

POSITION DESCRIPTION: AAUW FLORIDA DIRECTOR FOR MEMBERSHIP

Position overview: Oversee efforts to recruit and sustain a diverse, active AAUW FL membership.

Overall Responsibilities:

- Assemble a state membership committee to develop and implement membership activities. consider Florida branch directors for membership as her/his team.
- Evaluate previous state membership development efforts, assess current membership state demographics, and identify underrepresented groups.
- Ensure that membership development priorities are integrated throughout the AAUW FL strategic plan.
- Based on the AAUW FL strategic plan develop a state membership action plan with measurable goals and objectives which support branch and state recruitment efforts and recognize branches for growth, retention, diversity, and significant anniversaries. May also recognize branches for attaining development goals.
- Communicate state membership goals to branches and support their membership development efforts.
- Work with College/ Universities to increase membership.
- Review state members-at-large list; forward to branches and encourage them to invite members-at-large to join a local branch.
- Work with other state officers and committees on membership.
- Attend all AAUW FL executive committee and state board meetings.
- Establish an e-mail group list of all branch membership vice-presidents for communicating AAUW FL and AAUW information on a timely basis. Use telephone communication with branches that are not technically inclined.
- Host bi-monthly regional Zoom meetings with branch membership directors to accomplish the following as needed.
 - Listen to the directors' concerns and find remedies, if possible.
 - Share ideas and brainstorm for new approaches to recruit new members.
 - Share resources available at national and state websites including webinars.
 - Share and showcase changes at national website
 - Share important dates for actions to be taken by branches.
 - Explore possibilities for merging with neighboring branches.
 - Recommend attending national's office hours online.
 - Suggest holding membership meetings via Zoom to ensure greater participation.
 - Encourage branches to hold public meetings in order to increase visibility and get new members.
 - Request branches to let her/him know when new members join the branches.
- Summarize the promising ideas in FloriVision and give credit to deserving branches.
- Support new members with their questions and possibly send an introductory email
- When time permits, visit the websites of neighboring states to get additional ideas.

Specific responsibilities to branches: Maintain regular contact with branch membership vice- presidents and support their membership development efforts through motivation, encouragement, technical assistance and support. Attend membership recruitment workshops and training at state conferences. Distribute information sent by AAUW's membership office to branches.

Specific responsibilities to AAUW: Complete, maintain, and submit all membership reports and adhere to all AAUW membership policies. Encourage branches to do the same. Establish relationship with AAUW membership office staff.

Leadership skills helpful to the position: Planning and goal setting, communications, marketing, team building, leadership development, and a working familiarity with AAUW membership recruitment strategies.

Time commitment: Serve on the AAUW FL state board, attend all state board meetings, state convention/leadership conference and serve on committees as assigned. Attend AAUW Convention/multi state meetings when possible.

Approved 11/13/23