

AAUW LONGMONT STRATEGIC PLAN 2017 - 2019

PURPOSE

The Affiliate, through its programs and policies, shall promote equity, education and development of opportunities for women and girls that enable them to realize their potential.

GOALS AND ACTIONS

I. Program: Chair - VP Programs

AAUW Longmont will develop programs that address the needs of women and girls in our community.

1. Form a Program Committee.
2. Consult with community agencies (i.e. Chamber of Commerce, FRCC, YWCA, etc.) and create a coalition to identify community needs.
3. Tailor our activity and address those needs. Examples: Work Smart/Start Smart which is being developed; assistance for foster teens/high school mothers; or Re-entry Initiative which helps in the transition for women being released from prison.

II. Membership: Chair - VP Membership

AAUW Longmont will serve our local members in ways that attract, maintain and increase a diverse membership; increase the involvement of existing members; and demonstrate a level of communication between members that expands their knowledge and support of the AAUW mission.

1. Form a membership committee by October 31, 2017.
2. Develop a plan to increase membership numbers and diversity by January 15, 2018.
3. Develop a plan for retaining members by March 15, 2018.
4. Define expectations for member involvement in Affiliate activities by start of new membership cycle March 15, 2018.
5. Develop a plan to increase opportunities for internal communications to expand member knowledge and support of the AAUW mission by June 1, 2018.

III. Public Policy: Chair - Public Policy Chair

AAUW Longmont will be a powerful advocate on issues that help achieve educational and economic equity and civil rights for women and girls, particularly at the state and local level where members of the Affiliate are considered a local resource on women's issues.

1. Encourage members to participate in Current Issues and Advocacy, a new Affiliate interest group, and this group's activities such as Conscious Conversations.
2. Increase the number of our members who have signed up for AAUW's Two-Minute Activist and/or Washington Update to 50% of membership by May 2018 and 75% by May 2019.
3. Identify Affiliate members who are prepared, even on short notice, to be a local resource on women's issues.
4. Identify and join other local groups interested in women's issues such as the Boulder County Women's Collaborative.

IV. Communications: Chair - Communications Manager

AAUW Longmont will use effective multichannel communications to expand the awareness of the AAUW and its mission with our membership and throughout our local community.

1. Establish a committee to identify and evaluate all current communication techniques, their level of effectiveness and opportunities for improvement, with results available no later than June 2018.
2. Develop strategies to increase awareness of the AAUW's mission, programs and research among our members and with selected key community members, with implementation to begin in September 2018.
3. Establish easy-to-use, ongoing approaches to provide new members with basic information about AAUW at the local level and existing members with skill-building opportunities to expand our effectiveness as an Affiliate, by June 2019.

V. Governance: Chair - President

AAUW Longmont will attract, develop and retain diverse leaders to facilitate the goals of our Affiliate.

1. Executive Committee shall serve as Leadership Development Committee.
2. Set clear job descriptions, including time commitment, for leadership positions, including committee chairs.
3. Develop future leaders.
 - a. Set expectations for succession planning.
 - b. Expand members' skills and knowledge through participation in committee work.
4. Develop diverse leadership.
 - a. Engage members in committee and leadership positions.
 - b. Develop questionnaire for new and existing members about interests, skills and involvement in other organizations.

VI. Finance: Chair - Financial Officer

AAUW Longmont will establish and maintain strategies that provide expanded understanding of Affiliate finances; support local community programming; and levels philanthropy desired by our members.

1. Provide analyses of finances in addition to data; provide quarterly 3/6/9/12 written analysis in the newsletter.
2. Set up to pay dues through National's online program by March 15, 2018.
3. To position the Affiliate for effective fundraising activities in the future, investigate changing the Longmont Affiliate's nonprofit status to 501(c)(3), by November 2017.

Approved by Board 8-2017