

AAUW LONGMONT STRATEGIC PLAN

FY2023-24 through FY2025-26

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.

Our strategic plan is intended to be a high-level vision and supporting game plan that will chart our course toward specific goals. Our more detailed bylaws and policies make up the playbook that defines the rules and guidelines we have agreed to insure consistency, compliance, and alignment. Together, these three documents provide the formula for the success of our organization.

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. Focus on membership retention.
3. Increase Branch member involvement in the local, state, and national missions.

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.
2. Raise awareness of Branch members and local community.
3. 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. Identify approaches to increasing awareness of national and local AAUW missions, 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.
3. Work with board members and committees to facilitate their efforts and promote AAUW by providing materials, website, and social media support.

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, particularly those moving in from Boulder, to participate 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 and support local community programming and levels of 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.
4. Support membership renewal and new member registration.

VII. Education: Education Chair and Committee

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 solid, long-term connections with Front Range Community College, particularly in Boulder County.
2. Evaluate expanding involvement in local preschool causes and support for education initiatives in the St. Vrain Valley School District,

Final Draft presented to the Board 1-2024

Approved: 1-2024

AAUW Strategic Plan Working Document Detail FY24 – FY26

Strategic Plan Goal I—Programs

Goal: Develop programs that address the needs of women and girls in our community.

Action Steps	Detailed Action Steps	Status
1. Identify Branch member and local community interests and needs on an ongoing basis.	1a. Assemble a program committee. 1b. Compile news articles and information of other programs and speakers aligned with AAUW Mission Statement.	
2. Tailor Branch programs and activities to address those interests and needs. ***** denotes a National 5-Star criterion	2a. Hold annual planning meeting. Invite board members and leaders of interest groups to participate. Provide a list of potential programs and speakers to the Program Committee. ***** 2b. Present programs in public venues whenever possible.	

Updated 1-3-24

AAUW Strategic Plan Working Document Detail FY24 – FY26

Strategic Plan Goal II—Membership

Goal: Serve local members in ways that attract, maintain, and increase diverse membership; increase involvement of existing members; and demonstrate level of communication between members that expands knowledge and support of the AAUW mission.

Action Steps	<i>Detailed Action Steps</i>	Status
1. Increase membership numbers and diversity.	1. Assemble a membership committee. 2. Arrange to have newsletters sent to potential members and invite them to events. Meet potential members in person and provide them with program and interest groups information and membership profile. 3. Reach out to new residents in the community. 4. Participate in local events and staff a Membership table when appropriate.	
2. Focus on membership retention.	2a. Use <i>Buddy</i> system to personally contact members. 2b. Recognize members in meetings and interest groups. Provide photos and write-ups in newsletter and online directory. 2c. Identify and offer novel interest groups and programs. 2d. Contact non-renewals and resigning members to gather feedback on their experience as a member.	
3. Increase Branch member involvement in local, state, and national missions.	3a. Provide articles for the newsletter. 3b. Invite new and inactive members to events and to join interest groups and committees.	

Updated 1-3-24

AAUW Strategic Plan Working Document Detail FY24 – FY26

Strategic Plan Goal III - Public Policy

Goal: 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.

Action Steps	Detailed Action Steps	Status
<p>1. Identify local issues that correspond to the national AAUW focus areas.</p> <p>***** denotes a National AAUW 5-Star criterion</p>	<p>1a. Review/attend National emails, newsletters, and webinars monthly.</p> <p>1b. Follow CO state legislature actions in- and out-of-session; collaborate with State Pub Pol chair; participate in Public Policy Day planning. *****</p> <p>1c. Identify local issues through media, city council and county commissioner meetings, networking with local organizations, and collaborations with local groups.</p>	
<p>2. Raise awareness of Branch members and local community.</p> <p>***** denotes a National AAUW 5-Star criterion</p>	<p>2a. Newsletter: Publicize National & State programs, local issues of interest, and advocacy activities of other local groups.</p> <p>2b. Programs: Propose/develop issue-oriented programs for members and community. EX: meet state legislators around AAUW strategic plan issue. *****</p> <p>2c. Write letters to editor on a strategic plan issue.</p> <p>2d. Encourage attendance at Public Policy Day.</p> <p>2e. Participate in community efforts to raise our profile.</p>	
<p>3. Facilitate member participation in advocacy on an ongoing basis.</p>	<p>3a. Encourage members to receive National's newsletters on legislation.</p> <p>3b. Host an event where Action Network sign-ups are collected. *****</p>	

	<p>3c. Promote Action Network on website and in newsletter. *****</p> <p>3d. Encourage participation in CI&A, Great Decisions, and Issues interest groups.</p> <p>3e. Focus on issues tailored to member interests. Inform members on how they can make a difference.</p> <p>3f. Facilitate voting.</p>	
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Updated 1-3-24

AAUW Strategic Plan Working Document Detail FY24 - FY26

Strategic Plan Goal IV—Communications

Goal: Use effective multichannel communications to expand awareness of AAUW and its mission with membership and throughout our local community.

Action Steps	Detailed Action Steps	Status
1. Identify approaches to increasing awareness of national and local missions, programs, research among members and local community.	1. Identify and implement ways to increase visibility at such places as FRCC.	
2. Evaluate current and potential communication techniques for their effectiveness in increasing awareness.	2a. On an annual basis convene a small group of members to review communication tools being used and ways to improve effectiveness. 2b. Survey members in 2024 on various topics to provide input to all areas of the strategic plan.	
3. Work with Board members and committees, to facilitate their efforts and promote AAUW by providing materials, website, and social media support *****, etc. as needed. ***** denotes a National AAUW 5-Star criterion	3a. Tap into committees and activities to identify and provide materials / support as needed. 3b. Expand Program and Interest Group support by providing targeted articles and/or special issues of the newsletters to support our “public invited” programs, including readings, websites, etc. prior to the event. 3c. Expand use of Google Drive to make materials and archives more easily available to Board members.	

Updated 1-3-24

AAUW Strategic Plan Working Document Detail FY24 – FY26

Strategic Plan Goal V—Governance

Goal: Attract, develop, and retain diverse leaders to facilitate the goals of our Branch.

Action Steps	Detailed Action Steps	Status
1. Develop future leaders and plan for leadership succession in our Branch.	1a. Search for co-officers where beneficial to increase involvement and ease officer workloads. 1b. Encourage participation by Branch leaders in Colorado State positions or on state committees.	
2. Engage more members, particularly those moving in from the Boulder branch, to participate in committees and branch activities.		

Updated 1-3-24

AAUW Strategic Plan Working Document Detail FY24 – FY26

Strategic Plan Goal VI—Finance

Goal: Establish and maintain strategies that provide expanded understanding of Branch finances and support local community programming and levels of philanthropy desired by our members.

Action Steps	Detailed Action Steps	Status
<p>1. Evaluate Branch members' status and associated financial implications.</p>	<p>1a. Determine revenue to be generated by affiliate dues renewal process, and how this money will be proportioned to each of the budget line items estimated expenses. Use previous years' actuals, fundraising opportunities, etc. as a guide.</p> <p>1b. Be aware of and advise the Branch of campaigns and opportunities with the benefits for new or existing members.</p>	
<p>2. Provide financial data and analyses to members on a quarterly basis.</p>	<p>2a. Prepare a monthly report to the board on the status of our income and expenses.</p> <p>2b. Update members periodically in the newsletter on the status of current year income and expenses, financial decisions made by the Board, and respond to / resolve questions or concerns about the financials.</p> <p>2c. Supply evaluations mid-way through the year and at the end of the fiscal year.</p>	
<p>3. Support fundraising opportunities for local and national AAUW goals and programs. *****</p> <p>***** denotes a National AAUW 5-Star criterion</p>	<p>3a. Maintain all AAUW contact info for those businesses which we generate proceeds through.</p> <p>3b. Ensure that the proceeds are received by our affiliate and deposited in a timely manner.</p> <p>3c. Evaluate fundraising proceeds and what amount is needed to supplement our annual budget.</p>	

	<p>3d. Encourage member participation in and awareness of our fundraising goals and how the proceeds are being used.</p>	
<p>4. Support membership renewal and new member registration.</p>	<p>4a. Encourage online renewal for renewing members including providing step-by-step instructions through various media and assisting with individual ‘Snapshot’ profiles.</p> <p>4b. Establish a process, in conjunction with Membership, for working with new members and getting them signed-up from a financial perspective.</p>	

Updated 1-3-24

AAUW Strategic Plan Working Document Detail FY24 – FY26

Strategic Plan Goal VII—Education

Goal: Establish solid, long-term connections with local educational institutions to provide awareness of the AAUW mission, programs, and benefits to their students.

Action Steps	Detailed Action Steps	Status
1. Establish solid, long-term connections with Front Range Community College, particularly in Boulder County.	1a. Develop and implement an ongoing connection with FRCC students through such options as routinely stocking their Food Pantry. 1b. Increase visibility with Student Services personnel at FRCC. 1c. Develop long-range plan for furthering our assistance to FRCC students and participation with their organizations/faculty, including increasing mentoring / tutoring and other student support.	
2. Evaluate expanding AAUW involvement with local preschool causes and support for education initiatives in the St. Vrain Valley School District.		

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