

**21<sup>st</sup>-Century Recognition Program: Narratives  
State Application April 1, 2001- March 1, 2002**

**State:** AAUW North Carolina

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**I. State Action and Branch Support**

**A. Membership Development**

North Carolina AAUW supported branches in their membership development in the following ways:

- 1) The July 2001 State Summer Leadership Conference, emphasized communication. (Fall 2001, Tar Heel News)
- 2) A membership dialogue occurred at the Fall Board Meeting. Strengthening cluster liaisons was proposed, by branches mentoring or developing a buddy branch to facilitate a dialogue in order to share ideas and concerns about relevant issues. Better use of the current listserv was recommended for communication on the state, local branch, and by individual member levels. A discussion about an "On-line" branch took place. The on-line branch or satellite branch would fill a need for MAL's and non-traditional members.

The following outcomes resulted from the state initiatives:

- 1) At least one e-mail recipient in each branch was developed across the state. (Summer 2001, Tar Heel News)
- 2) A state technology chair and committee worked to develop interest in an online branch/satellite branch. (<http://rtpnet.org/aauwnc>, Spring 2002 Tar Heel News)
- 3) The MAL list was used as a target group for #2.
- 4) The state established a new AAUW NC toll-free number, 1-800-320-3933 as the central contact for women looking for us throughout the state.

**B. Out reach to Diverse People or Groups**

The state supported branches in their outreach to diverse people or groups with the following:

- 1) The key note address for the March 30 - April 1, 2001 state convention centered around "University Connections and Diverse Female Student Populations". (Spring and Summer, 2001 Tar Heel News) Outcome: A better awareness of issues facing female college/university students and an encouragement for local branches to strengthen college/university connections.
- 2) Branches/clusters who were having "Woman-to-Woman" dialogues were highlighted in the Tar Heel News and on the North Carolina AAUW listserv. Outcome: This aided in mentoring branches, giving them first hand experience in establishing programs and/or participation experience.

- 3) North Carolina paid dues to the following organizations: NC Women United (public policy, women's issues), NC Equity (public policy), CHIP (North Carolina's Children's Insurance), CNCC (Covenant with North Carolina's Children), NCCA (North Carolina's Coalition on Aging) Outcome: Establishment of coalition partners resulting in an exchange of ideas, political information and networking, and increased visibility for AAUW NC.
- 4) Articles in the Tar Heel News and programming at state meetings concerning diversity were highlighted. Outcome: Many programs concerning diversity occurred at the branch and cluster level. (See examples throughout the enclosed issues of the Tar Heel News.)

### **C. Visibility**

The state supported the branches in their visibility efforts with the following:

- 1) A dialogue took place at the fall board meeting concerning current and new initiatives for visibility.
- 2) Branches were encouraged to develop and make a banner for the state's 75<sup>th</sup> Anniversary Convention in March 2002, to be used later at local events for visibility and membership recruitment.
- 3) It was suggested that a publicity member from each branch work with AAUW NC to establish local ties to radio, TV, or newspapers.

The following outcomes resulted from the state initiatives:

- 1) A media list was updated by AAUW NC with the names of viable contacts in local newspapers across the state.
- 2) The updated media list was published on the listserv.
- 3) The Raleigh/Wake County Branch plus the AAUW NC President, Mary Jo Pribble. Wrote a letter to the editor, published in the Raleigh News and Observer, responding to a study done at UNC-Chapel Hill about girls' and boys' learning.

### **D. Leadership Development**

The state supports branches in their leadership development efforts with the following:

- 1) A workshop was held at the 2001 AAUW NC Spring Convention to help branches become aware of planning for people with disabilities at meetings/conferences/conventions. Outcome: New levels of awareness in planning and participation for all members for the 2002 convention. (Summer 2001 Tar Heel News)
- 2) Members of state board helped locate members to help on specific projects. Outcome: Spanish interpreters were located to help the Chapel Hill Branch's Transitions Conference. Computer help was located for young branch members at A & T State University (working graduates on campus).
- 3) The Diversity Chair was given an opportunity to lead discussion during the Summer Leadership Conference focused on encouraging branches to work more closely at developing diversity in local programming. (Summer 2001 Tar Heel News) Outcome: Substantial programming and articles in diversity issues at local and state levels. (All issues Tar Heel News)
- 4) Education, recruitment, and mentoring resulted in opportunities for members across the state to execute leadership skills in branch and state positions. Outcome: The current state president elect, has held the offices of branch publicity chair, branch newsletter editor, branch president, and state program vice president.

### **E. Technology**

The state supported branches in the use of technology with the following:

- 1) May of 2001, the state e-mail list was rationalized with one list dedicated to conversations on state issues. Outcome: All branches and elected officers and all but four of the 22 appointed officers are represented on the list.
- 2) The AAUW NC web site was revamped and relaunched, Fall of 2001. New features that have been included are:
  - Contact information for every branch.
  - Form which non-members can forward their contact information and request information about a specific branch.
  - Documents: bylaws, policies, strategic plans, etc.
  - Convention information, including online registration with credit card payment.
  - Three branches' web sites were incorporated with the state web account.Outcome: Branches reporting membership inquiries stemming from the web. See <http://rtpnet.org/aauwnc>.
- 3) AAUW NC chat room established with instructions at <http://rtpnet.org/aauwnc/00About/Technology/Chats.htm>  
Outcome: Fall of 2001, practice "chats" were held to familiarize state and branch officers with the chat rooms provided at [www.aauw.org](http://www.aauw.org).
- 4) A list of MALs requested from the Association. Six branches were given zip-code based lists to contact local MALs about branch activities. 124 of the MALs had e-mail addresses. Outcome: A message was sent to them inviting them to Convention and to join the e-mail list. 34 messages were undeliverable. Of the remaining 90 MALs, 9 have asked to join the e-mail list, a 10% return rate.

## **II. Foundation and LAF Support**

The state educated donors about AAUW, the Foundation, and LAF with the following:

- 1) The Half-Year Dues Program for Association membership and the Give A Grad a Gift program are advertised in local and state newsletters and on the listserve.
- 2) The LAF chair wrote two articles for the Tar Heel News, Fall and Winter 2001, stressing the goals for LAF in North Carolina.
- 3) EF Fellows were listed in the Tar Heel News, Winter 2001, and were involved in programming across the state (See multiple issues, Tar Heel News).
- 4) Silent auctions, as well as other fund raisers have been held at the local and state levels to raise moneys for both EF and LAF. Example: Silent auctions held at last and upcoming state conventions.
- 5) The state has encouraged branches to support the Elizabeth Norris Research and Projects Grant which provides funding for Community Action grants and similar EF projects. Beth is a AAUW NC member and is currently serving a second term as Educational Foundation Secretary. (Fall 2001 Tar Heel News)
- 6) Two additional NC members have received the EF's Legacy Pin, Phyllis Rogers and Mary Jo Pribble.

### **III. State Project**

**Project Title:** *Preparing AAUW NC Members For Public Policy Advocacy*

The state encouraged Public Policy issues to be examined at the cluster level to prepare branch members for advocacy in 2002. Public policy issues, both state and federal were profiled in issue of the Tar Heel News and on the NC listserv. Action Alerts and other policy briefs were also routed to members via the listserv.

Two cluster meetings took place on February 23, 2002. The Sandhills/Triangle Cluster met on February 23 and presented a program titled, "Women in Public Life". Elaine Marshall, NC Secretary of State and candidate for US Senate was the keynote speaker. Also on the agenda was Jane Perlov, Raleigh Chief of Police. The Southeast Cluster met on February 23 and offered a program titled, "The State of the State", the guest speaker was state representative Carolyn Russell. Both meetings educated members concerning current legislative initiatives and upcoming election issues. Panel discussions, interaction and questions concerning issues relevant to AAUW NC also took place.

The NC Brevard Branch is using their web site as a voter guide for the November 2002 elections. It covers state and federal house and senate vacancies, as well as some court races. The branch has asked for coalition partners from other branches to help develop the state wide voter education guide.

(Spring 2002 Tar Heel News)