

# AAUW LONGMONT STRATEGIC PLAN 2020-21 through 2022-23

## PURPOSE

The AAUW Longmont Branch, through its programs and policies, shall promote equity, education, and development of opportunities for women and girls that enable them to realize their potential. This will be done in a manner aligned with AAUW national's strategic planning areas of Education & Training, Economic Security, Leadership, and Governance & Sustainability.

## GOALS AND ACTIONS

Goal statements and specific goals have been established in the areas of Programs, Membership, Public Policy, Communications, Governance, Finance, and Education. The goals identified are intended to be the focus of Branch strategic activities over the next 3 years. The accomplishment of the goals below has been assigned to specific Branch chairs and committees but will require collaboration between various board members, chairs, and members.

### I. Programs: VP Programs and Committee

**Program Goal Statement:** AAUW Longmont will develop programs that address the needs of women and girls in our community.

1. Identify Branch member and local community interests and needs on an ongoing basis.
2. Tailor Branch programs and activities to address those interests and needs.

### II. Membership: VP Membership and Committee

**Membership Goal Statement:** 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. Increase Branch membership numbers and level of diversity.
2. Retain Branch members.
3. Increase Branch member involvement in the local, state, and national mission.

### III. Public Policy: Public Policy Chair

**Public Policy Goal Statement:** 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 Branch are considered a local resource on women's issues.

1. Identify local issues that correspond to the national AAUW focus areas and raise awareness of Branch members and local community.
2. Facilitate member participation in advocacy on an ongoing basis.

#### **IV. Communications: Communications Manager and Committee**

**Communications Goal Statement:** 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. Increase awareness of our Branch support of the national AAUW mission, programs, and research among our members and in our local community.
2. Evaluate current and potential communication techniques for their level of effectiveness in increasing awareness.

#### **V. Governance: President and Executive Committee**

**Governance Goal Statement:** AAUW Longmont will attract, develop, and retain diverse leaders to facilitate the goals of our Branch.

1. Develop future leaders and plan for leadership succession in our Branch.
2. Engage more members in committees and Branch activities.

#### **VI. Finance: Co-Financial Officers and Committee**

**Finance Goal Statement:** AAUW Longmont will establish and maintain strategies that provide expanded understanding of Branch finances; support local community programming; and levels philanthropy desired by our members.

1. Evaluate Branch members' status and associated financial implications.
2. Provide financial data and analyses to members on a quarterly basis.
3. Support fundraising opportunities for local and national AAUW goals and programs.

#### **VII. Education: Executive Committee; Chair and Committee – TBD**

**Education Goal Statement:** AAUW Longmont will establish solid, long term connections with local educational institutions to provide awareness of the AAUW mission, programs, and benefits to their students.

1. Establish a board position of College/University Partners Chair and form an education committee. **Note:** This item is the responsibility of the Executive Committee
2. Establish solid, long term connections with Front Range Community College, particularly in Boulder County.

To be presented to the Board 1-2021

Approved: 1-4-2021