

Membership Report 2021-2022

Submitted by:

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Due to the continuing Covid-19 pandemic, Membership had to adapt from the in-person Open House to a virtual one on Zoom, on Thursday, September 9, 2021. Membership booklets were replaced by new rack cards. Our website has been updated with more details about our branch, our activities, and links to membership forms. Ultimately, in the spring of 2022, we launched an online application for New Members and for Renewals, which is currently being lauded.

This year we have a total of 282 members. Membership established a monthly BYOL (Bring Your Own Liquid) Virtual Cocktail Hour, where members could meet on Zoom and socialize. We also offered the option of breaking out into small groups for more intimate conversation, which was well-received.

Membership Chairs were proactive about making prospective and new members feel welcome and included. We wrote personalized emails, connected them to Initiative and Interest Group Leaders, and invited them to join us at meetings and activities throughout the year. We believe retention of these women in our organization is related to this personalized follow up. In January 2022, we reached out to all new members by phone/email. We wanted to see how they were doing. We asked if they had become involved in AAUW and how. Also, if they had any questions or concerns. All of the women we communicated with seemed pleased with the organization and appreciated the personal contact. They all expressed hope that we would be meeting in person soon.

We published our annual Membership Directory and sent it to our members in December.

We have continued writing a monthly column for the Branch. We started acknowledging our members' birthdays in the Branch, as well as at our monthly Zoom BYOL Cocktail Hour, with a toast to our Birthday celebrants.

We sent out member renewal emails at the beginning of May 2022, introducing them to our Online application, and we are actively recruiting new members as well. We are preparing Longevity Awards for the Annual Meeting, as well as Memorials for our deceased members. We have sent out a Save the Date for September's Open House, which will hopefully be held in person.

It has been a challenging year, but we believe that our Branch has embraced the new Zoom technology and supported each other through this waning pandemic.