



**AAUW Lubbock
Betty Anderson Branch
Officers 2011-2012**

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A MESSAGE FROM THE PRESIDENT

Cathy Allen, Betty Anderson Branch President



Here's another installment on membership recruitment...a challenge for many organizations.

Diva Toolbox is a resource recently discovered, and I wanted to share one of the 'tools' that I found useful. Robbie Motter, the author, is highly respected within the National Association of Female Executives organization (NAFE). Years ago, I was a member of NAFE. I didn't renew because there were (are) just too many irons in the fire. I have taken creative license and highly edited the article to fit our organization. Take a look; then let's plan how we can emulate some of these successful strategies.

BIG TIP: Showing up is a great way to recruit new members and is the key to success for your organization

Tips For Recruiting New Members For Your Organization

New members bring ideas and enthusiasm to an organization. However as demands on our time increases, so does the competition for membership. If everyone out there is seeking members, how can our AAUW Lubbock Betty Anderson Branch be successful?

I. How Do You Approach and Present the Organizations to Potential Members

A. Understand that first impressions are important! Honor meeting times and provide formats which are convenient and fit into the schedule of your targeted members.

B. Know and deliver your 'elevator' speech. Explain your organization's mission or purpose in brief easy-to-understand terms.

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AAUW MISSION STATEMENT

The American Association of University Women advances equity for women and girls through advocacy, education, philanthropy, and research.

AAUW's VALUE STATEMENT

By joining AAUW, you belong to a community that breaks through educational and economic barriers so that all women have a fair chance.

In principle and practice, AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability, or class.

Message from the president continued from page 1.

II. Ask Yourself Some Questions

- A. What are the benefits of membership?
- B. What are the duties of members/volunteers? How much time is required? What level of commitment is expected?
- C. Is there a need for diversity?
- D. How were members (or volunteers) previously recruited?

III. Develop a Strategy

- A. You will recruit more effectively once you are able to provide meaningful information about your group to membership prospects.
- B. Organizations too often use a shotgun approach which amounts to little more than bodies filling a meeting hall. Truly successful groups have diverse memberships allowing for more creativity, increased access to the community or area served, and a generally more positive group experience for everyone involved.

IV. Establish a Membership Recruitment Committee

In order to be most effective, the recruiting process needs to involve your entire organization. Current members should be excited about being part of your group; current members should want to help select new members. There are a few steps that you can take to ensure that the recruiting process is successful and meaningful.

- A. Review literature (handouts and flyers as well as brochures) describing your group. Does it appeal to a diverse audience?
- B. Remember that whatever you give prospective members is often your organizations' most tangible contact with them and their associates.
- C. Is your association listed on meetingsandmixers.com or other online calendars (local and Lubbock area) and directories? Be sure to keep posted information current.



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V. Use the Power of the Press

Generate press releases. Let your community know about upcoming meeting dates and events sponsored by your organization.

A. List member achievements and accomplishments in daily papers serving your area. Don't hesitate to call and ask if they will publicize your membership drive.

B. Compile a list of local radio and television stations. Many broadcast public service announcements (PSAs) free of charge. Track down community access cable channels which exist to inform your local community.

VI. Showing Up and Networking at the Group to Group Level

Check out other organizations and events in your area. Does the Chamber of Commerce sponsor a business mixer? How about street fairs, festivals, etc.? Such events provide an opportunity to inform new people about your group. It's the type of people you need regularly to attend a certain public function, organize a team of your members to be there with your recruitment literature. Speak or Show Up and network at other professional organization's events or monthly programs.

VII. It's the Most Powerful Resource You Have!

A. Most importantly, use the most powerful resource you have – your current members! The best way to get new people is by word of mouth through experienced participants and their family members.

B. Make sure everyone knows they are always welcome to bring guests to meetings and functions.

C. When you sense some prodding is needed, ask members to turn in a list of the people they know who might be suited for your organization. Follow-up by scheduling an Open House or similar prospective member event.

VIII. How to Get Current Members Involved

A. Ask members to list 5 reasons they enjoy being part of your organization.

B. Put members names in your newsletter in recognition of their efforts to introduce new people to your group.

C. Make it fun! Start a membership drive. Divide your current members into teams and let their competitive spirit accelerate your club growth. The losing team can provide a barbecue for the winners you'll not only increase membership, this will also strengthen friendships within the club.

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D. Learn more about your members. Develop a rap sheet for everyone to fill out. You'll discover you have a group with hidden talents and diverse interest. There is no better way to get more members than to make the ones you have an important part of your organization. They'll tell their friends without even being asked if you take the time to make being a member a rewarding experience. You can also benefit by knowing which members are really closet graphic artists just dying to do the artwork for newsletters and brochures.

E. Ask, ask, ask. The Power is in the Asking! My experience has always been that some people are afraid to jump in and volunteer, especially if others in the club are always quick to do so. They may feel unwanted and not needed, which of course is never the case! **ASK** everyone to be a part of something. Include a choice of different activities on sign-up sheets people who don't want to be a part of the fundraising committee might jump at a chance to recruit speakers or to organize a pot luck picnic, etc.

F. Educate. We have all been part of a club, association or organization that we knew very little about. You cannot expect uninformed members to recruit additional members effectively. Keep no secrets; every current member should know what the money is used for. Their friend might ask, and if your member isn't sure it might not only leave the prospective member with doubts, it might also create them in the current member's mind.

IX. Now Get Out There and RECRUIT and SHOW UP

A. Making your organization successful requires persistence, organization, and more than just a little hard work. Increasing membership in your organization takes effort from everyone, but the rewards are well worth it.

B. In today's society, service clubs provide children and other less privileged individuals with opportunities they would otherwise never experience, while professional organizations offering mentoring, friendships and networking can prove to be invaluable on the path to a better and more rewarding career – *and advocacy efforts for women and girls.*

C. Whatever the purpose of your group, remember, it would benefit from a larger, more diverse, and more involved membership. People join and volunteer for a wide variety of reasons. Make sure that you recognize and encourage your members, old and new. Start organizing. Get the word out. Communicate with your membership and SHOW UP.

X. Most Importantly, BEGIN TODAY!

Robbie Motter is a Marketing, PR Consultant, Certified National Speaker/Trainer, Coach, Author, Radio Talk Show Host on Diva Toolbox Radio and serves as the NAFE Western & Mid Atlantic Regional Coordinator. She is also the Gold Founding sponsor of the Southern CA For You NAFE networks and also serves as the Interim Executive Director of the Movement Therapy Foundation and Senior VP and Partner of the ASLA/Contacts Unlimited Speakers Bureau

AAUW and AAUW LUBBOCK Through the Years

Lucy Barrington, Program VP

On Wednesday, November 9, the AAUW Lubbock Betty Anderson Branch will celebrate two special events at the Lubbock Women's Club: The 85th Anniversary of the Lubbock Branch and the 130th Anniversary of AAUW!

AAUW actually celebrates its 130th Anniversary on November 28, but is asking branches to hold a "Cocktails and Convos*" on November 8. The Lubbock Branch is combining the two at this regularly scheduled meeting on November 9. *What a special event this will be!*

This will be a special luncheon at which National and AAUW Lubbock's history will be displayed. Sandy River (branch Historian), Kathrin Dodds, and Lucy Barrington have been accumulating information from the archives and our members. Sandy has put together a list of all the past presidents of AAUW Lubbock—and that was no easy feat! Kathrin and Sandy have been working diligently going through the archived material in the SouthWest Collections on the Tech campus trying to find historical information and pictures.

The luncheon will begin at 11:15 with the Coffee & Conversation and Registration; lunch begins at 11:30 with the welcome and reports from board members; the program begins at noon with presentations on the Legal Advocacy Fund and the Educational Opportunities Funds and information on AAUW Through the Years—how AAUW locally and nationally has been breaking through barriers for women and girls since their beginning.

Remember, lunch is \$16. Reservations should be made by Noon on Monday, November 7, to Lucy Barrington--by phone (792-7061) or by e-mail (lbarrington@arn.net).

Please be sure to inform Lucy when you make your reservation if you have any *special dietary needs*.

If you know a person who used to be a member of AAUW but isn't currently, please be sure to invite them. We would like to have 50 *or more* participate in this special luncheon, so please plan to attend and bring friends with you.

*"*Cocktails and Convos*" is where members and friends are asked to meet together (at a restaurant or bar) to have drinks and conversations about AAUW and its mission. Many branches are calling this something other than cocktails because they don't plan to have alcohol. Call it what you like, but getting together with new people to discuss AAUW in any format is a great idea!

*How well do you know AAUW? Bring your answers to the meeting!
Here' are the Anniversary Questions for you:*

1. Who was the first president of the Lubbock Branch?
2. In what year did AAUW National begin as an organization?
3. What was the highest number of members that AAUW Lubbock has had?
4. Was there ever an AAUW National president from Texas? More than one?
5. What was the first branch established in Texas?
6. In what year did AAUW Lubbock get chartered?
7. How many past branch presidents are currently AAUW Lubbock members?
8. Who are the current members that were past branch presidents?
9. What does LAF stand for?
10. What does EOF stand for?
11. What is the AAUW Action Fund used for?
12. How much of your national dues are tax deductible?
13. Where did AAUW National begin?
14. Where is AAUW National headquartered today?
15. What is the mission statement of AAUW?

85 for 85: a 2011 Membership Challenge

Eighty five years ago, the Lubbock branch of AAUW received its charter. There have been many changes in our society since 1926: more women are receiving college degrees and succeeding in their careers and leadership roles. But our work is not done. Equity is STILL an issue: both in pay and promotion. Only a concerted voice will keep us moving forward. Amazingly the membership of this branch during the early years exceeded 100 members for many years. Currently our membership stands at 60.

Membership VP Lane Powell is challenging the Lubbock Betty Anderson branch to reach a goal of 85 members for 2011-12. "This is a gain of only 23 more. If all of us would identify one or two friends or associates to invite to join, we can easily reach this goal."

We Can Do It!!!

Think of someone to invite to our next meeting and we'll do the rest....



**Texas Tech University Saturday Program for Mother-Daughter Program
T-STEM / Edward A. Whitacre, Jr., College of Engineering**

By Shelby Russell

The first Mother-Daughter event, Saturday, October 22nd, was planned by the T-STEM Center and the Society of Women Engineers (SWE). The sixty-four Mothers and their daughters appeared to be very interested and invested in the activities of the day.

The T-STEM staff (Beccy Hambright and Jana Winter) had everything extremely well organized and coordinated for the morning, while also preparing for a second large event that began immediately following ours. You ladies are GREATLY appreciated!!!

The morning started with a wonderful brunch provided by AAUW members which included a number of hearty breakfast casseroles, a variety of muffins, fruit, juice, and several hot drink choices. AAUW members really pitched in, especially when Shelby sent out an S.O.S. upon learning of the much larger turnout than we previously thought! A HUGE thank you goes out to Sebrina Carroll and Robbie Lambert for not only bringing casseroles, muffins AND fruit, but coming early, helping to set up and serve breakfast AND lunch, and offering their support the whole day. There is no way we could have done this without you! AAUW/ Mother-Daughter also provided lunch for this day, secured in part with a donation of half of the pizzas we needed from Domino's pizza; Joy's husband, Penny Vann, was instrumental in obtaining this donation.

SWE did a fantastic job of making the activities fun and challenging for the girls and of making sure they involved the girls as well as the mothers. They all enjoyed the M. I. T. Scratch Program, especially when they were divided into small groups to create characters and a story on computers. During the small group building of structures using tooth picks and gum drops, the mothers were asked to take over at one point, and the daughters were supposed to supervise. There was a lot of laughter and fun taking place along with the learning. SWE had enough representatives to help provide the support that our mothers and daughters needed to make the day productive.

The mothers and daughters came up to AAUW members several times expressing their gratitude. When asked if they planned to come back for the next event, the response was positive. As they were leaving, each daughter received a goody bag of Halloween treats to share with her mom on the ride back to school campuses. Everyone had a great time. With incredible support from AAUW, SWE and T-STEM, the day was really a well-organized and fulfilling beginning to what promises to be a great year for the Mother-Daughter program.

Don't miss out on the next opportunity to participate and support this program. Looking forward to the next one!

Thanks to AAUW Brunch Volunteers / Contributors

The following AAUW members helped with donation of time and / or goodies.

Lane Powell, Lucy Barrington, Stephanie Nash, Joy Vann,
Sandy River, Robbie Lambert, Sebrina Carroll,
Joy Kleppa, Wilma Edwards, and Carolyn Young

Sue Couch and Esther Lichti donated money.

Mother Daughter News
Joy Van, Mother Daughter Chair

Tracking of M-D Graduates

A Mother-Daughter Sub-Committee to track and support girls who have graduated from the program and now in high school. The first 6th grade girls to graduate from the program are now in the eleventh grade, a crucial time for making college decisions such as seeking scholarships, taking tests, and looking at colleges. There are program graduates in all four of the LISD high schools. Adelaida Montemayor and Monica Cowie are co-chairs of this very important support group for graduates. Also serving on the committee are Stephanie Nash, Lane Powell, and Carroll Akard. Joy Vann is serving in an advisory role. In order to adequately serve these girls, the committee is seeking additional members. Please contact either Adelaida, Monida, or Joy if you would be able to help.

2011-2012 Program Luncheon Dates

November 2011—Wednesday, November 9 Lubbock Women's Club

January 2012—Wednesday, January 11 Lubbock Women's Club

February 2012— Saturday Brunch, (Date and Location TBA)

March 2012—Wednesday, March 28 Lubbock Women's Club

April 2012—Saturday Membership Recruitment & Recognition Brunch (TBA)

May 2012—Wednesday, May 23 Lubbock Women's Club

Stay tuned for more information on the programs!

Interested in participating on the AAUW Lubbock Betty Anderson Branch Executive Board?

We are looking to fill three positions for the remainder of the 2011-2012 year.

Communications Officer—Kathrin Dodds will be leaving Lubbock and Texas in December 2011. We need someone to replace her. Duties include:

- Maintaining the membership email distribution list
- Producing our monthly branch newsletter, the *Ligature*
- Emailing pertinent information and messages to the membership
- Serve as a member of the Executive Board

Educational Opportunities Funds Chair (EOF) -

- Promote the AAUW mission, research and programs.
- Oversee/coordinate fundraising activities for the EOF by the Lubbock Branch.
- Collect and submit contributions to the EOR and provide branch members with updates of contributions.
- Keep branch members apprised of all research published by AAUW through the EOF.
- Report contributions to the AAUW TX Funds Chairperson.

Secretary—responsible for taking executive board meeting minutes

If you are interested in any of these positions, please contact Betty Anderson Branch President Cathy Allen: cathy.george@att.net

From the Archives
By Branch Historian, Sandy River

Last April the Lubbock branch held what it termed our first Annual Scholarship Dinner. But of course, the branch has supported scholarships for women throughout our existence. On the 1926-27 annual branch report form, the Lubbock branch answered the question about having a scholarship fund with the note that such a fund had just been started. At the December meeting the branch had approved a resolution that the branch would sponsor a scholarship fund for the Tech College as one of its chief activities. A Benefit Party was held in February to raise money for the fund; it netted over \$60. Another Benefit Party was held the following year in January, adding enough money to the fund for the branch to report to national that there was \$100 in the fund. Was the scholarship to be a gift or a loan? The answer given was "loan."

The branch history (1926-1941), donated to the Tech Museum in 1960 and now in the Southwest Collection, reports that in 1928 the branch voted to present \$100 to Miss Phyllis Poole. She decided that she didn't want the money, however, and it was given to another girl who had been recommended by the Dean of Women, Mary Doak.

Whether that experience dampened the enthusiasm for a local scholarship or members felt a need to increase our contribution to the national Fellowship Fund isn't clear from the records, but during the 1929-30 year they voted to transfer the scholarship fund to the Fellowship Fund. National members were already contributing 25 cents of their national dues money to that fund.

In 1946 a Tech graduate, Dorothy Margaret Forbis, was one of twenty-two AAUW Fellowship recipients. She had graduated from Tech in 1941 with a B.A. in Latin. Among her many extracurricular activities was service as president of the Tech Association of Women Students.



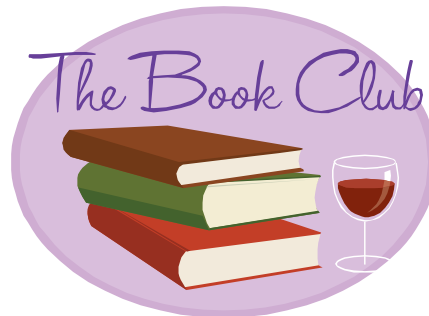
She received a Master of Arts degree in English from UT, and then pursued the Ph.D. at the University of Chicago, supported in part by the AAUW. Her dissertation, *The Captivity Story in American Literature, 1577-1826*, was completed in 1952. She went on to teach at Youngstown State University in Ohio. To our knowledge, she is the only Texas Tech grad to receive an AAUW fellowship.

Dorothy Forbis

Stay tuned for more From the Archives.....

AAUW BOOK CLUB 2011-12 SCHEDULE**Francie Lowe, Book Group Chair**

2ND Saturdays, 10 a.m. -12 p.m.
Hasting's Coffee Shop, 50th and Indiana



NOVEMBER 12: ***Please Look After Mom***, Kyung Sook Shin

After a family misplaces their mother(!), she and other members of the family reflect on memories and relationships...

DECEMBER 10: ***Major Pettigrew's Last Stand***, Helen Simonson

An easy read, British, about a widower adjusting to being on his own, including his relationship with his adult son.

JANUARY 14: ***Emily, Alone***, Stewart O'Nan

That invisible person the mature woman, finding new challenges and strengths...

FEBRUARY 11: ***Hotel on the Corner of Bitter and Sweet***, Jamie Ford

This popular novel reflects on individual lives and relationships affected by the displacement of Japanese-Americans during World War II.

MARCH 10 ***What We Keep***, Elizabeth Berg

I wanted to include an Elizabeth Berg book, as she is such a popular current writer. In this one, we visit two (grown) daughters and their mother.

APRIL 14: ***Caleb's Crossing***, Geraldine Brooks

A "new" book, with good reviews, on relationship between a European and Native American in colonial New England. I thought it would be, at least, different than the others.

MAY 12 ***Crow Lake***, Mary Lawson

Canadian family dealing with memories and relationships.

MEMBER NEWS

Lane Powell, Membership VP

AAUW Lubbock Betty Anderson Branch MEMBERSHIP 2011-12

Allen, Cathy		Kim, Yung Shin	New
Akard, Carroll	Life	Kleppa, Abbie Joy	
Barnes, Melanie		Korzeniewski, Carol	
Barrington, Lucy		Lambert, Robbie (associate)	New
Bartsch, Nadine		Lichti, Esther	
Bateman, Martha		Lowe, Frances	Life
Bedrosian, Jane	New	Denise Mattson	
Bethea, Nancy		McDonald, Myrtle	
Bone-Husband, Karen	New	Montemayor, Adelaida	
Boverie, Glenda		Mullan, Carolie	
Buhn, Margaret		Nash, Stephanie	
Carroll, Sebrina	New	Powell, Lane	
Chavez, Jacqueline	New	Purinton, Marjean	
Cole, Diane		Ramsey, Mary Margaret	
Corwin, Melinda		Rettig, Alice	
Couch, Sue		River, Sandra	
Cowie, Monica	New	Rogers, Dorieta	
Cummins, Louise		Russell, Shelby	
Currie, Melissa	New	Sears, Gerre	
Davis, Evelyn		Seymour, Maggie	
Dodds, Kathrin		Smith, Donna	
Duncan, Sara		Thomas, Delia	
Dunham, Charlotte	New	Vann, Joy	
Edwards, Wilma		Weed, Elaine	
Felstehausen, Ginny		White, Alice	Life
Glass-Davies, Beth		Wilde, Richard	
Haley, Elizabeth		Wilson, Sara D.	
Hambright, Beccy		Wink, Anna Nadine	
Hise-Cieszinski, Martha		Young, Carolyn	
Hollabaugh, Pat	Life		
Keyton, Carolyn			