



Boulder Affiliate
American Association of University Women
Annual Report 2018-2019
March 15, 2019
Prepared by Marilyn Thomas Leist, President

Mission: Advance Gender Equity for Women and Girls through Advocacy, Education, & Research

Vision: Equity for All

Values: Nonpartisan, Fact-based, Integrity, Inclusion and Intersectionality

AT A MEETING IN MARCH OF 2018 22 MEMBERS OF BOULDER AAUW DEVELOPED A STRATEGIC PLAN AND SELECTED THREE PRIORITIES:

1. **Positive Impact:** Members engaged in beneficial ways, and a broad knowledge and appreciation of Boulder AAUW.
2. **Growth:** Increase membership, participation, contributions, programming, and recognition.
3. **Strong Infrastructure:** Documented policies and procedures, integrated committee structure

WE DEVELOPED STRATEGIES FOR EACH OF THE PRIORITIES:

1. **Positive Impact:** Expand the AAUW Work Smart & AAIW Start Smart Programming, Continue EYH, create additional programs for youth, conduct programs and events that members, guests and community members find useful and engaging.
2. **Growth:** Increase membership, participation and contributions by using a variety of effective outreach approaches, frequent communications, and compelling programming regarding equity for women and girls.
3. **Strong Infrastructure:** Using an operational infrastructure design of committees with clearly defined and documented policies and processes, manage the work of Boulder AAUW. Provide regular Board of Directors' oversight of compliance with processes.

WHAT WE HAVE ACCOMPLISHED TO DATE:

1. **Positive Impact:** Expansion of Work Smart & Start Smart Programming: We have a goal of training 500 women over 3 years and have trained 195 so far. We held our 25th successful Expanding Your Horizons program and engaged over 200 middle school girls in learning about different aspects of science, technology, engineering and math. We provided 3 Brown-Ricketts-Udick scholars each with \$1000 and heard them speak about their research, aspirations, and mentors. For the first time, we sent a CU Student to the National Conference of College Women Student Leaders (NCCWSL) sponsored by AAUW National in Washington, DC. We conducted 5 Branch programs on such subjects as the issues facing the state legislature, the 2018 ballot issues, the importance of walking and hiking. We also held a successful Holiday Party. We held two Voter Registration events at local farmer's markets, a new venture for Boulder AAUW, in preparation for a campaign we expect to conduct during the next two years. In addition, 6 interest groups continued to meet on a monthly basis.

2. **Growth:** Our outreach approaches included holding monthly Meet-Ups at the St. Julien Hotel in Boulder. During these events AAUW Boulder members discuss our initiatives and generally 2-3 new people are motivated to join the organization after each meeting. We have added 35 women to our roster of members over the last year. From a communication perspective we have used a monthly bulletin filled with information about the work of the branch, that of AAUW Colorado and AAUW National priorities. We keep our Facebook page and website up to date and are on LinkedIn. In addition to the monthly bulletin, we also email flyers before upcoming events. We are an active member of the Women's Collaborative of Boulder County (WCBC) which is an organization of women's not-for-profit organizations in Boulder County. Recently, we helped organize and participated in the WCBC International Women's Day.
3. **Strong Infrastructure:** We held our first Annual Appeal and raised over \$4000 for our AAUW Start & Work Smart Programs. We have been fortunate to have Paul Morrison from Paul Morrison Colours as our sponsor. He provides a percentage of his profits each month for our gender-based programming. We developed a comprehensive AAUW Board of Director's Manual which includes the Strategic and Operational Plans, meeting dates, contact information, annual reports, the 6 committee charters and other relevant information. The Board of Directors' meets monthly on a regular basis to review the branch financial, membership, and program status. The committee chairs take responsibility for informing the board members on the status of their area. Since we are now a 501(c)(3) we invited a local attorney to one of our meetings to discuss compliance with the regulations.

AREAS FOR IMPROVEMENT:

In January of this year we conducted a Board Self-Evaluation Survey to understand how the board has done its job and how well the board conducted itself. With regard to how the board has done its job, the board members concluded that they had not clearly identified the stakeholders and therefore had not communicated to them effectively. They also felt that we could have done a better job of tracking measurable progress against our goals. How the board conducted itself brought up the fact that while the agendas were always available, the conversations were not controlled adequately to cover everything. In addition, the new committee structure did not work effectively and needed some revision, especially in the area of the recruitment process. We also conducted a Survey Monkey of the entire Boulder AAUW membership. The most important finding from that survey is that there are several people who would like to be more active in certain areas of branch work! This was good news!

As a result of looking critically at the way in which we had designed the committee structure in 2018 we are actively discussing how to improve upon those things that worked and letting go of those things that didn't. A Strategic Plan, based on the one created in March of 2018, was recently revised by the board members to address our lessons learned. We will present it to the membership during the Annual Meeting on the 6th of April 2019.