

Membership Report 2017-2018

Susie Blecker/Sheila Zweifler

Membership numbers for 2017/2018 are up for our Poughkeepsie Branch of AAUW. We planned and carried out a successful Open House and New Member Reception last Fall. All of the women who joined received personal phone calls from Sheila and me welcoming them to AAUW.

Throughout the year we have continued to add new members every month and most of the women who have recently joined have become active in either our interest groups or initiatives. We believe the retention of these women in our organization is directly related to the follow up work we encouraged which was done by the group leaders, most of whom reached out to these women and encouraged them to become involved in the activities where they had expressed an interest.

Also addressing the problem of retaining new members, Sheila and I contacted all new members in January to address any of their issues or concerns. Hopefully this strategy will continue to pay off.

In the Spring, we conducted a complete review of both the 2017 Open House and the New Member Reception. Updated methods were put in place to streamline new member sign up and organization and to simplify the reception. All of these changes should help to make both of these events even more successful.

The responsibilities of the Membership Committee have been expanded to the point where we have added new committee members. Sheila and I feel this will help address any continuity issues as new chair people eventually are elected to head this committee.

We have continued sending out the membership renewal information, updating and printing the Membership Handbook, and the Directory.

All in all we have had a very successful year.