AAUW of Florida

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Director of Membership
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BOARD REPORT

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Bullets for top priority items accomplished:

- Membership Analysis:: Assessed last year's membership 2024-2025; collected statistics by branch and membership type.
- Outreach to Inactive Branches: Contacted struggling branches. Offered virtual meetings and state support.
- University/College Connections: Created a University website Linking state colleges and state universities such as USF, UCF, FIU, UF, FSU, Eckard, and Flagler to membership efforts. Facilitated connection of a UCF employee and student to Winter Park Branch. Discussed national/state fees and student membership categories.
- Website Updates: Membership website refreshed; membership interest and breakdown and added forms and brochures.
- State Demographics Membership Drive: Started initiatives to identify represented groups.

Bullets for top priority items upcoming:

Strategic Plan Progress: State Demographics Outreach: Monthly identification of represented groups; developing bilingual (Spanish/French and other languages) brochure; creating monthly outreach calendar.

- **Welcome Materials: Continue work on membership handbook and welcome materials.**
- **AAUW Awareness: Continue innovative strategies to grow AAUW visibility in Florida.**

Strategic Plan Progress

- **Month-by-month membership calendar in development.**

- **October 15 event for Latinx Heritage Month.**
- **Membership rewards program planned.**

Recommendations

- Account to sponsor Cillege University Membership fee $250.
- Florida colleges/universities reducing DEI efforts (Winter Park report).
- Florida Virtual chapter supports members without a local chapter.
- Monthly acknowledgment emails to identify represented groups. October Latin American highlight.

Action required:

Committee Members:

Action required (check one):	**Additional material** (check one):
__ Information only	__ Attached
__ Committee Appointments	__ Distributed at meeting
__ **Motion (provide draft below)**	__ Previously distributed
Other (explain below)	__ None

Other AAUW roles: