

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 2017-March 2018). 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, 2018.

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 28, 2018 in Jonesboro, AR.

Branch – check one

- Bentonville/Bella Vista
- Conway
- Fayetteville
- Hot Springs / Hot Springs Village
- Jonesboro
- Little Rock

Branch President/Administrator or Contact Person: _____KIM TOWNSAN

Contact Person Email Address and Phone Number: townsaka@yahoo.com 860-836-7234

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
- XX 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: **ACADEMIC ANGEL LAUNCH – Provide educational opportunities for local women by providing funding for scholarships**

In September of 2017, the branch held its second Academic Angel Launch. The project has two components: 1) a direct contribution campaign to members and 2) a dinner and auction where services and items donated by members and local businesses are auctioned off. Attendance at the auction increased by 25% over the previous year's event. The 2017 Launch resulted in over \$14,000 raised for scholarships which were sent to National Park College AAUW Fund.

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.

X 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.

Our branch co-sponsored an AAUW table at the January 20, 2018 Reproductive Rights Rally at the Capitol in Little Rock. Branch members also attended the March.

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

X 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, 2018: ___76___

TOTAL NEW MEMBERS JOINING FROM MARCH 1, 2017 – FEBRUARY 1, 2018: ___3___

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.

At our last year's convention, we convened a panel of local women leaders, including Dr. Margaret Ellibee, President of Pulaski Technical College. Dr. Ellibee's perspective on challenges faced by women during the pursuit of their education was especially pertinent in light of AAUW's mission.

AAUW FUNDS DIAMOND

Total collected and submitted to AAUW Funds in calendar year 2017: \$1,745

Per capita contribution: \$22.96

(TOTAL COLLECTED / TOTAL BRANCH MEMBERS AS OF 2-1-18 = 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.

Our members are encouraged to donate funds to the AAUW fund. The branch provided funding in the amount of \$797, in addition to the \$948 provided by branch members. Branch members are provided with exposure to the AAUW funds program by way of the honoring of three members at our Scholarship Luncheon. We follow up with an article in our newsletter highlighting the members contribution and AAUW Funds program.

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

X Announcements of a project or event, with clear mention of AAUW were posted in at least two locations (such as libraries and campuses)

X Announcements of a project or event, with clear mention of AAUW appeared in a newspaper

X A newspaper printed a feature story on the project

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.

The branch expanded its visibility by submission of articles to the local paper. In addition, the branch purchased ad space in two local papers promoting our sponsors of our Academic Angel launch. Brochures announcing our dinner and auction were distributed to branch members, who distributed to friends, along with posting at places frequented.

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

- X The branch matched leaders to tasks so members could build on their specific interests, skills, and abilities
- X New and ongoing members assumed roles of greater responsibility
- X 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 past President was very involved in mentoring the President elect as to branch activities and board-related responsibilities. Board members collaborated more on identifying programs for monthly meetings. Two of our new members have become very involved in our publicity and fund raising efforts. And both have agreed to take on leadership roles as President elect and Secretary. A member of our branch with an extensive background in accounting is assisting in the development of another member in the treasurer role by agreeing to be co-treasurer.

The branch is in the process of establishing a master calendar to assist members new to leadership roles as to the timing of activities within their area of responsibility.

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

- X 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
- X 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.

Though our branch consists primarily of retirees, we work to provide diversity with respect to our programs. Each year our February program is focused on Black History. This past February, our branch hosted a presentation by P.H.O.E.B.E (People Helping Others Excel by Example) and The Uzurui Project. Branch members learned more about their programs which included restoration of the historic John Lee Webb house located in a local historic African-American. John Lee Webb was a well respected African American contractor and philanthropist. The branch made a donation to P.H.O.E.B.E. in support of their work.

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.):

<http://www.hshsv-ar.aauw.net>

<https://www.facebook.com/aauwhshsv/>

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.

Facebook is utilized to publicize activities held by the branch. Our website is used as a central repository for members to access meeting minutes, interest group schedules, archived newsletters and member directories. Our monthly newsletter is distributed via email...along with notices of upcoming meetings or branch news requiring a timely response by members.

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Contact Shirley Breeze or Maria Jones for questions or if you need additional information.