

Young Women in Public Affairs (YWPA)
Report for January 5th Board Conference Call
submitted by Laura Stamp

Increase number of clubs offering the award

Goal: The number of clubs submitting a candidate for the district YWPA Award will go from 9 to 10 in 2013 and from 10 to 12 in 2014

Benefits: It was concluded that a real number is better than a percentage to set and measure set a meaningful goal.

Actions taken so far:

- A list of all presidents and clubs was obtained
- A list of the nominees from past two years was obtained

Actions to be completed:

- A reminder to get applications in will be sent to all club presidents
- Discussion with AD's to encourage their clubs to start a YWPA
- A committee will be formed to judge and select district winner

Promote the award to the clubs

Goal: Update YWPA information on the D12 website, post names of clubs that offer a YWPA scholarship and dates applications are due, and ensure clubs know of the press release & other documents for recruiting YWPA applicants by January 1st

Goal: Post names & pictures of 2012 club winners on the D12 website by March 1st

Goal: Ensure clubs know of the press release & other documents for announcing their YWPA winners by April 1st

Benefits:

- It would be good to have a concise list of which clubs in our district actually do a YWPA which is easily accessible on the D12 website so that clubs considering starting a YWPA could know where to get real feedback
- As this list grows, you'll know clearly whether or not the number has increased.
- It's great PR and rewards those clubs for their efforts.

Actions taken so far:

- An article about the YWPA was published in the D12 newsletter
- A letter of appeal that included all of the benefits of a YWPA to clubs was sent to all club presidents
- Positive feedback was received on that letter

Actions to be completed:

- Compile all of this information into a concise entry for the D12 website and submit to Susie Nulty.

Increase organizational visibility through more extensive PR efforts

(YWPA coordinator offered the following suggestions for PR indicators as related to award)

(Provide standardized templates for PR purposes to clubs by X date)

- Please include a press release that can be used by clubs to recruit YWPA applicants
- Please include a press release that can be used by clubs to announce their YWPA winner

Develop a plan for news media involvement by X date

- Please include in the plan the promotion of the YWPA – perhaps option to interview winners on TV Promote the district winner in at least 2 news media outlets by June 1st

Increase use of social media tools

- Please include in this plan the use of social media such as facebook and twitter to promote the YWPA to teens

For Example: Ensure at least 2 clubs post their application date/process on their Facebook pages by January 1st, and post their club's winner information on their Facebook pages by May 1st