



## **AAUW NEW MEXICO COLLEGE/UNIVERSITY CHAIR**

**STATUS:** Serve on the Education Task Force and the Membership Committee. Appointed for a two-year term with a limit of three consecutive terms.

**QUALIFICATIONS:** An interest in statewide higher education issues, an interest in AAUW program activities, planning and goal setting skills, and communications skills.

**VACANCY:** Appointed by the Leadership Team upon recommendation of the President(s).

**DUTIES & RESPONSIBILITIES:** The College/University Chair shall:

- Encourage all branches to appoint a C/U chair.
  1. Advise them on recruiting strategies to help them find the right fit for the position.
  2. Provide ongoing support to the branch C/U chairs with communication, resource sharing, and strategy development. Report successful C/U activities to all branches and the AAUW manager of C/U relationships.
  3. Coordinate with branch C/U chairs to establish a relationship with C/U representatives in your state so that they know you are available to them. Describe AAUW initiatives and relevant research to representatives.
  4. Follow up with branch C/U chairs in support of recruitment initiatives (such as personal letters to campus presidents and C/U representatives in your state).
  5. Collaborate with branch C/U chairs to encourage their participation in C/U-related work at state conventions.
  6. Encourage branches in towns with colleges or universities to appoint a College/University Chair who will be a member of a state C/U committee that plans and implements C/U activities in your state. Recruit a team of people who are familiar with higher education and are effective marketers.
  7. Work with branch C/U chairs to collect end-of-semester updates and communicate them to AAUW's manager of C/U relationships in the national office.
- Develop, in conjunction with the C/U committee, an annual action plan that includes specific, measurable goals.
- Develop and oversee the C/U budget in your state.
- Ensure that partner-member recruitment and retention priorities are included in your state's strategic plan and state budget.
- Work with other state C/U chairs and the national C/U committee to integrate colleges and universities into other aspects of your state's activities, including programs, public policy, membership, fellowships and grants, AAUW Legal Advocacy Fund efforts, and your state's convention.
- Contact institutional members and obtain a representative who is willing to receive communications; then, ensure they have received pertinent information sent by AAUW.
- Develop and implement programs that are geared toward college and university faculty, administrators, staff, and students (for example, AAUW Legal Advocacy Fund Campus Outreach Programs).
- Develop commitments from local colleges and universities and your branch to support students' attendance at the National Conference for College Women Student Leaders.

- Involve C/U representatives in your state conventions, conferences, and special events or invite them to be speakers in their areas of expertise at these events.
- Assist the membership vice president (MVP) in promoting individual AAUW memberships to graduating seniors, graduate students, faculty, administrators, staff, and other potential AAUW members on campus.
- Promote the e-student affiliate program to undergraduate students at current C/U partner-member institutions. Request that C/U representatives ask their students to enroll themselves in AAUW's e-student affiliate program using our online form.
- Participate in state coalitions that will help move AAUW's C/U efforts forward.
- Plan with successor for a smooth transition of responsibilities. Prepare materials and pass on permanent files to the new College/University Chair when appointed.

Note: FYI Not part of job description but available information for this position from model at AAUW site.

#### AVAILABLE RESOURCES

- AAUW C/U Relations Committee
- AAUW Manager of College and University Relationships Bridgette Behling ([behlingb@aauw.org](mailto:behlingb@aauw.org))
- [AAUW Mission & Action](#)
- [AAUW Membership Center](#)
  - Membership tool kit
  - AAUW Starter Kit mailing
  - C/U recruitment packet
- [AAUW Programs in a Box](#)
- AAUW social networks
  - AAUW Dialog blog
  - AAUW Facebook, Twitter, Second Life

Blue font at [www.AAUW.org](http://www.AAUW.org)