

Boulder AAUW Strategic Plan July 1, 2019 – July 1, 2021

Mission: *Advance gender equity for women and girls through advocacy, education, and research.*

3 Priorities: Visibility, Education, Advocacy and Sustainability.

- **Visibility** is crucial to fulfilling the mission of Boulder AAUW. The more people who know about the important gender equity work we do, the more support we will receive and the larger impact we can have.
- **Education & Advocacy** has been a tradition of AAUW Boulder since 1926. Boulder AAUW will provide education for women and girls that supports the development of knowledge and skills to help them thrive today. We will also advocate for Title IX and legislation at the local, state, and national level that addresses bias and barriers to women and girls.
- **Sustainability** is an area we must focus on by building on the process we have achieved in the last 3 years. We will do this by clarifying strengthening and providing oversight for our board and committee work and processes in a way that fosters our competitive advantage, allows us to thrive and perpetuates our vitality in the fulfillment of our mission.

Education & Advocacy Committee Responsibilities

- Organization of Existing Programs: AAUW Start and Work Smart, Expanding Your Horizon, Brown, Ricketts, Udick Scholars, and NCCWSL.
- Coordination of Branch Events: Holiday Party, Scholars Presentation, Educational Programs and Experience for Members and Annual Meeting.
- Communication of Events & Information: of AAUW Colorado, other Colorado Branch, National Association conferences, conventions, events and information of importance or interest to members (Internal Focus).
- Advocacy: Develop an Advocacy Agenda on information from the Colorado Legislative Session. Provide information from the Washington Update and Two Minute Activist.
- Public Policy: Communicate AAUW's Public Policy Agenda.

Education & Advocacy Goals

1. Organize a Voter Registration Team and conduct at least 10 Voter Registration Events.
2. Conduct at least 6 AAUW Start Smart & Work Smart Workshops
3. Solicit for and select 3 scholars in 2020
4. Conduct the 26th annual Expanding Your Horizon's Conference.
5. Conduct a Branch Program Quarterly – 4 Programs, measure attendance. (These programs may be about Health Care for Women, Financial Security for Women, Women who have completed the SS, WS workshop and used the learning, Author's Luncheon, Smart Phone/Tablet Utilization, Technology Update).
6. Public Policy Advocacy

Visibility Committee Responsibilities

- Communication & Membership: Engage with media. Communicate with current supporters and donors. Establish and maintain public relations with target audience. Conduct Meet Ups, track and follow with interested people/potential members (*External Focus*)
- Technology analysis and implementation: Implement and maintain social media platforms and content. Optimize online user experience. Setup and measure touches, etc. Establish a method for tracking the status of the goals of the organization.
- Writing: Write the narrative to communicate mission/vision/priorities. Prepare content writing/editing/proofing/publishing for social media. Prepare and print letters for paper mailings.
- Reports: Keep a record of meetings and provide written reports indicating actions, dependencies, and decisions to be approved to the Board at least 7 days prior to Board meeting.

Visibility Committee Goals

1. Write 3 letters to the Editor
2. Conduct 4 presentations for other organizations (Topics: benefits of Start and Work Smart, about Expanding Your Horizons, about all of the interest groups, about Title IX, about any of the AAUW hot issues).
3. Optimize and keep current the use of Technology and Social Media (Facebook, Website, LinkedIn etc.) for communicating about the work of Boulder AAUW.
4. Photograph all events for display on social media.
5. Provide Database Management
6. Enhance membership
 1. Create engagement booklet that summarizes ways for members to get engaged
 2. Orient new and prospective members every other month using engagement packet
 3. Enable members to choose engagement options, get them involved quickly
 4. Continue to run Meet Ups monthly

Sustainability (Executive) Committee Responsibilities

- Finances: Manage finances and ensure enough resources to support sustainability. Develop budget, prepare monthly reports, conducts audit, manage fundraising, and build reserves. Ensure compliance with 501c3 regulations.
- Orientation: Conduct an orientation at the beginning of a new year and whenever a new Board member is *elected or appointed*.
- Operational Systems: Create effective methods of communication, collaboration, and integration of committee work.
- Research: Perform research on grants and current AAUW national priorities and initiatives and present results to Board of Directors and Committees for further action.
- Strategic Plan: Conduct annual strategic planning meetings and produce strategic plan.
- Succession Planning: Ensure leadership succession plan is developed, implemented, and continuously updated.
- Reports: Keep a record of meetings and provide written reports indicating actions, dependencies, and decisions to be approved to the Board at least 7 days prior to a Board meeting.

Sustainability (Executive) Committee Goals

1. Goal administration
2. Conduct of Annual Appeal
3. Maintain policies and processes
4. Manage Meetings
5. Assure Compliance with Regulations & Bylaws
6. Conduct Strategic and Operational Planning
7. Procure grants
8. Coach and consult with 2 committees and individuals
9. Conduct effective meetings within timeframe available