

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: Maureen Terrafranca

Contact Person Email Address and Phone Number: jmterra405@centurylink.net

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

Project Name and Purpose: [Rally for Reproductive Justice](#)

The purpose of this Rally, held on Saturday, January 20, 2018 at the State Capitol, was to bring attention to the continuing need for reproductive justice for women and girls in Arkansas.

AAUW Little Rock branch participates annually in this important event. A sponsorship fee is paid which allows the branch to set up a table at the Capitol. Informative leaflets and other types of publications from National are available for distribution and education of the public. Along with NOW, several members who belong to both organizations participate in the Rally by listening to speakers, waving AAUW posters, and otherwise positively participating in all events of the day. This activity brings AAUW into the forefront of other like-minded citizens, and as a consequence the branch adds several new members to its roster. We signed up over 50 new people who wanted more information about AAUW and added local emails to the AAUW Little Rock Monthly Newsletter.

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

AAUW Little Rock Branch continued as a member of the AR Equal Pay Coalition. AAUW Little Rock members were the primary staff for the Coalition. AAUW LR members testified at a State Legislative Committee meeting in March 2017 on a proposed gender equity bill. Equal Pay Day was recognized in April 2017 with discounts for women only in seven Central Arkansas restaurants/bars/businesses, African American Equal Pay Day was recognized in July with POWER92 radio station interview and PSA, and Latina Equal Pay Day was recognized in November with a La Zeta radio station interview and a brunch for local Latinas to discuss their specific perspective on equal pay. Social media campaigns were completed for all three events. The local chapter of Alpha Kappa Alpha took the lead and did the amazing work on African American Equal Pay Day. They used AAUW research and AAUW LR branch guidance. An AAUW member presented the Women and Economics Workgroup's report at a Women's Foundation of Arkansas Forum to unveil the report "Changing the Story: A Blueprint for Change" found here: <http://womensfoundationarkansas.s3-us-west-2.amazonaws.com/wp-content/uploads/2017/08/08161005/Womens-Foundation-2017-4.pdf> AAUW members were active in the workgroups that led up to the report and the goals listed.

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, 2018: 79

TOTAL NEW MEMBERS JOINING FROM MARCH 1, 2017 – FEBRUARY 1, 2018: 21

Membership Narrative

AAUW Little Rock sent two students from Philander Smith College to NCCWSL. The students attended branch meetings and presented a program on their NCCWSL experience. The branch includes members at large in all newsletter mailings, which invites their attendance and volunteerism. AAUW Little Rock Branch participated in many public events in Central Arkansas, including the combined 2018 Women's March/Arkansas Coalition of Reproductive Justice. The VP Membership staffed the AAUW table. The Branch gained several new members through social media posts and outreach by branch members. Our one Latina member recruited one additional Latina member. We also recruited three new African American members and one National member. The ages of our new members was very diverse, from late 20's to beyond 70. We continued our relationship with the Arkansas Women Lawyers Association/Bowen Law School, attending their spring luncheon. It can be noted that one of the new branch co-presidents is a member of that group.

AAUW FUNDS DIAMOND

Total collected and submitted to AAUW Funds in calendar year 2017: \$1861.00

Per capita contribution: \$23.00

(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.

The Branch held its annual White Elephant Silent Auction to raise a majority of the contributions. Branch Funds Chair Amanda Potter Cole presented a program about the importance of supporting AAUW through giving to the general fund. She had each member select a specific AAUW activity (ex: Action Network, Grants and Scholarships, etc.). Each member shared what their selected activity meant to them personally. The branch also held three fundraisers outside of branch meetings to pay for costs to send local college students to NCCWSL. This is not included in the total because it was spend directly on plane fare, etc. for the students and was not sent to AAUW National.

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
- 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 was invited to have a Silent Auction table at a Unitarian Universalist Church event, where we promoted AAUW membership and collected proceeds for NCCWSL. Five AAUW LR Branch members served on the AR Coalition for Reproductive Justice planning team. Two of the member were co-chairs. Rally posters with the AAUW logo were placed on the UALR campus as well as many small businesses in Central Arkansas. The ACRJ Facebook page promoted all its sponsors, including AAUW. AAUW LR's NCCWSL Yard Sale posters were displayed in the neighborhood where the sale was held. Social media posts also were made in several different Facebook groups. AAUW LR staffed a gift wrapping table at a Barnes and Noble book store for five days, complete with an AAUW sign at the entrance and regular announcements over the store's loudspeaker system about supporting AAUW. All AAUW LR events are posted as events on Facebook. The Arkansas Times and the AR Democrat Gazette published an article about the 2018 Women's March/ACRJ Rally. AAUW members were interviewed on different radio stations for the ACRJ Rally, African American Women's Equal Pay Day, and Latina Equal Pay Day.

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, 2017, 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. A new member was recruited to assist as an editor for the branch newsletter. A one-year, Latina member planned and made the arrangements for the Latina Equal Pay Day activities. The African American Equal Pay Day project leader actually joined AAUW a few days before the event. The VP Programs worked with the Equal Pay project leaders. The VP Membership was formerly a National Member and had been a member of the branch for two years before being elected. The other board members assisted her as she learned her new responsibilities.

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.

March 2017 –Maria Jones, VP Programs, spoke at the Women of Courage and Leadership Symposium at the Mosaic Templars Museum about the importance of connecting with diverse organizations; May 2017 – AAUW Member Pam Abrams spoke about her experience as an African American, female, and mature Law School Student. November 2017 – Member and Senator Linda Chesterfield (the first African American to graduate from Hendrix College) talked about Women and Leadership; the two NCCWSL alumni (they attend an HBC) spoke about their experiences. We routinely partner with the local chapter of the Alpha Kappa Alpha Sorority (see African American Women’s Equal Pay Day above) and the local chapter of the Delta Sigma Theta Sorority. Our Latina member and VP Programs are working together to increase the number of Hispanic women members. The Latina Equal Pay brunch in November, 2017 was a beginning.

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: <http://littlerock-ar.aauw.net/>

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

Facebook page is: <https://www.facebook.com/groups/138227225168/>

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.

The AAUW LR Branch Facebook page is updated almost daily. Two additional Facebook page Administrators (AAUW LR members) were added. One of them volunteered to make sure posts on the page were fresh, recent, and diverse. She is doing a great job. All branch events are generated from the Facebook page. There are 314 members of the page that receive invitations to all the branch events through Facebook. This is an increase of 25 from last year. Mail Chimp is our newsletter generator. Monthly newsletters are emailed as well as posted on our website and our Facebook page. We have four members without email; they receive paper versions of the newsletter.

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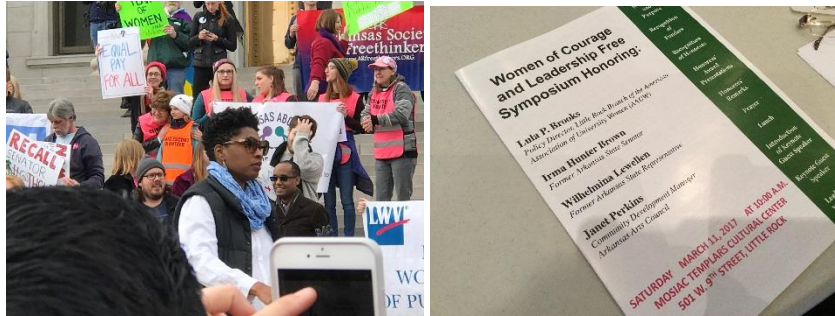
Contact Shirley Breeze or Maria Jones for questions or if you need additional information.

ATTACHMENT

Articles about 2018 Women’s March and ACRJ Rally: <https://life.ualr.edu/forum/2018/01/22/little-rock-participates-in-nationwide-womens-march/>

<http://www.arkansasonline.com/news/2018/jan/20/new-reproductive-rights-rally-brings-hundreds-stat/>

Women of Courage and Leadership Symposium at the Mosaic Templars Museum



Arkansas Legislative House Public, Health and Welfare Committee March 2017. Representative Love’s Equal Pay legislation was considered and defeated by the Committee members at this hearing.



On left, AAUW Silent Auction Table at Unitarian Universalist Church Concert & on right, AAUW LR Diversity Chair Chris Patterson (in pink) at May 2017 meeting featuring member Pam Abrams (in blue).



On left, former AAUW VP Membership and current AAUW VP Programs with National member, June Lloyd, the new AAUW VP Membership at membership event in August 2017.



AAUW Little Rock NCCWSL Yard Sale, September 2017



African American Equal Pay Day on left, Latina Equal Pay Day on right both at radio stations.

