apply for every award. Leave the section blank if you are not applying for that award. Please note in your email which awards are included in your application.

The DIAMOND awards will be presented at the Arkansas State Convention April 13, 2019 in Little Rock, AR.

Branch – check one

- Conway
- Fayetteville
- Hot Springs / Hot Springs Village
- Jonesboro
- Little Rock

Branch President/Administrator or Contact Person: Maria Jones

Contact Person Email Address and Phone Number: mhjones2@comcast.net 501-663-7729

COMMUNITY ACTION DIAMOND--select the appropriate option

Projects may be undertaken by the branch alone or in conjunction with other groups. When collaborating with other groups, clear recognition of AAUW in project publications as well as branch financial support or participation by multiple members of the branch must be demonstrated.

- Economic Justice/Title IX/Women in Leadership
- International Program
- Higher Education Program
- Translating research into action (e.g., The Simple Truth about the Gender Pay gap, Why so Few? Women in Science, Technology, Engineering and Mathematics and Crossing the Line: Sexual Harassment at School)
- Other branch program that advances AAUW's mission and makes an impact on the community

Community Action Narrative + Project Name/Purpose

List the project name (5 words or less) and project purpose (15 words or less) before beginning the narrative. Describe in 150 words or less your project, the impact on the community, lessons learned, and how the project addresses AAUW's mission to promote education and equity for women and girls.

Project Name and Purpose: "Wrapping for NCCWSL"

Purpose: To provide leadership opportunities for Central Arkansas college women by sponsoring their attendance at NCCWSL.

This project idea was initiated by Maureen Terrafranca, Branch President in 2016, to supplement funds raised to support the Branch's NCCWSL fund. The NCCWSL fund pays for airfare, transportation and registration for college students to attend NCCWSL. In 2018 we began with our latest NCCWSL alumni making presentations to the members about their NCCWSL experiences. We heavily recruited branch members and guests to volunteer. This has become the favorite volunteer opportunity for several of our members. It became a valued recruitment and retention tool as well as an outreach and promotional opportunity.

This year the branch expanded its annual project to wrap Christmas gifts in order to be able to sponsor more local young women. We staffed two different Barnes and Noble stores in December. The second store had more volume and we wrapped during evenings and on days closer to Christmas. The store employees encouraged shoppers to have their gifts wrapped by AAUW volunteers and provided gift wrapping space and supplies. Tips were encouraged but not required. AAUW signs and materials were displayed and distributed to interested shoppers. We visited one-on-one promoting AAUW, what we do, and the NCCWSL conference. We raised enough funds to send three students, the most ever from our branch.

PUBLIC POLICY DIAMOND--select all appropriate option(s)

Public Policy projects address one of AAUW policy priorities (<http://www.aauw.org/what-we-do/public-policy/aauw-issues/>). To earn the Public Policy Diamond with any of the above or similar projects, clear mention of AAUW must be made in letters, testimony, advertisements, etc. and multiple members must participate.

- Letter writing campaign, lobbying or similar activities about local, state or national legislation related to one of the priorities (e.g., Social Security and Medicare reform, reproductive choice, Title IX) with report back to branch members
- Voter education/registration campaign
- Candidate or issues forum
- Attendance at school board, city council, county commission or similar meetings at which members raise issues and ask questions related to AAUW priorities and report back to branch members
- Public testimony and comment on issues related to AAUW priorities with report back to branch members

Public Policy Narrative

Describe in 150 words or less your project, the impact on the community, lessons learned, and how the project addresses AAUW's public policy priorities.

AAUW Little Rock partnered with the League of Women Voters of Pulaski County, local PBS radio station KUAR, and the Central Arkansas Library System (CALs) to sponsor a series of mayoral candidate forums. The five candidates each addressed specific topics at each, held in different locations throughout the city. During the forum addressing economics, each candidate was asked if they supported removing the salary history from city employment applications. All candidates but one answered in the affirmative. (He did not get elected.) The forums were broadcast on the radio simultaneously with the live events, as well as repeated on the air after the event. Both LWV and AAUW learned we had to be a little aggressive to ensure that our questions were included and organizations independently recognized. The tendency was to lump AAUW in with LWV, especially by the candidates (all male). AAUW established our own relationships with KUAR and CALs principals. We plan to follow up with the current mayor on the salary application salary history issue. See Attachment 1.

MEMBERSHIP DIAMOND--select all appropriate option(s)

- Someone from the membership team at the state or branch level served on a project, event or program planning committee or provided consultation
- An Emerging Leader Intern or recent graduate recruited from the Give-a-Grad-a-Gift program assisted in a project, event, or program
- The branch recruited at least 2 new members from underrepresented populations

- The branch involved at least one college or university in a project, event or program, recruited an institution for AAUW College / University membership or established a new relationship with an AAUW College/University representative
- The branch invited members-at-large to attend or volunteer for a project, event, or program

TOTAL BRANCH MEMBERS AS OF FEBRUARY 1, 2019: 78

TOTAL NEW MEMBERS JOINING FROM MARCH 1, 2018 – FEBRUARY 1, 2019: 15

Membership Narrative

Describe in 100 words or less how your branch reached out to and followed up with prospective members. To earn points, narratives must reflect the boxes checked above.

We held a well-attended membership event at the Esse Purse Museum 8/18/18. Both the Branch and State Membership VPs planned and executed the event, with the participation of other branch board members. We added all people who attended this event and all branch meetings to our email/newsletter list whether they joined or not. When we changed our regular branch meeting location in September, we sent postcards to each member notifying them of the change and the meeting program, in addition to the normal email notifications. We displayed a signup sheet at all events in which we either sponsored or participated. We averaged one extra event per month during the year. We sent all communications (newsletters/emails) to everyone who ever expressed an interest in AAUW through those lists. We also watched closely for any additions to the members-at-large list who live in Central Arkansas and added them to the branch mailing list so they are invited to all events. We posted all our meetings and events on Social Media (Facebook). This year we contacted all current members who failed to renew by October.

We are a diverse branch in age and race. Of the 15 new members, 5 are black. The Branch Diversity Chair has introduced many Hispanic potential members to the branch. She and the potential Hispanic members participated in meetings and provided the October branch program.

AAUW FUNDS DIAMOND

Total collected and submitted to AAUW Funds in calendar year 2018: \$2,246.50

Per capita contribution: \$28.79

(TOTAL COLLECTED / TOTAL BRANCH MEMBERS AS OF 2-1-19 = PER CAPITA CONTRIBUTION)

If the per capita contribution is less than \$35 per member, describe in 100 words or less how your branch educated donors and other potential supporters about AAUW Funds. If the branch per capita contribution is \$35 or more you have met the criteria for the AAUW FUNDS Diamond and a narrative is not required.

The AAUW LR Funds Chair presented a program about AAUW Funds as part of the December White Elephant Silent auction fundraiser. She explained the reasons we encourage all members

to donate to the Greatest Needs Fund. As a result, most of our members donated to that fund. We also encouraged the general public to donate directly to the National AAUW site during our Christmas gift wrapping for tips for NCCWSL scholarships. We suspect that there were a few AAUW donations made at that time that have not been connected to our branch contribution history. We earned another \$2,000 to pay for NCCWSL students' transportation and registration. Together, all the branch fundraising resulted in a 100% increase from 2017.

VISIBILITY DIAMOND--select all appropriate option(s)

- Someone from the visibility/ communications team at the state or branch level, served on a project, event, or program planning committee or provided consultation
- Announcements of a project or event, with clear mention of AAUW were posted in at least two locations (such as libraries and campuses)
- Announcements of a project or event, with clear mention of AAUW appeared in a newspaper ([See Attachment 1](#))
- A newspaper printed a feature story on the project ([See Attachment 1](#))
- Reporters at a radio or TV station interviewed a branch or project committee member

Visibility Narrative

Describe in 100 words or less efforts to publicize branch activities to nonmembers. To earn points, narratives must reflect the boxes checked above. Material may be attached to this document or to the email transmitting this document. Documentation like press clippings, news releases, audio/video recordings and/or a media press kit may be sent to the reviewer.

AAUW LR members planned and executed a series of Community Mayor Candidate forums. AAUW LR's sponsorship was announced in the newspaper, posted in all the Central Arkansas Libraries, on KUAR radio, and in social media (Facebook, Twitter). The AAUW LR Membership Event appeared in the AR Democrat Gazette calendar. We are participating in a coalition called "Arkansans for Responsible Spending." The AAUW logo appeared on their press releases, and we were named in blog articles by the Arkansas Times.

Also, the Branch President was part of a panel that spoke live on the air on station KABF on a program called "Speak up Arkansas." The episode was on financial and economic issues impacting women and their families in Arkansas. The panel answered questions from a moderator and calls were taken from the public. The broadcast was made available as a podcast by Arkansas Advocates for Children and Families.

LEADERSHIP/PROJECT/STRATEGIC PLANNING DIAMOND--select all appropriate option(s)

- The branch matched leaders to tasks so members could build on their specific interests, skills, and abilities
- New and ongoing members assumed roles of greater responsibility
- Experienced leaders mentored emerging leaders
- The plan includes specific action steps and measurable outcomes after assessing the community and the branch to identify needs and available resources
- Branch members engaged in the planning process and shared the outcome with the branch to secure input and support

Leadership/Project/Strategic Planning Diamond Narrative

Describe in 100 words or less how the branch cultivated leadership and its benefits to membership. To earn points, narratives must reflect the boxes checked above.

The Branch held its annual board planning meeting in June, 2018, where the activities for the year were mapped out. All members were notified and invited to the meeting. The results were shared in the Branch newsletter and at the Membership Event in August, where a discussion took place with new members and others attending about their AAUW program interests. The Branch Secretary position turned over due to the move of the incumbent to Florida. A brand-new branch member was recruited to the position. She and the Branch President worked closely together for a smooth transition. An Honorary Life-Time member took on the position of Branch Parliamentarian. The VP Membership was formerly a National Member and had been a member of the branch for only two years before being elected. The Branch President and VP Programs are long-time branch members. The Branch board includes all past branch presidents as members. The Branch Finance Officer is serving her third term in that position.

EDUCATION AND DIVERSITY DIAMOND--select all appropriate option(s)

- Someone from the diversity team at the state or branch level served on a project, event, or program planning committee, gave a presentation at a meeting or provided consultation
- Diverse groups co-sponsored a project, collaborated with the branch to host an activity, or established an ongoing partnership with AAUW at the local, state, or national level
- Diverse nonmembers or members-at-large participated in a project
- Diverse speakers or presenters – members or nonmembers – were included in a project or presented at a branch meeting

Education and Diversity Diamond Narrative

Describe in 100 words or less how your branch targeted diverse participants, presenters, and organizations to be involved in the project. To earn points, narratives must reflect the boxes checked above.

The Diversity Chair has helped attract Hispanic Women to the branch. With assistance from one other Hispanic branch member and six other Hispanic Women who attended, the Diversity Chair presented a wonderful program addressing pay equity issues specific to Hispanic Women. The branch was fortunate to also to enjoy Hispanic culture through a taste of authentic food, homemade by our guests. Two of the women from this group also participated in the Branch NCCWSL Christmas gift-wrapping project. Program presenters to the Branch have included Hispanic, Black, and women under 40 years old.

TECHNOLOGY DIAMOND--select all appropriate option(s)

- The branch discussed or held a session regarding ways to incorporate social media
- The branch used social media to share planning information
- The branch used technology to publicize a project to nonmembers
- The branch used technology to host planning sessions, feature notable speakers, or hold a meeting.
- The branch publicized a project on the branch or state website

State/branch website:

State/branch social media URLs (e.g., Facebook, Twitter, Instagram, Pinterest, etc.):

<https://www.facebook.com/groups/138227225168/> (Facebook)

<https://littlerock-ar.aauw.net/> (AAUW Little Rock, Inc. website)

We also used MailChimp as our email communication manager for all emails and newsletters.

Technology Narrative

Describe in 100 words or less how your branch used technology/social media to improve communications or present information (e.g., e-mail, the Internet, conference calls, online meetings, fax or PowerPoint presentations.) To earn points, narratives must reflect the boxes checked above.

All meetings were set up as events on Facebook and promoted to the public. The Facebook page was the platform used, in addition to electronic newsletters for promoting events and projects to members and non-members. There were 313 members of the Facebook page. It was updated almost daily. An updated calendar for meetings and special events was maintained on the AAUW LR website.

Two of the branch board meetings were executed by conference call instead of in-person meetings. Before this year, all board meetings were in person. This has allowed us to save time, money and has been easier to find a time that is convenient for all board members.

So far our meeting locations have not been technology-friendly. We did show a video of Maya Angelou reciting one of her own poems as part of our Black History Month commemoration and one speaker used PowerPoint as part of her program presentation.

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