

AAUW Maryland Report of the Vice President for Membership

Submitted by: Angela Mickalide, PhD, MCHES, March 8, 2017

State Membership Goals

Our goals are to increase the number of members (especially younger members) and retain the members we currently have. One strategy has been the development of an AAUW Maryland Online Community Branch. On Saturday, July 15, 2016, the AAUW Maryland Board of Directors approved the formation of a Maryland AAUW Online Community. The formation of the Online Community was then approved by AAUW national on October 15, 2016, pending completion of a variety of documents.

AAUW Maryland is committed to using technology to enhance communications and forging connections with current and prospective members. While not a substitute for traditional land branches, virtual communities have several advantages. These include helping to keep members not affiliated with a branch engaged, providing continuity for lifetime members whose health may not permit travel, and supporting public policy and advocacy efforts.

The online/virtual community is an extension of the current AAUW state Board; thus, separate officers are not required. Among the benefits of online community membership include receipt of the quarterly newsletter, opportunities to participate in public policy and advocacy events (e.g., lobby day and candidate forums), and invitations to statewide events such as the annual convention and NCCSWL. Members are charged the state dues of \$10 which covers the cost of mailing the newsletters. There are currently 919 AAUW Members-at-Large residing in Maryland. To date, we have five Charter members and four state officers involved. We are actively recruiting more members through personal outreach and emailed messages. In addition, a new website, <http://www.md-online.aauw.net> has been created specifically to meet the needs on these members.

Recruitment, Engagement and Retention Highlights

Many membership recruitment, engagement, and retention efforts took place throughout the state this past year. For example, the Howard County Branch held a recruitment drive at an assisted living center in the fall 2016 which attracted approximately 15 participants, four of whom were former AAUW members who are considering rejoining the organization. The Kensington-Rockville branch invited potential members to attend the annual potluck in May 2016 as well as to other social and educational events. In addition, the Vice President for Membership sent 100 personalized notes and AAUW brochures to potential members across the state of Maryland over the course of the year.

At the January 2017 Women's Legislative Briefing in Rockville, AAUW Maryland had a strong presence in the exhibition area. Approximately, 25 women who were interested in joining AAUW provided their city and email information. Subsequently, the AAUW Maryland Vice President of Membership matched up the interested parties with the local branch membership chair by sending a personalized email introducing them to each other and providing general information about the organization. Several membership chairs have already followed up with emails of their own to these potential members.

Strategies for increasing membership included holding events on the weekends and in the evenings in order to attract more working women, setting up booths or bringing membership materials to conferences (e.g., the Power Conference in Bethesda, WOW 2016 Conference in Baltimore, Women's Legislative Briefing in Rockville, Maryland Legislative Agenda for Women Reception in Annapolis, Women's Economic Security Agenda 2017 Symposium/AAUW Lobby Day in Annapolis), and presenting at professional conferences.

Membership Totals

As of March 2, 2017, approximately 625 individuals were members of the 14 AAUW branches in the state of Maryland. Branch totals are as follows:

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| AAUW Baltimore Branch, The College Club, Inc. | 65 |
| Anne Arundel County | 97 |
| Bethesda-Chevy Chase | 30 |
| College Park | 10 |
| Easton | 45 |
| Frederick | 19 |
| Gaithersburg | 54 |
| Garrett | 15 |
| Hagerstown | 56 |
| Harford County | 51 |
| Howard County | 100 |
| Kensington-Rockville | 69 |
| Maryland Online Community | 09 |
| Salisbury | 05 |

Three branches disbanded in the past year: Frostburg, Patuxent River, and Silver Spring. Some members either joined other local branches or the Maryland Online Community.

College and University Partners

As of March 2, 2017, AAUW Maryland has 15 college and university partners. These partners are as follows:

Capitol Technology University
College of Southern Maryland
Garrett Community College
Goucher College
Howard Community College
Johns Hopkins University
McDaniel College
Morgan State University
Notre Dame of Maryland
Prince George's Community College
The Universities at Shady Grove
Uniformed Services University of the Health Sciences
University of Maryland – College Park
University of Maryland at Baltimore County
Washington College

AAUW National Dues

Membership Matters, the monthly newsletter sent to state membership Vice-Presidents and Presidents, indicates that the official dues renewal period begins March 16 and ends June 30. A full year of dues extends from March 16 to December 31 and a half-year dues runs from January 1 to March 15. National dues are \$49 for members and \$175 for renewing college and university partners and \$125 for new partners. A paid lifetime membership is \$980 and 50-year members are awarded an Honorary Life Membership.