



# Program VP Playbook 2024



*Rochester Branch Victorian Suffragist Luncheon, August 2022*

# Program Vice President Playbook

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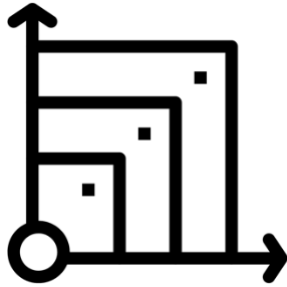
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**AAUW Mission: To advance gender equity for women and girls through research, education, and advocacy.**

**AAUW Vision: Equity for all.**

**Values: Nonpartisan. Fact-based. Principled. Inclusive and Intersectional.**

## Introduction



The intention of this guide is to provide tips to improve program and speaker availability in branches of all sizes. Whether your branch is small, medium, or large, we hope you will find the information in this document to be relevant and scalable to your organization.

Program planning and implementation are activities that require collaboration by a group of branch members and are not tasks that a single individual charged with coordinating programs should be expected to perform solo. Your branch bylaws might outline the basic organizational structure of how program planning is conducted in your branch. Some larger branches might have a Program Committee with a Committee Chair who also serves as a member of the branch's Board of Directors. Other branches have a Program Vice President (VP). Some branches have found that having co-officers works well to share the workload of a particular position and to ease newer members into leadership by partnering them with a more experienced member to collaborate in the shared position. Co-Program VPs work as a team of two with their larger planning groups, which might be a Program Committee, the Board of Directors, or different groups of member volunteers solicited to help with each individual planned event. In branches that lack a designated program coordinator, the Board might be collectively responsible for organizing programs for branch meetings; another option is rotating responsibility for arranging monthly programs among branch members. For the purposes of this document, we will use "Program VP" to refer to whomever is responsible for coordinating branch programs, but your branch might have a different organization structure and use different nomenclature.

Everything a branch does is important to attract new members and keep them engaged. This includes branch programming, print and digital communications, presence at community events, public policy advocacy efforts, and fundraising and philanthropic projects. Some of these activities could also involve programming. The Program VP should develop an understanding of the branch members' interests (consider conducting a survey to determine) and select speakers to present programs that align with the AAUW mission.

## Program VP Job Description

Your branch bylaws may include a few sentences outlining the duties of the Program VP position including length of term and term limits. If two members share the responsibilities of the position, your bylaws may need to be revised to authorize co-VPs. Some branches stagger the terms of co-VPs so that one co-VP has at least a year of experience in the position when the second co-VP comes on board. Again, your bylaws should explicitly authorize such an arrangement.

Your branch's Program VP job description should be consistent with any information about the position found in your bylaws. Branch officers are volunteers, so make sure your branch job descriptions are brief and to the point. You don't want to intimidate potential volunteers with a lengthy job description befitting a full-time position. Resist the temptation to include every task with instructions on how to perform it in the job description. Ideally, specific tasks and instructions for performing those tasks should be compiled in a separate procedures document.

### Template for a Branch Program VP Position Description

This sample job description describes primary position duties common to most branch Program VPs. In larger branches, the Program VP might have additional responsibilities such as assignments on other committees. Feel free to adapt the template to fit the needs of your branch.

#### Summary of Position:

The Program VP works with branch leaders and members to develop and implement programs and other projects that promote the AAUW mission – advancing equity for women and girls through advocacy, education, philanthropy, and research.

#### Position Duties:

1. Coordinate a branch program team to help plan and implement AAUW mission-based programs and other projects; delegate assignments to volunteers on this team.
2. Ensure that the branch budget reflects branch program priorities.
3. Present all program plans to the branch Board for approval.
4. Collaborate with other branch officers and committees on programs reflecting branch priorities such as public policy and membership retention and recruitment.



**Each One Bring One Meeting**  
Wednesday, September 13 at 10:00 am  
**Northbrook Presbyterian Church**  
22055 W 14 Mile Road in Beverly Hills.  
(14 Mile Road and Lahser Road)

*Bring a friend and join your AAUW members to kick off an enriching year of Birmingham Branch activities.*

- Find out about Birmingham Branch Plans for 2023/2024
- Find out about Birmingham Branch Accomplishments
- Find out about Study and Interest Groups

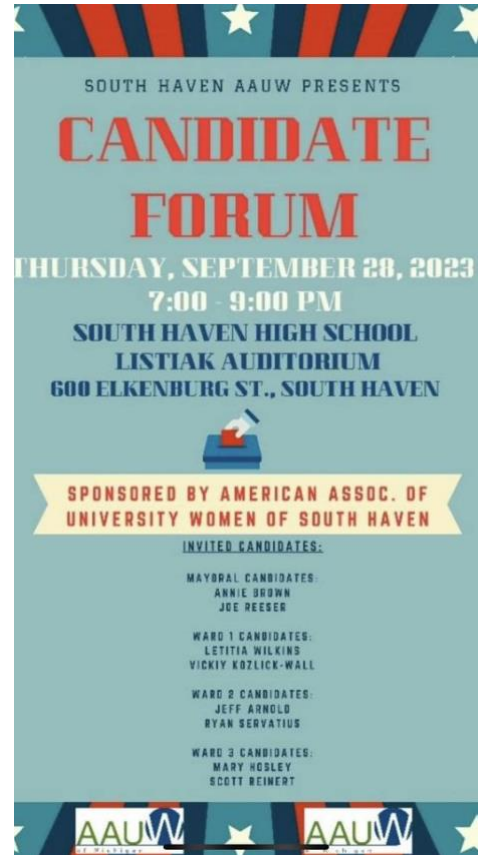
*AAUW-Birmingham member recruitment meeting, September 2023*

5. Work with other local organizations with similar missions on joint programs and projects.
6. Collaborate with the person or committee in your branch responsible for publicity and communications to develop advertisements, press releases, and social media posts for monthly programs.
7. Arrange meeting place accommodations for monthly programs as necessary.
8. Attend meetings of the branch Board.
9. Maintain regular contact with your State Program VP(s) to receive and share information about AAUW and AAUWMI programs.

Time Commitment:

Approximate time required for this position is four to six hours per month.

Attendance at state conventions is encouraged.



AAUW-South Haven held a local candidate forum, September 2023



The Gaylord branch partnered with Zonta to sponsor a student's trip aboard the ship Inland Seas, and she made a presentation about her adventure, May 2023



AAUW-Escanaba and League of Women Voters meet with new Bay College President, September 2023



The Cass City branch sells tickets for its annual Ladies Night Out for Charity, April 2024



## Key Calendar Dates

Recommending interesting programs and informative speakers is every member's job and should happen all year long and not just during specified dates on the calendar. Note that this sample calendar might not match your branch's planning cycle, so feel free to adapt to meet the needs of your branch.



### January-March:

- Work with your branch president to plan annual meeting for bylaw changes and elections.
- Work in collaboration with the other branch committees and help plan and organize events such as Equal Pay Day (see [AAUW's Equal Pay Day Calendar](#) to determine the current year's date).
- Present program plans to your branch board for approval.
- If your branch publishes a newsletter, provide upcoming meeting details for the newsletter.
- Consider having Zoom-only or hybrid meetings during the winter in consideration of the weather and for the benefit of snowbirds.



AAUW-Dearborn held a Cabin Fever/Craft Event, February 2024

### April-June:

- Work with your branch president to schedule speakers and programs for your branch meetings.
- Work in collaboration with other branch committees to help plan and organize events around special dates such as Women's Equality Day in August.
- Present program plans to your branch board for approval.
- If your branch publishes a newsletter, provide upcoming meeting details for the newsletter.



AAUW-Big Rapids visited the Little River Schoolhouse, built to educate Black and Native American children, June 2023

### July-September:

- Develop action plan with incoming branch president to schedule speakers and programs.
- Work in collaboration with the other branch committees to help plan and organize events such as a holiday dinner, scholarship award celebration, or other special event.
- Present program plans to your branch board for approval.
- If your branch publishes a newsletter, provide upcoming meeting details for the newsletter.

**October-December:**

- Work with your branch president to schedule speakers and programs for your branch meetings.
- Work in collaboration with the other branch committees and help plan and organize events such as Black History Month in February and Women’s History Month in March.
- Present program plans to your branch board for approval.
- If your branch publishes a newsletter, provide upcoming meeting details for the newsletter.



*AAUW-Midland program on growing up in the Jim Crow South, Black History Month, February 2024*



*The Marquette branch partnered with the Voters Not Politicians Education Fund to host Democracy Academy, September 2023*

**AAUW-Rochester Branch Invites you to Meet Eliza Seaman Leggett, a Michigan Abolitionist Wednesday, March 20, 3:00 p.m. ET**



*Eliza Seaman Leggett*

Everyone is invited to the General Meeting of the AAUW-Rochester Branch on Wednesday, March 20 at 3:00 p.m. at the **Rochester Community House, 816 Ludlow Avenue, Rochester, MI**. Guest speaker Lori Miller, a member of the Oakland Pioneer Historical Society, will portray and share the story of Michigan abolitionist, Eliza Seaman Leggett.

Eliza’s home in Waterford Township was a stop on the Underground Railroad. She also hosted many famous abolitionists. Later Eliza turned her attention to the suffrage movement and was also active in civic affairs and instrumental in making Belle Isle a public park.

**Eliza Seaman Leggett** was inducted into the Michigan Women’s Hall of Fame in 2003. Please come to learn about this outstanding Michigan woman.

*The Rochester branch invited other branches to a program about Michigan Abolitionist Eliza Seaman Leggett, March 2024*



*AAUW-Big Rapids visited the Museum of Sexist Objects at Ferris State University, November 2023*

**Thursday, November 16 at 6:30 pm  
Plymouth Community Arts Council**



Welcome to November! This month’s meal for our branch meeting will be a little different and we will need your help. We are planning a **HERITAGE POTLUCK** and hope you will bring a sample of a dish inspired by your family traditions. (Our daughter-in-law’s parents were born in Hungary and we always enjoy a dish she prepares that she had while growing up.) It could be a family favorite, or a dish that reminds you of your childhood.

We’ll have cards for you to write what your dish is, and you will be given the opportunity to talk about your selection. Please only prepare a dish to serve 6-8 as we will be sampling many. We will also be playing Diversity Bingo. Can’t wait to see our diverse selections! – Becky Copenhaver



*The Plymouth-Canton branch held a "Heritage Potluck," November 2023*



**American Association of University Women Northville-Novoi**

Invites you to its  
**Potential Member Reception**  
Tuesday, April 18, 2023

At the Northville Art House  
215 W Cady Street  
Northville MI 48167

6:15-7:45 P.M.

Enjoy browsing through The Northville Art House displays and let us share the AAUW-NN Story focusing on our more than 45 year history of empowering women and girls.

*Northville-Novoi branch held a Potential New Member Reception, April 2023*

## Places to Find Programs and Speakers (In-Person or Virtual)

1. Library Director
2. Historical Society or Museum Curator
3. City or Township Council or Board President
4. School Board Superintendent
5. Legislators in your District or State
6. High School Technology or Engineering Instructors
7. Community College or University
  - a. Women’s Studies Program
  - b. Public Policy or Political Science Department
  - c. STEM Faculty
8. Women’s Non-Profit Organizations
9. [National Conference for College Women Student Leaders \(NCCWSL\)](#) Attendees
10. Scholarship Recipients
11. STEM Presenters
12. Local Women Business Owners
13. Chamber of Commerce President
14. Police or Fire Department Chief
15. [AAUW of Michigan State Board Members](#)
16. [AAUW of Michigan Government Relations Coordinator \(Mary Pollock\)](#)
17. Book Authors
18. [Request a speaker from AAUW National](#)
19. Invite an [AAUW Fellow](#) to speak
20. Media Reporters (TV or Newspaper)
21. Hospital Community Outreach Director
22. Women’s Health Counselor
23. Mental Health Counselor
24. Women’s Finance Counselor
25. Veterans Organization
26. Mothers Against Drunk Driving/Students Against Drunk Driving
27. League of Women Voters / Other local election officials or groups
28. [AAUW Webinars](#) (includes archived webinars)



AAUW-Big Rapids invited the executive director of a women's shelter to speak, October 2023



### EVENT INFORMATION: Saturday March 9, 12pm to 4pm

- Free Event
- Open to the Public
- Networking
- Prizes
- Shop at local women-owned businesses

Join us to meet exceptional entrepreneurs, learn more about AAUW and women in history, explore the shops in Trenton, and win prizes!

You will pick up a scaveng-HER card at any participating business with the “women owned business” sticker in their window (see image above right), then visit the designated shops along West Jefferson and West Road to find clues about women in history. To be eligible to win a prize, turn in your card at one of the following locations by 4:00pm on March 9th:  
 The Framery, 2621 W. Jefferson // Open Book Theater, 1621 West Rd.

#### About the Downriver branch of AAUW

The Wyandotte-Downriver branch of AAUW's mission includes support of gender equity, equal pay, individual rights and social justice for a diverse and inclusive society. For more information please visit our FB page: <https://www.facebook.com/AAUWWyandotteDownriverBranch>

The Wyandotte-Downriver branch held a Scaveng-HER Quest with women-owned businesses, Women's History Month, March 2024



- 29. Girl Scout Leaders
- 30. Salvation Army or Red Cross
- 31. Legal Aid Office

**Iron Mountain/Kingsford AAUW Invites You to Learn about the U.P. Scholars Program Tuesday, February 20, 6:00 p.m. CT**



Please join the Iron Mountain/Kingsford AAUW (American Association of University Women) Branch for a Zoom presentation on Tuesday, February 20th at 6pm CT (7pm ET). Our guest speaker will be Megan Roberts.

Megan Roberts is the U.P. Scholars Program Manager. In her role, she works to develop, implement, and evaluate programming and strategies that are tailored to rural students to enhance student access and success for undergraduate students from Michigan's Upper Peninsula.

Please join us to learn more about this educational initiative that benefits students in the Upper Peninsula. If you have questions, please contact Jan Van Gasse via email ([janicevangasse@gmail.com](mailto:janicevangasse@gmail.com)) or phone (906-396-2747).

*The Iron Mountain/Kingsford branch invited other UP branches to a Zoom program about the U of M UP Scholars Program, February 2024*



*Debbie Dingell was a guest at Wyandotte-Downriver branch's 90th anniversary celebration, September 2022*

**March Luncheon**  
March 13, 2024

**Iroquois Club**  
43248 Woodward Ave.  
Bloomfield Hills, MI. 48302  
Social Hour - 11:30 a.m. - 12:00 p.m.  
Lunch at 12:00 p.m.

**Program:** Rachel Frierson, Director of Programming, for the Detroit Riverfront Conservancy, will tell the story of the development of the Riverfront, present information on new programs, and explain how we can get involved.

**Please send your check for \$32, by Wednesday, March 6th to:**  
Christine Dagenais  
1668 Trading Post Lane  
Bloomfield Township, MI. 48302

Menu

Squash Pecan Soup, Amaretto Chicken/Roasted Stuffed Tomato, Warm Homemade Cookies. No cash bar  
When registering, please indicate any dietary requirements.

Hostesses: Mystery Book Group

*An AAUW-Birmingham luncheon featured a speaker from a local non-profit, April 2024*

**March Program**


**In Conversation with Alumna Dr. Keisha Blain**  
An AAUW Webinar

**You are invited to a Zoom meeting!**  
**When: March 5, 2024 5:15 PM Eastern time**

Members can sign in at 5:15pm if they would like to socialize before the program which starts at 5:30 p.m.

**REGISTER IN ADVANCE FOR KEISHA BLAIN ZOOM SPEAKER MEETING**

After registering, you will receive a confirmation email containing information about joining the meeting.



Keish Blain

**Please remember to register for the Zoom event!**

*AAUW-Traverse City held a Zoom program with author and 2016-17 AAUW American Fellow, Dr. Keisha Blain, March 2024*