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.......
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

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<th>Room 1</th>
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<tr>
<td><strong>Session 1</strong></td>
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<td>What Does Your Branch Really</td>
<td>Advance Your Branch Through</td>
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<td>Want to Do?</td>
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<td>Strategic Planning Simplified</td>
<td>Embracing Change</td>
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<td>Uh Oh, Member Burnout?</td>
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**Break**

**Closing**

Closing Remarks