

All You Need to Know: Recruiting, Retaining, and Engaging College/University Partner Members

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AAUW

Welcome and Overview

- Introductions
- Content to be covered in this call:
 - Why it matters that AAUW is on college campuses
 - College/University (C/U) Program Overview
 - Benefits of C/U Partner Membership
 - Strategies for Recruiting/Retaining C/Us
 - Updates and Resources
 - Q and A



C/U Partner Member Program Overview

Current statistics (as of September 30, 2011):

- AAUW has 487 C/U partner members
- 130 schools have joined as C/U partner members through the special anniversary rate program of \$130 for new schools
- There are 71 schools with memberships that expired on 6-30-2011 that have not yet renewed their membership with AAUW
- There are 31 State C/U Chair positions filled in 28 states; 22 states do not have this position filled



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C/U Partner Member Program Overview

Annual Membership

- C/Us can join [online](#) or via paper form in the “AAUW’s C/U Partner Membership” brochure
- Typically, annual dues are based on student enrollment

Student Enrollment	Annual Dues	Value (based on cost per student)
Fewer than 1,000	\$125	\$17,098
1,001 – 5,000	\$175	\$85,098
5,001 – 10,000	\$250	\$170,098
10,001 – 20,000	\$275	\$340,098
20,001 – 30,000	\$325	\$510,098
More than 30,000	\$350	\$527,098

- Special **\$130 anniversary rate** for new schools who join through June 30, 2012, regardless of size!
- Membership runs from July 1 to June 30



C/U Partner Member Program Overview

C/U Representatives

- When schools become an AAUW partner member, they can appoint **up to two** faculty/staff members as C/U Representatives
- C/U Representatives receive one free AAUW national membership per Representative
- Those chosen as a C/U Representative must have at least an Associates' Degree
- C/U Representatives serve as the liaison between AAUW and the students, faculty and staff of the school
- The complete position description can be found [here](#)



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Benefits of C/U Partner Membership

- Free [E-Student Affiliate](#) (ESAF) membership for all undergraduate students attending C/U partner member schools
 - Students can sign up [on our website](#)
 - Free access to AAUW information, research, advocacy, and newsletters sent electronically
- [Scholarships](#)
 - Students receive access to over \$1 million in local scholarships given by branches and states



Benefits of C/U Partner Membership

- Priority access to Leadership Programs; most colleges/universities are finding the greatest value in membership by participating in these opportunities:
 - [Elect Her](#), workshops to train women to run for student government
 - [Start \\$mart](#), workshops to learn how to negotiate salary & benefits effectively
 - [Campus Action Project Grants](#), funding to work with a team and develop a program that is based on AAUW's latest research report
 - [Legal Advocacy Fund \(LAF\) Campus Outreach Grants](#), funding to implement a gender-equity focused program or event
 - [National Conference for College Women Student Leaders \(NCCWSL\)](#), a transformative annual leadership conference
 - [Student Advisory Council](#), a group that leads campus events to promote women's equity, plans & implements NCCWSL activities & more!



Leadership Programs

Elect Her – Campus Women Win

- C/U partner member schools receive priority consideration to be selected to host this on their campus!
- Encourages and trains young women to run for student government on their campuses
- Collaboration between AAUW and Running Start
- Any students who attend the selected schools can participate in the training
- Find out more [here](#)



Leadership Programs

\$tart \$mart Salary Negotiation Workshops

- Provides college women who are approaching the job market the knowledge and skills to negotiate salaries and benefits
- Collaboration between AAUW and the WAGE Project
- AAUW and WAGE have already reached over 125 campuses with this dynamic program
- Find out more [here](#)



Leadership Programs

Campus Action Project Grants

- C/U partner member schools receive priority consideration to be selected to host this on their campus!
- Enables student leaders and campus faculty to design and implement effective programs based on AAUW's latest research (AAUW's 2011 report is [*Crossing the Line: Sexual Harassment at School*](#))
- Enhances campus offerings, promotes leadership, and improves academic and career outcomes
- Approximately ten teams are selected annually at C/Us around the country
- Grants range from \$1,000 to \$5,000
- Find out more [here](#)



The Art of Equality

By Allyson Ross, this entry won first place at the Savannah College of Art and Design's CAP team exhibit.

Leadership Programs

Legal Advocacy Fund (LAF) Campus Outreach Grants

- AAUW branches and members can receive up to \$750 in funding to implement a gender equity-focused program or event at their local college or university
- Topics may include:
 - Sexual harassment on campus
 - Sexual assault on campus
 - Equal pay and preparing for the workplace
 - Title IX
 - Tenure issues for faculty
- Find out more [here](#)



Leadership Programs

National Conference for College Women Student Leaders (NCCWSL)

- C/U partner member schools receive a 15% discount on registration rates when they send 4 or more students!
- NCCWSL is a fast-paced, two-and-a-half day conference that addresses important and contemporary leadership issues
- Students return home ready to improve their campuses and their communities
- Remember, students are eligible to apply for national, state, or branch scholarships
- Find out more [here](#)



Leadership Programs

Student Advisory Council (SAC)

- C/U partner member schools receive priority consideration for their students to be selected!
- SAC members serve as AAUW ambassadors. They are provided with opportunities to represent the voices of college students, develop as leaders, network, and gain valuable resumé-building experience by:
 - providing AAUW staff with essential firsthand accounts of student needs and ideas for combating sex discrimination in higher education and the workplace,
 - serving as student leaders at the annual [National Conference for College Women Student Leaders](#) (NCCWSL), held during June in Washington, D.C.
 - promoting AAUW and its programs on their campus,
 - contributing to [AAUW's Dialog blog](#).
- Find out more [here](#)



New Benefits for C/U Partner Members

Graduate School Fair

- At NCCWSL, students have access to a room full of graduate schools, getting the opportunity to talk to administrators at top graduate programs from around the country!
- Great way to initiate contact at a C/U
- To recruit a school near you to participate, start with graduate admissions; they have a budget to go “on the road”
- Target programs looking for women, such as:
 - MBA
 - Science, Technology, Engineering, and Math (STEM) fields
 - Foreign Service
- Price reduced from \$1,000 per table to \$800 for C/U partner members
- Special Early Bird discount of \$700 for C/U partner members if registered by December 31, 2011
- Once the school is a partner, have admissions make connections with other departments to retain the relationship
- Learn more [here](#).



Students from NCCWSL 2011

New Benefits for C/U Partner Members

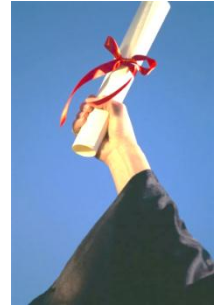
Graduate School Fair

Sample Script

Hi Director of MBA Recruitment, my name is Cordy Galligan and I'm a member of your local branch of the American Association of University Women. I am calling to tell you about an opportunity to reach 500+ potential applicants at our Graduate School Fair which will occur during the National Conference for College Women Student Leaders, May 31 to June 2, 2012. These young women have been identified as displaying outstanding leadership potential, on and off campus, and the vast majority have graduate school listed as their next step.

The cost is \$1000, but if your school becomes an AAUW C/U partner member, this rate is reduced to \$800, with an even further discount to \$700 if you register by the end of December. This is less than \$1.50 per student, and less expensive than costly bulk mailings. In addition, once you become a C/U partner member of AAUW, your institution, its faculty and your students are entitled to a number of benefits.

I'd be happy to send you information about the fair and then follow up to answer any questions you might have!



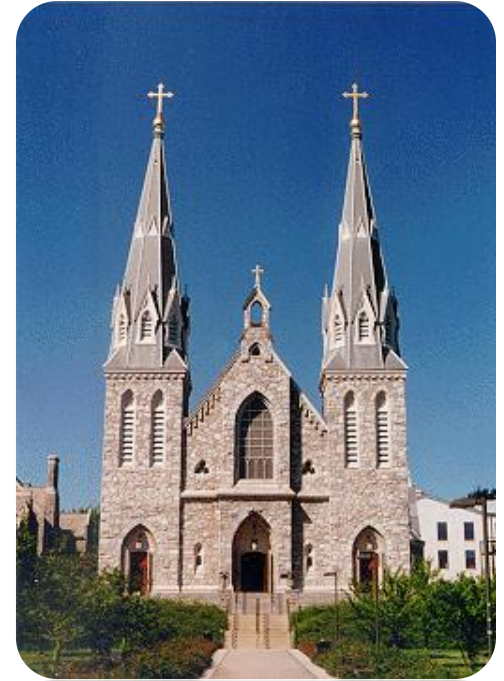
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New Benefits for C/U Partner Members

Graduate School Fair

"Villanova University Graduate Studies was pleased to demonstrate our commitment to the development of women leaders through our participation in the graduate fair. We are confident that our college/university membership with AAUW will only help to strengthen our relationship with such leaders. The fair provided excellent exposure to many prospective students and as a result of our membership, we can now provide a new path for our student leaders to learn and grow through involvement with AAUW."

*Villanova University, Graduate School Fair Participant
and new AAUW C/U partner member*

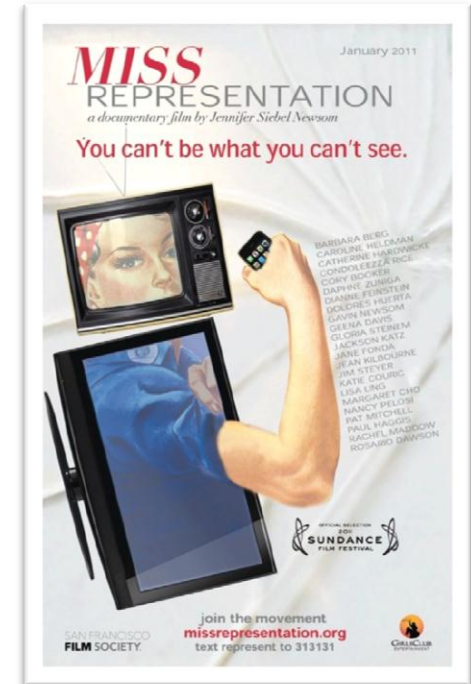


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New Benefits for C/U Partner Members

*Miss Representation and ro*co Films*

- Documentary that shows how mainstream media contributes to the underrepresentation of women in influential positions in America
- Contact local C/U Women's Studies, Student Affairs or Women's Centers to promote a viewing
- AAUW C/U partners get a special discounted price of \$200 if they purchase viewing rights in October or November of 2011
- Can show movie anytime throughout the year, not limited to the fall
- Offer to attend viewing to talk to students about e-student affiliate membership, AAUW, and opportunities to work together
- Visit <http://missrepresentation.org> for more information about the film
- C/U partner member faculty/staff must book the film. They can email coll-univ@aauw.org for more information about booking and the discount.



New Benefits for C/U Partner Members

The Princeton Review

- Members (friends and family) get 15% discount
- As much as \$300 off some test prep classes
- Wealth of programming available
- Great way to reach out to graduate programs and college alumni
- Set up a joint “Unveiling the Mysteries of an MBA” with local MBA programs
 - Institution
 - AAUW
 - The Princeton Review
- Other potential partners (Young Consultants, Admit Advantage, Essay Critiques, etc.)
- Symbiotic relationships grow through interconnection



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Strategies for Recruiting & Retaining C/U Partner Members



- C/U Recruitment / Retention Program in a Box
- Who should outreach to schools?
- Check the List of C/U Partner Members online!
- Who to contact at the school?
- Timing
- Propose creative funding solutions
- Maintain a relationship with the C/U Representative
- Engage students in programming!

Strategies for Recruitment

“Recruit and Retain College/University Partner Members” PIAB

- Use this Program in a Box (PIAB) to recruit colleges and universities to become partner members
- It offers great ideas, including a step by step process for recruiting schools, and more!
- See it [here](#) in the Member Center, under Campus Programs



Who Should Outreach to Schools?

- Each branch/state should ensure C/U Chair position is filled!
- If C/U Chair position is not filled, this work is often done by the Membership Vice President
- Find out who in your branch/state has connections to schools near you!

Strategies for Recruitment

Check the [List of C/U Partner Members](#) online!

- Find out what schools in your state are current members

Who to contact at a C/U to initiate membership

- Faculty/staff who hold positions related to AAUW causes or have high student contact, such as:
 - Director of Women's Center or STEM Program, Dean of Women's Studies or Women's Studies professor, Director of Student Activities Center/Student Affairs, Dean of Students, Career Counselor



Students from NCCWSL 2011

Strategies for Recruitment

Timing

- Schedule the meeting during a slower time in the academic calendar, such as **October, November, February or March**, giving them time to plan it in their budget for the upcoming year
- Avoid busy times, such as the beginning or end of semesters
- Respect all holidays



Propose creative funding solutions

- Partner with different departments on campus to cover the membership fee and split it 2 or 3 ways
- Branches may offer to cover all or half of the first year of a new school's membership to get the school started

Strategies for Retention

Maintain a relationship with the C/U Representative

- Know who the C/U Representative is at each C/U partner member institution near you; and encourage schools with one to appoint two!
- Hold an orientation session for new C/U Representatives in your area so they can better understand their role
- Invite C/U Representatives to participate in branch/state events and meetings
- Hold an annual conference for existing C/U Representatives, and contacts from schools you want to recruit
- Attend events on campus to get to know students, faculty and staff and bring information about AAUW; remember faculty and staff at the school could be potential members for your branch!

Engage Students/ESAFs in programming mentioned in this presentation!



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Updates and Resources

AAUW Student Affiliate Satellite policy changes

- These groups will now be called AAUW Student Organizations! Please update any reference to this your branch/state websites



Member Services Database

- Can be used to select officer types, find a list of C/Us and their Representatives, and e-student affiliates in your state
- Refer to “[AAUW Member Services Database](#)” flyer included with instructions for this conference call (and in Starter Kits!) and the “[Member Services Startup Reference Guide](#)” for more information
- Contact Connect 2AAUW with any questions about how to use the Member Services Database: 800-326-2289 or connect@aauw.org

Q & A

Please identify your name, role with AAUW and where you're from before posing a question on the call.

Feel free to contact us after the call with questions!

Connect 2AAUW: 800-326-2289 or connect@aauw.org

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