

TO: State Presidents
c: Regional Directors; Association and Educational Board of Directors

FROM: Ruth Sweetser, President, AAUW
Barbara O'Connor, President, AAUW Educational Foundation

SUBJECT: **AAUW LEADERSHIP DEVELOPMENT 2008 –**

DECEMBER 2007 UPDATE

As you prepare for State Conventions 08 and Summer/Fall Leadership Events, the following details will help with your planning and scheduling. We sincerely hope all states are able to take advantage of this new program opportunity and benefit for members.

WHAT? AAUW Leadership Development 2008 training purpose is to provide basic leadership training opportunities and “tools” for AAUW volunteer leader positions, in the context of the strategic change initiative to revitalize AAUW’s future.

DESIRED RESULTS? Increase member and leader understanding of AAUW as a mission-focused organization. Provide current and potential member leaders with new change management leadership skills.

HOW? Training will be provided via AAUW-prepared DVD’s. Most needed and useful topic areas of AAUW business and mission work will be prepared by staff, in consultation with experienced member leaders.

WHY? In the past, AAUW delivered a Conference of State Leaders every two years in Washington, DC. Each state was invited to send two leaders for the event, with primary purpose to provide leadership training. Due to budget constraints and increased costs of travel, AAUW could no longer fund the entire cost of state leaders travel. In addition, the event planning and delivery costs became prohibitive with current resources, particularly to impact a maximum of 100 member leaders. With cost sharing of expenses, it became a greater burden for states to support their leaders’ travel expenses and some states did not have sufficient budgets to reimburse their leaders’ expenses.

Last spring, the AAUW Board of Directors decided to implement a different strategy to meet the critical need for leadership training using technologies – DVD’s, as well as to expand the benefit of this resource to more current and potential leaders. This fall, the Educational Foundation Board of Directors has amended their budget to actively support and participate in this program. Significant research and alternatives were explored for effective leadership training, as well as best practices of other nonprofit membership organizations.

WHO INVITED/SHOULD PARTICIPATE? Intended audience: all state leaders – current and potential. (All members interested in learning more about AAUW are welcome to participate.)

WILL ANY NATIONAL LEADERS ATTEND? Members of both boards of directors, as well as regional directors will be assigned to assist state leadership teams in presenting this training.

WHERE? WHEN? Options: State Conventions spring 2008, State Leadership events summer/fall 2008. Or, host new model joint events in different parts of the state, design a new event jointly with another state, or other alternative venue which best matches state schedules and member needs. (Note: DVD’s will become property of the states as an ongoing resource and available tool.)

HOW MUCH TIME IS NEEDED? At a minimum, four hours will be scheduled to present the basic modules of leadership training DVD's. Modules will be developed to include 15-20 minutes of content plus an interactive component, which includes discussion guides. If this time block is not available, alternative schedules may be designed. Additional time should be scheduled at a later event to complete the leadership training DVDs series.

WHAT IS THE COST? Cost of two (2) DVD sets and discussion guides preparation and mailing will be the responsibility of the national level (Association and Educational Foundation). States will be responsible for any facility or equipment rental expenses.

WHAT WILL AAUW SEND TO STATES? WHEN? DVDs and discussion guides will be mailed, for receipt by April 1, 2008, to state leaders who are named on the response form. It is requested that the Introductory DVD be presented first in order, which will include introduction of the new Executive Director, as well as a discussion between the Executive Director, AAUW President, and Educational Foundation President about strategic process status and next steps. Additional recommendations will be made concerning highest priority content and suggested presentation order.

WHAT STATES WILL NEED TO PROVIDE? Presentation support equipment:

Laptop computer with DVD capability

LCD projector

Large screen or DVD player with TV for smaller groups

Microphones, amplifier, speakers for sound

(Alternatively, if room does not have audio setup, consider pair of portable speakers (similar to most desktop PC's) and connect laptop to speakers.)

White board or flip chart, markers for group interaction

Detailed technical "how to" notes will be provided with the materials. It is recommended all equipment be tested beforehand.

HOW WILL STATE LEADERS COMMUNICATE THIS TO MEMBERS?: A camera ready newsletter article will be sent to each state newsletter editor, copies to state presidents, on or before January 1, 2008. This article purpose will be to promote interest in the leadership training and describe highlighted module topics and presenters.

ANY OTHER STATE CONSIDERATIONS? In addition to providing leadership training to current and potential members, this new format may increase attendance at state conventions and leadership events.

STATE PRESIDENT'S REPLY FORM? Attached is a reply form to describe your state's plan for the Leadership Development 2008 DVD's presentation. Please return the form to Ann Terry (email address on form) by December 20, 2007.

UPCOMING DEADLINES:

December 20, 2007 -- States send reply form, attached, describing their plan.

January 1, 2008 – State newsletter editors and presidents receive state newsletter article.

Mid-January, 2008 – States notified of leader facilitator assigned to their event.

April 1, 2008 -- State presidents receive DVD package, AAUW Leadership Development 2008."

QUESTIONS??: If you have any questions about this program, please contact your Regional Director.