

# 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.

Note: The updates below, in ruby, are intended to highlight the accomplishments of the entire branch toward the successful completion of this strategic plan. Over the past several years, it has become evident that there are a lot of overlaps in opportunities and activities. The details are listed under the category most impacted and do not necessarily reflect who took the action.

This list of successes will continue to be updated through the end of 2019-20 when the entire plan will be updated.

## GOALS AND ACTIONS

### Survey

- 2017-18 – Formally surveyed members on all the following areas to get current interests, thinking and concerns; to inform the development of this plan.

### 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.

- 2017-18
  - Formed small Program Committee to develop planning framework; expanded into a larger ad hoc branch committee to finalize the monthly programs for the coming year.
- 2018-19
  - Formed ad hoc Program Committee, once again, to develop monthly programs for the coming year. Encouraged interest groups to coordinate one of the monthly programs.
  - Formed a committee to handle the local arrangements and a Sexual Harassment panel for the AAUW Colorado annual convention held here in Longmont; about 70% of our members participated in some way to support this effort.

#### 2. Consult with community agencies (i.e. Chamber of Commerce, FRCC, YWCA, etc.) and create a coalition to identify community needs.

- 2019-20
  - Met with Brandon Shaffer, SVVSD, to discuss a potential program and encourage involvement of AAUW with the school district, as appropriate.
  - Met with Eric Hozempa, LCF, on the AAUW Funds and to get insight on the needs of the community that we might address.

#### 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.

- 2018-19 Programs –
  - For Members – Start Smart at Fall Kick-off; AAUW Fund fundraising at Holiday Open House and International Dinner.

- Open to Community - Pay Equity, STEM at the Innovation Center, Sexual Harassment, International Women's Day with speaker on the #MeToo movement.
- April 2019 - hosted the AAUW Colorado State Convention.

## 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.
  - 2017-18 - Membership Committee formed.
2. Develop a plan to increase membership numbers and diversity by January 15, 2018.
  - 2017-18
    - Committee developed plan to increase numbers and diversity with focus on broad outreach to recently moved to Longmont, retired and empty nesters; through existing members and enhanced promotion of events.
    - New members event held April, with limited success.
  - 2018-19
    - July 2018 – At the request of current members, coordinated Blood Drive to support family of a previously, long time member.
    - Branch tri-fold brochures available at the Longmont Chamber and Visit Longmont.
    - Walked in the Boulder County Fair Parade; Tabled at the FRCC Feminist Resource Fair and Take Back the Night event.
    - Established the Weekly Walkers interest group to promote social interaction between interested members.
    - Presented Preethie Fernando at the Longmont Senior Center where visibility has resulted in new members.
3. Develop a plan for retaining members by March 15, 2018.
  - 2018-19
    - Notes to new members and non-renewals to encourage participation and continue support.
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 (in conjunction with Communications).
  - 2017-18
    - Established a "Buddy List" approach to increase personal interaction between members, especially new ones.

## 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.
  - 2017-18 – Worked with CI&A and approached individuals for specific projects.
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.
  - 2017-18
    - Worked with League of Women Voters (LWV) on voter registration.
    - January 2018 - Participated in the Denver Women's March.
    - April 2018 - Letter to the Editor on Equal Pay Day.
  - 2018-19
    - Assisted LWV with voter registration at the Farmers Market in summer.
    - Collaborating with LWV on the Coalition for Longmont Living Wage.
    - October 2018 – Letter to Editor on Pay Equity
    - November 2018 – LTE on Self Sufficiency Wages for City of Longmont
    - January 2019 - Participated in the Women's March in Longmont.
    - January 2019 - Current Issues and Advocacy submitted feedback on the proposed Title IX changes.

#### **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.
  - 2017-18
    - Committee established, reviewed survey.
    - Reworked website, facebook page, newsletter.
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.
  - 2017-18
    - Focused on members first with enhanced newsletter format and process.
    - Online membership list, with pictures added.
    - Public Policy page added to website.
  - 2018-19

- Planned for community newsletter but changed to issuing event invitations to community members instead. Will evaluate later.
- Updated branch tri-fold brochure.
- Donation page added to website.

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. (in conjunction with Membership)

- 2018-19
  - Streamlined yearbook (omitting membership list), mailed to all members; “Buddy” follow-up to ensure yearbooks were received and if hardcopy of the membership list
  - Routine promotions using Eventbrite, Meetup, direct email invitations, mail invitations.
  - Newsletter routinely include information about local AAUW activities and ways to build skills – readership is about 50%.

## 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.
  - 2017-18 – Executive Committee (elected officials) in a given every year, need a chair.
4. Set clear job descriptions, including time commitment, for leadership positions, including committee chairs.
3. Develop future leaders.
  - a. Set expectations for succession planning.
    - Identify positions to be filled each fall, identify potential candidates.
  - b. Expand members’ skills and knowledge through participation in committee work.
    - Set-up workshop or one-on-ones to familiarize members with leadership opportunities.
4. Develop diverse leadership.
  - a. Engage members in committee and leadership positions, including members to participate in AAUW Colorado opportunities such as the Leadership Conference.
    - Use stipends and “gift bag” thank yous for attending
    - 2018-19
      - Brainstorm session on how to get members more involved in activities and committees, and how to get qualified officers in place.
  - 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.
  - 2017-18
    - Financial analyses routinely provided at board meetings and in newsletter.
2. Set up to pay dues through National's online program by March 15, 2018.
  - 2017-18
    - Online Membership Payment Program (MPP) in place and used for 2018-19 renewal.
  - 2018-19
    - MPP used for 2019-2020 renewal; processes streamlined with responsibilities shifted from VP Membership to Finance Officer.
    - Obtained branch debit card for national and other payments.
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.
  - 2017-18
    - 501(c)(3) status granted and EIN received.
  - 2018-19
    - Instituted fundraising processes with AmazonSmile, King Soopers, Safeway, Natural Grocers.
    - PayPal account set-up.
    - Filled co-Finance Officer position and Finance Committee formed.

Approved by Board 8-2017  
Update 7-2019