

# AAUW NC ReConnection Process

## Why ReConnection?

Are these statements familiar?

- We are losing members
- Many members never attend meetings
- It's hard to find good board members
- Some groups "do their own thing"
- We don't "fit" women's lives today
- We are losing members

## Why ReConnection?

- AAUW NC said those things in 2002
- Added difficulty
  - ◆ Where does AAUW NC energy come from?
  - ◆ Does it take energy from the branches?
  - ◆ Or return energy to them?
- Is AAUW NC a good investment?

## Why ReConnection?

Doing the same thing over and over and expecting different results is

INSANITY

## ReConnection Vision

- Change the spiral of
  - ◆ Irrelevance -> Discouragement -> Dissolution
- To the cycle of
  - ◆ Energy -> Impact -> Visibility -> New Members -> Energy

## ReConnection Vision

- Promote the positive mission of AAUW
- In ways that adapt to women's lives today
  - ◆ Acknowledge the importance of WIIFM\*
- Improve the payback of AAUW NC
  - ◆ Support and celebrate branch programs
  - ◆ Add energy and information to the branches
  - ◆ Minimize energy drained from the branches

\*What's in it for me

## ReConnection Goals

1. Set statewide goals
2. Improve board practices
3. Improve state meetings
4. More interaction between board members and branch members
5. Find the expertise in the branches
6. Restructure the state board

# AAUW NC ReConnection Process

## ReConnection Progress

- Some progress on
- 1. Set statewide goals
- 2. Improve board practices
- 5. Find the expertise in the branches

## ReConnection Progress

Major efforts towards

- 3. Improve state meetings
  - 2003, 2004 Conventions; 2003 summer meeting
  - 2004 Student Conference
  - Attendance is still low
- 4. More interaction between board members and branch members
  - Face-to-face "ambassadors"
  - Sharing resources from AAUW

## ReConnection Futures

Expect much talk in the next year on

- 6. Restructure the state board
  - ♦ Changing expectations of board members
  - ♦ AAUW NC as a support for branch presidents rather than an obligation

## What if this doesn't work?

- If AAUW and AAUW NC don't change...
- Can your branch change?
  - ♦ What projects would impact the community?
  - ♦ What new coalitions can you forge?
  - ♦ Are there untapped populations you can reach?
- ♦ Have you heard all that before?

## What if this doesn't work?

- Can the cluster branches help each other?
  - ♦ Rotating Transitions Conference?
  - ♦ Women and Money Conf. (June 12, RTP)?
  - ♦ Women's Agenda Assemblies this fall?
  - ♦ Triangle Area Jeopardy (AAUW Brevard)?
- Other comments?

Joanne Whitney Hill, President as of 7/1/04  
2662 White Oak River Rd, Maysville NC 28555  
910-743-9996, aauwn prez@wnanc.com

## Celebrate the Mission

AAUW  
promotes equity for all women and girls,  
lifelong education, and  
positive societal change.

If you don't, who will?