



**2017 – 2018 STRATEGIC PLAN  
AMERICAN ASSOCIATION OF UNIVERSITY WOMEN,  
REDLANDS, CALIFORNIA BRANCH**

**Mission**

AAUW advances equity for women and girls through advocacy, education, philanthropy, and research.

**Value Promise**

By joining AAUW, you belong to a community that breaks through educational and economic barriers so that all women and girls have a fair chance.

**Vision Statement**

AAUW empowers all women and girls to reach their highest potential.

**Diversity Statement**

AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of sex, gender identity, race, creed, age, sexual orientation, national origin, disability, or class.

**Goal 1 – Membership and Communications**

AAUW Redlands will be highly regarded for commitment to exemplary relations, program value, and multichannel communications fostering a growing global community of members, supporters, students and others who advance the AAUW mission.

**Indicators of success:**

- Satisfactory retention of new members (as noted by 75% of members who joined between March 15, 2016 through March 14, 2017 and renewed their membership for the upcoming year).
- Satisfactory retention of existing members (as noted by 75% of members years 2-3 who renewed)
- A plan has been presented to build programs for working women and women with children which emphasize AAUW and its mission.
- Communications Vice President will maintain website content, so members have up-to-date information about the branch and branch activities.
- In 2016 the Branch Facebook page increased its “Likes” by 22. Between January and July 2017, the “Likes” have increased by 72. Current total of followers (“Likes”) of the Branch Facebook page is 231.

**Strategies**

- The Membership Committee will develop and review annually a plan for recruitment.
- Membership VP will report on retention of members at the January 2018 board meeting.
- Hospitality Committee will develop and review annually a plan for participation and retention of members.
- Continue marketing AAUW Redlands through social and new outreach vehicles for recruitment, retention and organizational visibility.
- Continue working with C/U partners, including Younger Women’s Task Force (YWTF) and AAUW student organizations to find more ways to include students and younger women in local, state and national AAUW events.
- The Communications Vice President will be responsible for updating and maintaining content on the website on a monthly basis and as requested by board members, interest group and/or committee chairs.
- Branch records will be preserved and easily accessed by our board members through DropBox. Records should be posted on the website by the Communications Vice President (if appropriate).

## **Goal 2 – Advocacy**

AAUW Redlands will support AAUW’s mission of advancing equity for women and girls by becoming an advocate for AAUW.

### **Indicators of success:**

- Members are able to communicate their understanding of the purpose and accomplishments of AAUW to others.
- Members are able to recognize the impact of the AAUW Fund and other national or local programs which advance equity for women and girls.
- Members will be educated on how to become a Two Minute Activist and explain why it is important to AAUW.
- Members will be encouraged to go to the branch, state and national AAUW websites at least once a month for updates on AAUW matters important to them.

### **Strategies**

- The Program Committee assigns an activist who encourages members to develop an “Elevator Speech” (two-three minute response) to describe AAUW to nonmembers.
- Public Policy Chair participates in reporting AAUW current Public Policy Priorities to members using the “thought for the day”, newsletter and Facebook.
- The AAUW Fund Chair biennially invites an AAUW Fund recipient to speak at a branch meeting. The annual AAUW Fund meeting includes a presentation on AAUW Fund unrestricted donations and compliance with the branch fund raising policy and procedure.
- The LAF Chair invites an AAUW Legal Advocacy speaker. The meeting also includes a presentation on AAUW Fund LAF restricted donations and compliance with the branch fund raising policy and procedure.

## **Goal 3 – Leadership**

AAUW Redlands will engage and motivate leaders in our branch, and in our communities.

### **Indicators of Success:**

- 75% of Programs for Branch meetings address AAUW priorities directly.
- Promote AAUW national focal points where relevant in programs for branch activities.
- At least two people who have never held a board position will join the at-large board each year.
- Continue the strong campus connection with the University of Redlands and Crafton Hills College as C/U partners.

### **Strategies:**

- Select community leaders as speakers for creative and innovative programs.
- Committee and Interest group chairs recruit at least one newer branch member to actively participate in the group.
- Attend AAUW South East Inter Branch Council (SE IBC) meetings and share experiences.
- Participate in C/U partner events in order to promote AAUW and its mission.

## **Goal 4 – Philanthropy**

AAUW Redlands will target our philanthropic efforts to support programs that provide women and girls opportunities for a lifetime of success.

### **Indicators of Success:**

- Continue Redlands and San Geronio Pass STEM Conference for 900 plus 8<sup>th</sup> grade girls

- Continue to sponsor girls to Tech Trek
- Continue to award NYMS, NCCWSL and High School scholarships
- Continue to award Speech Trek prize money
- Continue to support Family Service Association's Back-to-School project with school supplies
- Continue to support Orangewood High School's Wee Care program with New Picture Books
- Members financially support AAUW Fund
- Members financially support other local branch philanthropic efforts approved by the board

### **Strategies**

- AAUW Redlands groups raising funds or awarding funds submits fundraising proposals to board for approval in a timely manner using the Fundraiser and Activity Information Form in the Policies and Procedures.
- Scholarship Committee estimates the number and dollar amount of Nancy Yowell Memorial Scholarships (NYMS) expected to be awarded.
- C/U Partnership Committee estimates the number and dollar amount of NCCWSL-scholarships to be awarded.
- Speech Trek Committee estimates the number and dollar amount of Speech Trek prizes to be awarded.
- High School scholarship Committee estimates the number and dollar amount of high school scholarships to be awarded.
- Redlands and San Geronio Pass STEM committees estimate the funds necessary for the conference and Tech Trek.
- Annually update the policy and procedures for fundraising

### **Goal 5 – Financial**

AAUW Redlands will have a sound strategy and dedicated stewardship to meet current and projected branch financial needs and challenges, and capitalize on opportunities.

### **Indicators of Success:**

- Financial resources are sufficient to meet and effectively manage the goals
- The branch successfully achieves 501c3 status

### **Strategies**

- Board will make informed decisions regarding fundraising and expenditures
- All projects involving money, will report to the board within two months a detailed account of income and expenses.
- Board will educate members regarding the specific requirements for 501c3 deductions.
- The Annual Financial Report, prepared by the Treasurer and presented at the August Board meeting, includes YTD assets, income and expenses for all programs for the three previous years (beginning in 2017 and going forward)

### **Strategic Planning Committee**

The Strategic Planning Committee will meet once a year to review goals, indicators of success and strategies. The committee will meet prior to the April board meeting; an updated strategic plan will be presented to the Board at the June meeting. The committee will consist of available past presidents, the president, and president elect. The committee may invite other members to join the committee. The committee will be chaired by the immediate past president.

The Strategic Plan will be distributed by the president and will be available on our branch website.