

Let's Get Disruptive



AAUW CA Leadership Development Team

Sandi Gabe – Mariposa Branch Co-President

Dawn Johnson – Mariposa Branch Co-President

Susan Negrete – AAUW CA Director

Let's Set the Scene



The Challenge



THINK
DIFFERENT(LY)

Consider These Sentences



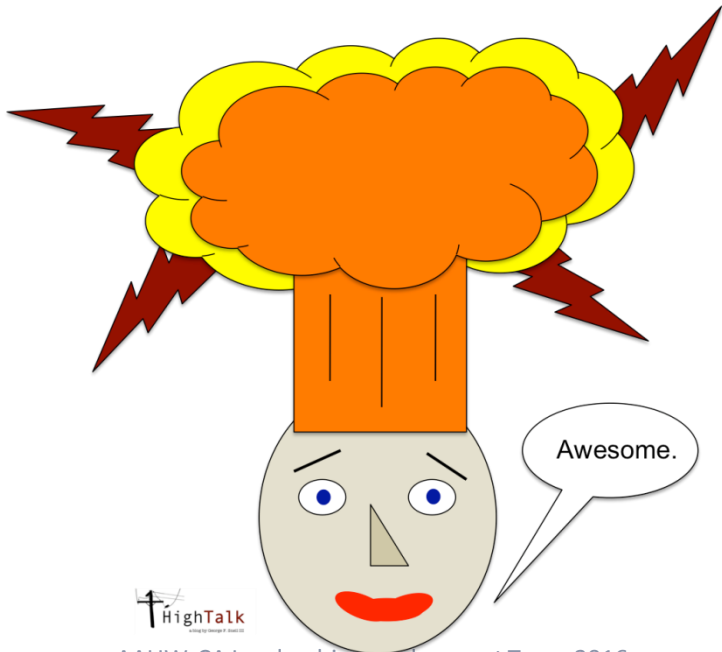
The cat sat on the mat.

The cat sat on the dog's
mat.

The Challenge



THINK
DISRUPTIVE(LY)



What Disruptive Thinking Is



Ideas that

- Are game-changing
- Are transformative
- Alter the paradigm

What Disruptive Thinking Isn't



- Blowing up your branch
- Solving a problem that doesn't exist
- Change for the sake of change
- Making changes that have no value for your members
- An all-at-once event
- A magic bullet

Can Your Branch Get Disruptive?



- Where can you change the game?
- Seek balance
- Accept baby steps, but don't throw the baby out with the bathwater!

Let's Begin.....



idea



Welcome

Susan Negrete

AAUW-CA, Director

Leadership Development Committee Co-Chair



Disrupting What Your Branch Does

(Mission, Projects, Programs, Brand)

Sandi Gabe

Leadership Development Committee Co-Chair

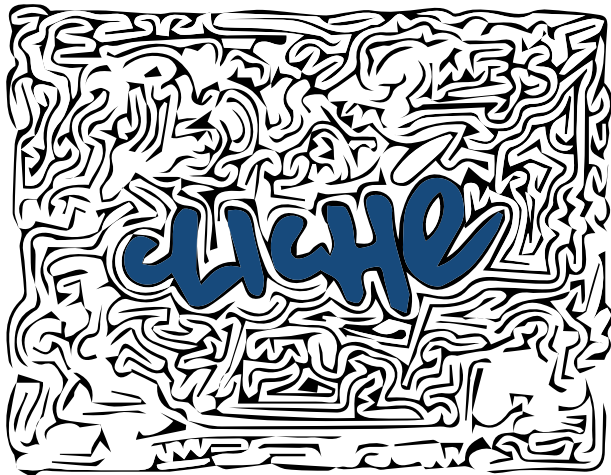
Mariposa Branch Co-President

Pain Points



- We don't have enough
 - People
 - Money
- We have too many projects
- People are only interested in the special interest groups
- Some members are stuck in their ways and won't try new things
- Nobody knows what we do

What We Tell Ourselves



- We have to do all the projects
- We've always done it this way
- We tried that and it didn't work

What If You.....



- Disbanded special interest groups
- Canceled projects next year and only had special interest group meetings
- Canceled any project where no one volunteers
- Just did one thing next year

What If You.....



- Don't charge a branch fee
- Canceled all fundraisers
- Don't advertise closed interest groups
- Defined your mission in one sentence
- Evaluated your work based on how it fit the mission



Disrupting Branch Leadership

(Governance)

Susan Negrete

AAUW-CA, Director

Leadership Development Committee Co-Chair

Pain Points



- Leaders are burned out
- Nominating committees can't find candidates
- New members don't know how we work
- Too many meetings
- Only our core group knows how to get things done right

What We Tell Ourselves



- We have to follow the rules
- It has to match how we've done it in the past
- New members have to step up and learn about us
- Membership won't support it
- Our community doesn't need that kind of project

What If You.....



- Love the word “NO”
- Adjust the rules
- Share leadership duties
- Email leadership meeting minutes to all members
- Hold Branch Town Halls instead of General Meetings

What If You.....



- Ditch Kitchen Cabinets
- Retire the Nominations Committee for one year
- Create quality circles in place of committees
- Strive for “success” not “perfection”



Disrupting your Membership

(Recruitment, Engagement, Empowerment)

Dawn Johnson

Leadership Development Committee

Mariposa Branch Co-President

Pain Points



- We're not growing
- 20% of us do 80% of the work ("The Vital Few")
- People only join for the wine group
- Our membership is aging; we'll die on the vine
- Our members are not plugged in
- No one will lead

What We Tell Ourselves



- We have to get new members
- We have to get new YOUNG members
- We can't ask too much of our members

What We Tell Ourselves



- Our members like things the way they are
- We'll lose members if we.....
- No one wants to do anything anyway
- We have to be a social organization

What If You.....



- Stopped counting members
- Stopped looking for love in all the wrong places
- Changed “the ask”
- Stopped telling people they didn’t have to do anything
- Didn’t cater to the lifers

What If You.....



- Asked for a personal commitment
 - I am going to plug in here (attend what?)
 - I am going to volunteer (how many?) hrs.
 - I am going to recruit (who?)
 - I am going to help with (what project?)
 - I want this branch to (do what?)
 - I will take away (what will you gain?)
- Stopped pushing the Wine Group and Spring Tea
- Went organic

Workshop Locations



	Room 1	Room 2
Session 1	What Does Your Branch Really Want to Do? <i>Strategic Planning Simplified</i>	Uh Oh, Member Burnout? <i>Care and Feeding of Volunteers</i>
Break		
Session 2	Advance Your Branch Through Technology	Embracing Change <i>Easier Said, and Can be Done!</i>
Closing	Closing Remarks	
