



Update from AAUW National Office

September 2019



117 years



Esther:
Born in
1898

Quinn:
Born in
2015

Success in 2019!

- **11 states passed** fair pay laws
- **US Paycheck Fairness Act** passed in the House
- AAUW partnered with NYC to train **10,000** women
- NCCWSL was the **4th largest** in its 34 year history
- Reached **14 million people** in more than 1,200 media articles

Members Mobilize A Million



Benchmark Goal Met!

- Reached 102,000 by August 2019



THE AAUW PROGRAM

What is the Five Star Recognition Program?

- A FY20 program that rewards states and branches that demonstrate alignment with AAUW National's strategic plan
- An engaging, exciting way to showcase and share your state and branch achievements
- You should be rewarded for your outstanding work with recognition from AAUW National!

THE AAUW PROGRAM

What are the criteria for the Five Star Recognition Program?

There are 5 categories through which states/branches have the opportunity to earn a star by completing activities:

- ★ Programs
- ★ Advancement
- ★ Communications & External Relations
- ★ Public Policy & Research
- ★ Governance & Sustainability

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Criterion 1: Programs

States

- Ensure that **90% of branches in your state hold 3-5 strategic plan-related programs** in FY20
- Set a statewide goal for **Work Smart Online** and recognize your branches that are committed to the challenge and reaching goals
- Appoint someone in your state/organize a task force to promote the **Members Mobilize a Million campaign**
- Complete the community resource mapping exercise as a state

Branches

- Host **3-5 strategic plan- related programs** (e.g. Forum on economic security, Work Smart Online Training Day, Operation Equity: Reading for Results participation, panel on women and leadership) in FY20
- Representative(s) from the branch complete the community resource mapping exercise

Helpful Resource Links:

- ✓ [Work Smart Online](#)
- ✓ [Community Resource Mapping Form](#)
- ✓ [Operation Equity](#)

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Criterion 2: Advancement

States

- 75% of branches in your state raise the \$30 per capita gift (member) in greatest needs fundraising goal (Note: This is above membership dues.)
- Increase the Legacy Circle Members in your state by 10%
- Reach 100% participation in the Membership Payment Program in your state
- Retain 90% of your branch members statewide

Branches

- \$30 per capita (member) gift raised for greatest needs
- Shift focus in branch giving from fellowships and grants/LAF to greatest needs or strategic plan focus areas by 50%
- Retain 90% or more of your branch membership and submit annual dues by September 30
- Increase the Legacy Circle members in your branch by 10%

Helpful Resource Links:

- ✓ [AAUW Funds Diagram](#)
- ✓ [Legacy Circle Brochure](#)
- ✓ [Membership Join Brochure](#)

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Criterion 3: Communications & External Relations

States

- States' and branches' websites and/or social media include an Economic Security Focus and Work Smart Online. (Note: Monthly posts are required for social media; Work Smart Online must be included on the website home page.)

Branches

- All existing websites and social media presences include an Economic Security Focus and Work Smart Online (Note: Monthly posts are required for social media; Work Smart Online must be included on the website home page.)

Helpful Resource Links:

- ✓ [Social Media 101](#)
- ✓ [Members Mobilize a Million Social Media Tool](#)
- ✓ [How to Build Your Branch's Online Presence](#)

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Criterion 4: Public Policy & Research

States

- Conduct an annual meeting with the governor or both U.S. senators around a strategic plan focus
- Appoint a state public policy chair and ensure all of your branches have public policy chairs
- Host a lobby day at your state house focused on AAUW's public policy priorities

Branches

- Conduct an annual meeting with U.S. representative(s) and/or state legislators around a strategic plan area of focus
- Ensure a branch public policy chair is appointed who collaborates with the state public policy chair
- Host at least one public event where Action Network sign-ups are collected

Helpful Resource Links:

- ✓ [AAUW Public Policy Priorities](#)
- ✓ [AAUW Action Network & Two-Minute Activist Tool](#)
- ✓ [AAUW Advocacy How-to Guides](#)

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Criterion 5: Governance & Sustainability

States

- Align state strategic plan with AAUW national.
- The state board institutes a succession plan to ensure new ideas and perspectives are included in the future leadership

Branches

- Align planning with state and AAUW national strategic plans
- Branch board institutes a succession plan to ensure new ideas and perspectives are included in the future leadership

Helpful Resource Links:

- ✓ [AAUW 2018 Strategic Plan](#)
- ✓ [“Blending Nonprofit Succession Planning and Executive Transition” – Nonprofit Quarterly](#)
- ✓ [“Board Succession: Getting It Right” – Deloitte](#)

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What examples of progress will you need to submit into the portal?

Depending on the goal achieved, you may need to include items such as:

- Website URLs for events like Work Smart Online Training Days hosted by your state or branch
- The digital file for your state or branch's succession plan
- The date of your meeting with state legislators, as well as meeting attendee names
- A link to your state or branch's strategic plan listed on your website
- The name of your branch's Public Policy Chair

THE AAUW PROGRAM

Progress Submitted vs. Stars Confirmed

After your goals have been confirmed as achieved by AAUW National, you will see your updated stars appear as badges on the Five Star Portal.

Progress Submitted

Focus Area	Goals Confirmed	Submit Updates
Programs		Update Programs
Advancement		Update Advancement
Communications & External Relations		Update Communications
Public Policy & Research		Update Public Policy
Governance & Sustainability		Update Governance

Stars Confirmed

Focus Area	Goals Confirmed	Submit Updates
Programs		
Advancement		
Communications & External Relations		Update Communications
Public Policy & Research		Update Public Policy
Governance & Sustainability		Update Governance

THE AAUW 5 STAR PROGRAM

Recognition for Stars Awarded

Star Recognition Earned

States

Branches



- Along with all items listed below, if 75% of your branches have 4 stars or above, AAUW will provide customized presentation to your state from AAUW Chief Executive Officer and/or Board Chair at an agreed upon event
- Invitation to online briefing by senior leadership

- Along with all items listed below, an invitation to online briefing by senior leadership



- Success Stories highlighted in national communication

- Success Stories highlighted in national communication



- Website/social media badges
- *Membership Matters*
- *Mission & Action*
- Recognition on the website

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- Email thanking state/branch for their participation in the program

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AAUW Equity Network: Engaging new audiences

- Community that is dedicated to **gender equity by 2030**
- **Access to a community** of experts and allies to build skills and professional development
- **Equity Action Discussions** on topics such as the double-bind, inclusion in STEM, Family and Parental Leave, confronting implicit bias
- **Professional Skills Development** such as salary negotiation, intentional networking, advocacy skills, allyship for men, women and non-binary people

Fundraising

How to Support AAUW's Mission

Thank you for promoting equity for women and girls by supporting AAUW's critical work! When supporting the following funds, you give AAUW the ability to carry out its bold, strategic vision for the future.



AAUW Greatest Needs Fund (9110)

Allows AAUW the flexibility to respond rapidly to new and emerging challenges facing women and girls and to utilize your gift where it's needed most. This fund ensures the strength, relevance, and viability of AAUW into the future.



Education and Training Fund (4450)

Addresses the barriers and implicit biases that hinder the advancement of women by championing equal access to education and ensuring that education at every level is free from sex discrimination.

STEM
Title IX

Examples of programs include:
Fellowships Alumnae Initiatives
Fellowships and Grants
Public Policy
Research



Economic Security Fund (4449)

Ensures livelihoods for women through achieving pay equity for women, providing training in salary negotiation, and deepening women's retirement security and quality of life.

Pay Equity
Title VII
Workplace

Examples of programs include:
Start Smart
Work Smart
Work Smart Online
Legal Advocacy Fund



Leadership Fund (4452)

Supports the effort to close the gender gap in leadership opportunities by bolstering the participation of and increasing the number of girls and women in leadership roles, particularly in education and nonprofit organizations.

Career and Workplace

Examples of programs include:
Campus Action Projects
Empower
NCCWSL

Thank you for all you do for AAUW!

