



THE AAUW PROGRAM

For States & Branches

September 2019

THE AAUW 5 STAR PROGRAM

Welcome and
Introductions

Updates from AAUW
National:

- *Advocacy Achievements*
- *Work Smart Success*
- *New Research*
- *Heightened Visibility*



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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

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Why participate?

- Bolster AAUW's critical, mission-driven initiatives
- Improves understanding of how strategic plan objectives are achieved in practical ways
- You should be rewarded for this outstanding work with recognition from AAUW National!

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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.)
- Reach 100% participation in the Membership Payment Program in your state
- Retain 90% of your branch members statewide
- Increase the Legacy Circle Members in your state by 10%

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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Who Can Report on Branch Progress?

In order to ensure consistency with reporting goals, the following individuals will be able to submit their progress online to AAUW National:

- Presidents
- Finance Officers
- Membership Vice Presidents
- Program Officers


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How to Submit Your Progress

- Navigate to the AAUW Five Star Recognition program portal from www.aauw.org or use www.aauw.us/fivestar.
- You must be logged in in order to submit your progress.



Report your branch's achievements to the Five Star Recognition Program and track your progress.

Current status for AAUW Branch: CA0090-West Contra Costa 

Focus Area	Goals Confirmed	Review Goals Submit Updates
Programs		Go To Programs
Advancement		Go To Advancement
Communications & External Relations		Go To Communications



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How to Submit Your Progress

Area of Focus: Public Policy & Research

All branches must complete Goals B and C to earn a star for this Focus Area. Branches in states that have an annual legislative calendar must also complete Goal A.

Goal A:

Conduct an annual meeting with U.S. representative(s) and/or state legislators around a strategic plan area of focus.

Please list the Date of Meeting and Names of Attendees

Goal B: Ensure a branch public policy chair is appointed who collaborates with the state public policy chair.

Please enter the name of the branch's Public Policy Chair.

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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

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What happens after you submit your progress?

- You'll receive a confirmation email letting you know your submissions were successfully received
- As submissions are confirmed your branch status will be updated
- Stars will be awarded when all qualifying criteria has been confirmed



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

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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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Questions?

Email: fivestar@aauw.org

Website: www.aauw.us/fivestar

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Thank you!

