

# Texas Membership Dues and Retention

By Pricilla Mowinkel, AAUW Texas Membership VP

## Dues for 2009 - 2010

AAUW National dues for both branch members and members-at-large (MALs) for FY 2010 **will remain at \$49**. This was approved by the AAUW Board of Directors at their October 2008 meeting. Texas dues will remain **\$10**.

**Beginning April 1, 2009, of the \$49 AAUW national individual member dues, \$46 is tax deductible**, payable to "AAUW," our 501(c)(3) charitable organization; \$3 goes to support your AAUW Lobby Corps and election-related activities and are not tax deductible. However, you should still pay the dues in one payment, to "AAUW," for the full \$49 amount. Student Affiliate dues will continue to be \$17, \$16 of which will be tax deductible for the same reason. **STATE DUES ARE NOT TAX DEDUCTIBLE AS WE ARE NOT A 501(C)3.**

## Texas Membership Data

Texas evaluates membership status by using the retention rates of last year's new members. Next year we will again see how many new members individual branches were able to keep. Branches tend to recruit new members, but in some cases are unable to keep them once they join. In some cases branches lose more members than they recruit. The retention average for Texas was 81.76 percent.

Remember that 100 percent represents zero loss of new members. If your branch is not on the following list of branches achieving 81.76 percent retention, you need to talk with your district representative and try to discover why new members aren't remaining a part of your branch.

Please keep in mind that some of the listed branches are under 15 members and still considered at risk. Congratulations to the following branches.

### North Texas Branches (82% or above)

Greenville, Southwest Dallas County, Vernon, Wichita Falls, Arlington, Grand Prairie, North East Tarrant, Tarrant, Stephenville, Farmers Branch/Carrollton, Mesquite and Tyler.

### Central Texas Branches (82% or above)

Georgetown, Huntsville, Kerrville, Nacogdoches, Polk County, San Antonio, and Bryan-College Station.

### West Texas (82% or above)

Amarillo, Brownfield, El Paso, and Lubbock.

### South Texas (82% or above)

Orange, North Harris County, Southeast Harris County, West Harris County, Corpus Christi and Harlingen.

## Structural changes and technology in AAUW's future

The twenty-first century is here and AAUW intends to continue to advance our mission with the aid of the latest technology as we grow into the 21st century and beyond. AAUW and AAUW Texas are both increasing their use of technology as the preferred method to deliver and receive information. This is due to the expense incurred when using hard copy.

Most branches will shortly select their officers for the coming year. As nominating committees meet to select their slate of officers they should keep in mind that to be effective their branch leaders need to be computer literate and have access to computers. They should consider it mandatory that the financial officer and membership vice president both have access to computers.

One of the proposed changes to the Association bylaws is to allow branches to alter their leadership structure to any configuration that will work best for their branch. Association will only require a branch to have a financial officer and a contact person (chair or president).

This change is being introduced because branches indicated they had difficulty filling all the offices

required by the Association bylaws. Texas was given permission two years ago to allow branches to re-organize under a committee structure and several branches chose to do so.

Of course a branch may choose to continue with all or part of their regular structure of officers. Regardless of its leadership structure, one thing that can be guaranteed is that if your branch leaders do not have computer capabilities, your branch will not remain well informed.



# Spreading the word about AAUW Texas at North Texas Women's Month events

As an opportunity to raise visibility and to market AAUW, some AAUW Texas members participated in a number of north Texas community events.

Two tri-fold displays and sample research publications were displayed. The display boards contain information about AAUW's mission and recent state and national efforts on behalf of equity and education for women and girls. Public Policy brochures and membership forms were distributed.

Priscilla Mowinkel and Maria Viera-Williams attended the Women's Symposium, at Southern Methodist University, in Dallas, as one of the community organizations.

The 44<sup>th</sup> annual symposium's theme was "Women and the Monetary Truth." This annual forum brings together women and men of differing ages and ethnic backgrounds to examine and discuss topics of national interest.

Priscilla and Maria also attended the Women's Expo, "Women Taking the Lead To Save Our Planet" that was held at Brookhaven College, in Farmer's Branch.

The Expo highlighted women's businesses, health and wellness, safety, peace, the arts, careers, nutrition, media, and promoted a greener and healthier lifestyle. The Expo attracted participants throughout the North Dallas area, including students, educators, organizations, homeowners, and the surrounding business community.

Kathy Anthon and Maria took the display to International Women's Day, held at the Woman's Museum, in Dallas.

That event attracted area non-profit organizations and vendors of art, music apparel, jewelry, and beauty products. The annual event features an essay contest related to women's history or leadership.

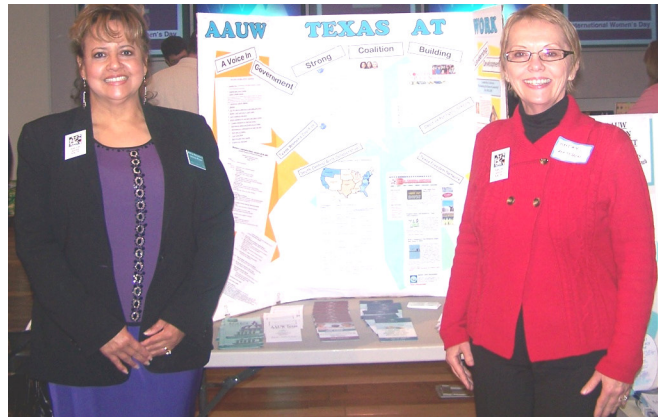
Maria also attended the "Open Forum: The Immigrant and Refugee Communities of North Texas," hosted by Peacemakers, Incorporated of Dallas. In addition to a tri-fold display, AAUW Public Policy brochures and membership information were distributed. Members of area branches attended.

A number of Dallas/Fort Worth Area AAUW members participated in the "Women of Color" Conference at the University of North Texas in Denton.

A table with AAUW publications, brochures, and AAUW TX information was displayed. Attendees included Priscilla, Maria, Janet Peavler who is the District Representative for North Texas and a member of the Denton Branch, Patsy Roe, and Dr. Sandra Spencer University of North Texas Director of Women's Studies and a Denton branch member is co-hosting the event.



**Priscilla Mowinkel (l) and a new AAUW member from California at Brookhaven College, Farmers Branch, Texas.**



**Maria Viera-Williams (l) and Kathy Anthon with display board at the International Women's Day at the Women's Museum in Dallas.**

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