



AAUW PROGRAM IN A BOX

RECRUIT AND RETAIN COLLEGE/UNIVERSITY PARTNER MEMBERS

AT A GLANCE

RECRUIT AND RETAIN COLLEGE/UNIVERSITY PARTNER MEMBERS

PROGRAM OVERVIEW

Use this Program in a Box to recruit colleges and universities to become partner members of AAUW.

INTENDED AUDIENCE

Branch C/U chairs, state C/U chairs, membership vice presidents, and other member leaders interested in recruiting colleges and universities

PROGRAM FORMAT

Presentation

TIME CONSIDERATIONS

Time frame: Ongoing—college and university recruitment can happen throughout the year, though we recommend focusing your efforts in October, November, late January, February, or March.

Estimated planning time: A few hours across a couple of weeks

Estimated presentation time: Approximately 30–45 minutes

Estimated follow-up time: A few hours per school throughout the year

RESOURCES NEEDED

Staff: At least one AAUW member and a lead staff member on a local college or university campus to whom you will propose membership (recommendations included in this Program in a Box)

Supplies: Your own business cards and any presentation notes you need

Handouts: [AAUW College/University Partner Membership](#), [What Can AAUW Do for You?](#), and [Fellowships and Grants](#) brochures

BENEFITS TO YOUR STATE, BRANCH, OR COMMUNITY

- Collaborate with faculty, staff, and students at a local college or university
- Strengthen or create ties with a local college or university
- Recruit new AAUW college/university partner members
- Recruit new student, faculty, and staff members for your branch

PROGRAM DETAILS

RECRUIT AND RETAIN COLLEGE/UNIVERSITY PARTNER MEMBERS

Please note: If you see abbreviations or terms that are unfamiliar to you, take a look at the [glossary](#) at the end of this document.

When AAUW was founded in 1881, the first type of membership was an institutional membership for colleges. Today, AAUW continues to honor our relationship with the academic community through the creation of strong partnerships with faculty, staff, and students. AAUW's future lies in building and maintaining relationships with these institutions and creating a welcoming, mentoring, learning environment for the next generation of AAUW members—today's college students. Member leaders must play a role in making this happen.

Today's colleges and universities face a challenging economic situation. A partnership with AAUW benefits everyone on campus—faculty, staff, and students. AAUW provides college/university partner members with numerous opportunities:

- Student leadership development, educational programs, and scholarships
- Free e-student AAUW memberships for all their undergraduates and a free, full-year membership for each after graduation
- Priority selection for leadership programs, sex discrimination project grants, and other programs AAUW provides free to college students
- Exclusive member discounts on numerous products that are of special benefit to students, faculty, and staff, including discounts on purchases at The Princeton Review, travel and health insurance, and so much more
- Access to cutting-edge gender equity research and advocacy as well as funding for projects to address issues affecting women
- Research, speaking, professional development, and résumé-building opportunities for faculty and staff
- Inclusion in a national network of educated, supportive individuals

The success of the AAUW C/U partner member program relies on building and maintaining meaningful relationships with students, faculty, and staff on college campuses. This document will assist you in building and maintaining those relationships. Your participation is vital to both the success of the program and the future of the organization.

HOW COLLEGE/UNIVERSITY PARTNER MEMBERSHIP WORKS

All educational institutions that offer recognized associate, baccalaureate, or higher degrees and that have full regional accreditation or appropriate professional association approval can join AAUW as partner member institutions. Partner membership is annual and expires each year on June 30. Membership rates are typically based on the institution's total full-time undergraduate student enrollment and range from \$125 to \$350. Through June 2012, AAUW is offering a special 130th Anniversary rate of \$130 for all new schools that join, a significant

savings to new members. See the table below for an example of typical membership rates. The value column indicates the membership's value to the school based on programs offered to C/U partner members and the free e-student affiliate memberships, for which all undergraduates at the institution are eligible.

Student Enrollment	Annual Dues	Value (based on cost per student)
Fewer than 1,000	\$125	\$17,098
1,001–5,000	\$175	\$85,098
5,001–10,000	\$250	\$170,098
10,001–20,000	\$275	\$340,098
20,001–30,000	\$325	\$510,098
More than 30,000	\$350	\$527,098

Each C/U that joins AAUW is asked to appoint one or two staff or faculty (they must at least have associate degrees) as C/U representatives. Although only one representative is required, having two representatives expands the reach of AAUW's message and provides a better chance for more students, faculty, and staff to learn about AAUW opportunities. These staff members serve as the link between AAUW and their school. The full position description [can be found here](#). AAUW asks that faculty or staff who serve in this role do the following:

- Receive and respond to AAUW communications (national, state, branch) and initiate communications to AAUW (national, state, branch)
- Disseminate information about AAUW to appropriate campus departments and students, including the e-student affiliate program
- Encourage and facilitate campus participation in the annual National Conference for College Women Student Leaders, AAUW Campus Action Projects, \$tart \$mart, Elect Her–Campus Women Win, and other initiatives
- Respond to outreach initiated by AAUW (national, state, branch) in an attempt to meet the needs of their institution using AAUW resources
- Notify AAUW's manager of C/U relationships if they transition out of this position or if their contact information changes so that AAUW can proactively retain the relationship with that institution.

LEADERSHIP—THE IMPORTANCE OF THE BRANCH AND STATE C/U CHAIR POSITIONS

Recruitment and retention of colleges and universities must be a shared effort between AAUW staff and member leaders. To ensure that there is a strong C/U program at the state and branch level, it is critical that every state and branch designate a member to serve as C/U chair.

Having a C/U chair on the state board is crucial to the growth of your branch and the C/U program. This person will serve as a link to the AAUW staff and coordinate broader outreach to campuses in places where no

branches exist. Finding and recruiting a C/U chair with the requisite skills and interests is the single most important factor for any successful C/U recruitment and retention strategy. We recommend that someone who has worked at a college or university serve in this role. Please read the [job description](#) for more information.

GETTING STARTED: SPECIFIC STEPS TO RECRUIT C/U PARTNER MEMBERS

Follow the five steps below to effectively recruit and retain a C/U partner member.

Step 1: Create a plan to reach out to local schools.

Look on the [AAUW website](#) to find out what schools in your state are already C/U partner member institutions and target specific schools in your area that may be interested in membership. Make a list of schools you want to pursue, keeping in mind that these types of schools might be most receptive:

- Any women-only school
- A school that any members may have connections with as alumnae or as current or former faculty or staff
- A school with a women's center, women's studies department, women's leadership program, or other program that focuses on recruiting and retaining women students
- Any school with science, technology, engineering, and mathematics (STEM) offerings
- Community colleges
- Any school in your area that formerly was a C/U partner member
- Any other local school you are interested in pursuing!

After making sure the branch and state C/U chair positions are filled, survey your branch members to find out the following:

- Does any branch member have any C/U connection as an employee, retired faculty or staff member, or alumna? Even if the connection is not with a particular campus, an individual with academic credentials will likely have greater access and insight into communicating with administrators and other contacts on campus.
- Does any branch member have a skill or particular background that would be of interest to a potential C/U partner?
- Does anyone have a strong background in marketing?

Determine who in the branch or state is the best person to recruit a specific school.

- Once the list of schools is collected, it may make sense to send different branch and state members to meet with faculty and staff at each school, depending on their existing relationships and connections.
- Don't hesitate to pair up for your visit!

Plan ahead and allocate some money or host a fundraiser for [National Conference for College Women Student Leaders](#) scholarships, [Start Smart salary negotiation workshops](#), or to pay all or part of a new school's membership with AAUW. It is amazing what even \$200 can do to attract a potential C/U partner or keep a current partner in the loop.

Determine which offices at the school would be the best to contact. Look over the school's website for contact information. Once you have chosen those with whom you want to meet, double check the AAUW national member list (formerly called members-at-large or MAL) to see if they are AAUW members. To access the list, contact

the state or branch president or state membership vice president, who can access information from the Member Services Database.

Meet with people whose positions involve student programs and equity or women's issues, such as

- The director of student life, student affairs staff members, women's center directors, career counselors, the dean of women's studies, women's studies professors, chair of sociology, STEM program coordinator, human services, dean of students

Step 2: Prepare for an effective meeting with a college or university staff member.

Research the school—the background, mission, vision, and the marketing efforts of the college—in order to understand their needs, focus, and determine your best approach.

- This can be done by Googling the school's name and reading their website and others that come up in the search.
- The more you know about the school, the more you will be able to find connections to what AAUW has to offer them!

Know the programs, issues, and needs of the school. The school's website, newspaper, Facebook, and Twitter are great resources for this.

- This is extremely important. You don't want to approach the campus if there is a sensitive issue that you are unaware of.
- Assess from its unique campus perspective what advantages—beyond the benefits of belonging and being listed on the AAUW website—can the institution derive from the partnership?

Review the [C/U brochure](#).

- This can be [found here](#) or by going to www.aauw.org/about/join, clicking on the College/University Partner link on the left, then clicking on the C/U brochure link at the bottom of that page.
- Learn the benefits of membership for the college or university and their students, faculty, and staff administrators. You can find a list of these benefits at the end of the brochure.

Think of a reason to contact the college, such as an event or a proposed joint venture to offer on campus. You can find ideas for events and collaborations by reviewing [AAUW's program opportunities](#). This is a great way to illustrate some of the personal and institutional benefits of AAUW—branch and state activities, national conferences, publications, and web resources. Here are some great examples of potential projects:

- Bring AAUW programs such as [AAUW Legal Advocacy Fund Campus Outreach Programs](#), [AAUW Campus Action Projects](#), [\\$tart \\$mart salary negotiation workshops](#), and [Elect Her—Campus Women Win](#) to their campus. Encourage them to send students to NCCWSL.
- Find out about Take Back the Night activities and see if there is a way to partner on the program or participate in established activities, including tabling at the event.
- Launch a program focused on Title IX or sexual assault by using other AAUW Programs in a Box: [Title IX Compliance: Know the Score](#) and [Campus Sexual Assault](#).
- Contact the women's center to discover its purpose, programming, and what can be done to assist their needs and activities.
- Work with a professor or department chair to hold a workshop on a relevant topic.

- Ask to speak to a college class about women's issues or advocacy.
- Partner with community and campus organizations to provide a program or informational booths on campus.
- Partner with service organizations on campus to do a book sale, a clothing drive, support women's initiatives, or raise money for scholarships.
- Partner with a sorority on a pertinent project.
- See if any student service group is participating in a project with which you can assist.

Plan to schedule a meeting with the person you have chosen to target during a slower time in the academic calendar, and make sure you understand the roles and responsibilities of the C/U representative. Depending on the academic calendar of the institution, promoting the program during the times listed below will likely result in low yields because students, faculty, and staff are preoccupied:

- August and September: The very beginning of the semester can be busy time for all.
- December: Everyone is focused on finals and wrapping up programs and classes for the semester.
- April and May: Students are often wrapping up events for their student organizations, and it is the season of awards ceremonies.
- June and July: Students, faculty, and some staff do not check their school e-mail during summer break.
- Any holiday

Instead, propose membership in time for schools to plan it in their budgets for the upcoming year. Most schools operate on a July 1–June 30 fiscal year, and budgets are proposed in February or March. Other times that can be most effective to contact C/U staff and faculty to pitch AAUW membership could be October, November, late January, February, or March.

Step 3: What to do when you meet with a college or university staff member

Offer the staff or faculty member a copy of the What Can AAUW Do for You?, AAUW's C/U Partner Membership, and Fellowships and Grants brochures.

Discuss the benefits and value of becoming a C/U partner member.

- Free e-student affiliate memberships for undergraduates or community college students
- Access to educational grants and leadership development opportunities for students
- Institutional visibility by appearing on our list of partner members
- Up to two free AAUW national memberships for the staff or faculty who are chosen as C/U reps
- Advocacy for federal public policy that supports affordable education
- Cost-saving discounts
- Access to groundbreaking research
- The option to post their job openings in the AAUW Career Center
- Access to AAUW internships for students
- Opportunities for faculty to participate in national selection panels for prestigious awards through our Fellowships and Grants program
- Access for staff to use AAUW Programs in A Box to supplement teaching and offer ideas for programming, such as AAUW Campus Action Projects, \$tart \$mart, and more!

Promote any scholarships or programs for college women that your branch or state provides.

- This can be an incredibly powerful tool to recruit schools to become members.
- Find out the number of students, names of students, and amounts of the scholarships your branch or state has given, and use that as a discussion point about how AAUW shows commitment to affordable funding and supporting students.

Highlight graduate student membership if the school has graduate programs.

- All graduate students are eligible to join AAUW at our 130th Anniversary rate through June 30, 2012, by paying \$18.81! Normally the fee for this membership is \$49.

Encourage schools to complete the membership application in the C/U brochure or to join online.

- Annual membership runs from July 1 to June 30. Dues are normally based on full-time student enrollment numbers. Currently, AAUW has a 130th Anniversary rate of \$130 for all schools that join through June 2012.
- The online join form can be found [here](#).

Highlight the [e-student affiliate \(E-SAF\) program](#).

Assist them with identifying a C/U representative.

- Explain the role of the [C/U representative](#) as the liaison between AAUW (branch, state, national) and students, faculty, and staff. Read the [full position](#) description online.
- If you have a branch member who is a faculty or staff member and is willing to serve in this role for their institution, the school will still need to appoint her or him as the official C/U representative.

At the end of the meeting, establish a next step—will they need to discuss the C/U membership with other staff members? When can you expect to hear from them? Make sure to thank them for their time.

Step 4: Follow up after the meeting.

Thank the staff members for their time and reiterate why an AAUW membership is of benefit to their school; highlight anything that stands out from your meeting with them. Follow up if you do not receive an answer within two to four weeks of the initial meeting.

Once membership forms are submitted to the national office, it can take up to two weeks for it to be fully processed. Once fully processed, the name of the school will appear on our [C/U partnership directory](#).

Once the school is an official member, schedule a meeting with the campus representatives and ask them to invite any other faculty, staff, or students who may be interested in AAUW. Use this time to strategize with the school about how to make the most of their membership by bringing AAUW programs to campus, how to best inform students of the benefits of becoming an e-student affiliate and promote the E-SAF program, where you can post information about membership with AAUW on Listservs and their website, and how they can get involved in branch activities.

Step 5: Engage local campuses and continue to talk with them about AAUW after they become members.

Build a relationship with the C/U representative and share the great work of your branch or state. Ask the campus representative if there are other staff members who may be interested in hearing more about AAUW as well. The more people who know about the great work we do, the merrier! Here are some ideas for staying involved:

- Encourage them to promote the e-student affiliate program to their students on Listservs and websites and to post brochures and posters (available fall 2011), and ask to have information about AAUW displayed in the women's center, gender studies department, student activities center, and highly visible bulletin boards.
- Ask about getting a story in the school newspaper or faculty and staff newsletters about the school's relationship with AAUW.
- Bring AAUW programs to campus. Our programs include [AAUW Legal Advocacy Fund Campus Outreach grants](#), [AAUW Campus Action Project grants](#), [\\$tart \\$mart salary negotiation workshops](#), [Campus Calm programs](#), [Equal Pay Day](#), [Elect Her-Campus Women Win](#), and more.
- Participate in campus activities such as advocacy and issue forums, and attend events to get to know the issues and personality of the school.
- Be sure you know who the C/U representatives are in each partner member institution near you. Hold an orientation session for new reps in your area so they can better understand their roles.
- Invite faculty, graduate students, and administrators to branch and state events to introduce them to AAUW and discuss potential partnerships, or ask NCCWSL attendees to speak about their experiences at the conference. Be sure to ask them to join your branch.
- Market your scholarships nationwide by adding the application and funding details to the [AAUW Local Scholarship Clearinghouse](#).
- Encourage the institution and students to create an AAUW student organization (formerly known as student affiliate satellites). This group can coordinate events and projects on campus with your branch, giving AAUW greater impact and visibility in your community. Call 800/326-2289 for more information.
- Consider holding your state convention on a C/U campus or inviting students, faculty, or staff to participate. See the [C/Us and State Conventions](#) tool for more info.

TOOLS

RECRUIT AND RETAIN COLLEGE/UNIVERSITY PARTNER MEMBERS

RECRUIT AND RETAIN C/U PARTNER MEMBERS TOOLS

- [Glossary of C/U terms](#)
- [Index of helpful websites](#)
- [Additional tips](#)
- [C/Us and State Conventions](#)

PROGRAMS-IN-A-BOX TOOL KIT

The [tool kit](#) includes forms, checklists, and templates that you can modify and adapt for your program or event. The following might be useful for this program:

- Attendee sign-in form
- Event evaluation form
- Event planning checklist
- Event registration form
- Photograph release form
- Press release template
- Sample time line

MEMBERSHIP RECRUITMENT TOOLS

- [Individual members](#)
- [AAUW college/university partner members](#)

CONTACTS

- For questions or information about this Program in a Box, e-mail coll-univ@aauw.org or call 800/326-AAUW.

GLOSSARY OF COMMONLY USED TERMS

RECRUIT AND RETAIN COLLEGE/UNIVERSITY PARTNER MEMBERS

You might see some unfamiliar terms and abbreviations throughout this guide. Here's a list to help you understand any foreign words or concepts.

AAUW student org(anization): A group of students at a college or university who want to form an official AAUW-affiliated group (formerly known as student affiliate satellites). They do not have to be at a campus that is a partner member.

C/U: An abbreviated way of referring to a college or university—any two- or four-year educational institution that offers recognized associate, baccalaureate, or higher degrees and that has full regional accreditation or appropriate professional association approval

C/U partner member: An institution that is a dues-paying AAUW college/university partner member

C/U rep(resentative): The designated, official contact person for AAUW on a partner member campus, who serves as a liaison between AAUW and the faculty, students, and staff of a school. Each partner member may have two campus reps, and each of them receives a free AAUW national membership.

C/U chair: The branch or state officer responsible for coordinating C/U outreach and programs. This person is a link between AAUW and the C/U representative.

C/U Committee: Works with national staff and state C/U chairs to develop a strategic plan for the C/U program

E-SAF or e-student affiliate: An undergraduate student on a C/U partner member campus. She or he must register to be an e-student affiliate by filling out a [simple online form](#). E-SAFs receive information via electronic notification and do not have AAUW voting privileges. Students are eligible to be E-SAFs as long as they are undergraduates and their institution retains its membership. The students also get a free membership for their first year out of college. Find [more information](#) on the E-SAFs web page.

Student affiliate: An undergraduate on any C/U campus. The student may be affiliated with the national organization or a local branch. Annual dues are \$17. They have access to all AAUW information, online and in print.

NCCWSL: An acronym, pronounced “nick-whistle,” for the National Conference for College Women Student Leaders, a conference that AAUW and NASPA host annually in June for women college students

INDEX OF HELPFUL WEBSITES

RECRUIT AND RETAIN COLLEGE/UNIVERSITY PARTNER MEMBERS

Here's a list of great resources in one place for your easy reference!

- [AAUW branches and C/U partners](#)
- [AAUW Public Policy](#)
- [AAUW Publications](#)
- [AAUW Research](#)
- [AAUW Annual Starter Kit](#)
- [Benefits of membership for colleges and universities](#)
- [AAUW campus programs](#)
- [C/U brochure](#)
- [C/U relations](#)
- [List of current C/U partner member institutions](#)
- [E-student affiliate information](#)
- [Join the AAUW community](#)
- [National conferences and AAUW events](#)
- [State and branch activities](#)
- [State and branch C/U chair job descriptions](#)
- [Student recruitment brochure](#)

ADDITIONAL TIPS

RECRUIT AND RETAIN COLLEGE/UNIVERSITY PARTNER MEMBERS

Be visible at the school! The more involved you are with schools, the more success you will have making connections. Here are some ideas:

- Follow the school’s Facebook or Twitter pages; many departments have pages as well.
- Many schools have a community relations department that hosts events with local neighbors. It may be helpful to ask to be added to their Listserv. Though they may not be the department to approach about the school becoming a C/U partner member, attending events they host will provide you with more information about the school and may lead to you meeting other staff members who could be great contacts!

Come up with payment options for memberships and C/U programs.

- Brainstorm different departments who could co-sponsor the cost.
- Offer for the branch to share the cost with the school or pay the full cost for one year.
- Partner with local government offices to bring programs to underserved areas.

If all else fails, keep trying!

- Staff may change positions, and any staffing change is a new opportunity to get people excited about AAUW; perhaps the new person will say yes! Sometimes it just comes down to the right timing and asking the right person.

C/Us AND STATE CONVENTIONS

RECRUIT AND RETAIN COLLEGE/UNIVERSITY PARTNER MEMBERS

RECRUIT COLLEGE AND UNIVERSITY STUDENTS, FACULTY, AND STAFF TO YOUR STATE CONVENTION

College/university student, faculty, and staff participation is vital at your AAUW state conventions in order to build stronger relationships for the future of AAUW and our mission. Here are some strategies that will attract C/U participation at your state conventions.

HOST YOUR STATE CONVENTION AT AN AAUW COLLEGE/UNIVERSITY PARTNER MEMBER CAMPUS

Instead of hosting your convention at a hall or hotel, choose a venue on a campus that is an AAUW partner member. There are several benefits to this:

- A C/U member may be able to offer a discounted rate because of its relationship with AAUW.
- The school gets publicity for hosting you, and AAUW is able to engage the school in marketing the event directly to students, faculty, and staff.
- You can invite the school's C/U representative to provide welcoming remarks for your event.

To engage different areas of your state, consider rotating the venue for each convention. Encourage branches to bid for the chance to host your convention at a college or university in their area. This would create an incentive for branches to recruit local C/Us to join AAUW if they are not already members.

CREATE CONTENT THAT IS RELEVANT TO COLLEGES AND UNIVERSITIES

Relevant workshops can be directed either to AAUW member leaders or to the C/U community.

- Examples could be Working with a C/U Partner Member or Energize Your Branch: Create a Campus Connection, co-led by a branch member and a faculty or staff member in order to gain multiple perspectives on this partnership.
- Have a workshop to familiarize people with C/U benefits, campus programs that AAUW provides, or programs that C/Us are implementing on their own that relate to women and girls.

Encourage participation from students, faculty, and staff in relevant areas of study by providing content in topics like science, technology, engineering, and math (STEM) fields; women's studies; sociology; or American studies. You can also market this relevant content to other programs or student groups on campus, such as leadership programs, STEM groups, or student activist groups.

INVITE FACULTY, STAFF, AND STUDENTS TO BE SPEAKERS, FACILITATORS, AND PANELISTS

Invite student participants in AAUW programs—such as the National Conference for College Women Student Leaders, Elect Her—Campus Women Win, \$tart \$mart salary negotiation workshops, or Campus Action Projects—to share their experiences.

A student presence at your state convention will create a diversity of perspectives and will provide an opportunity to gain meaningful information about college women. Networking with millennial women will allow members to find out what issues are important to students and the best ways to engage college-age women. Emphasize that this is a great leadership opportunity and résumé builder for students.