



2021 – 2022 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 an equal opportunity in education and employment.

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 is committed to fostering, through multichannel communications, a commitment to grow a diverse 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, 2020 through March 14, 2021 and renewed their membership for the upcoming year)
- Satisfactory retention of existing members (as noted by 75% of members years 2-3 who renewed)
- To engage working women and women with children by holding branch meetings in the evening or Saturday mornings and to focus on topics of interest to these groups
- Communications Vice President will maintain website content, so members have up-to-date information about the branch and branch activities.
- In 2020 the Branch Facebook page increased “Likes” by 234. Between January 2020 and December 2021, the “Likes” increased from 343 to 577. Current total followers (“Likes”) of the Branch Facebook page is 587.

Strategies

- The Membership and Hospitality Vice-Presidents will be responsible for developing and reviewing an annual plan for recruitment.
- The Membership VP will report on retention of members at the January board meeting.
- Continue marketing AAUW Redlands through social and new outreach vehicles for recruitment, retention and organizational visibility
- Continue working with C/U partners 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 groups and/or committee chairs.
- Branch records will be preserved and easily accessed by our board members. Appropriate records should be posted on the branch website, Facebook page, and Twitter Account by the Communications Vice President.

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.
- The Public Policy committee will be responsible for educating the membership at the October or November branch meeting on how to become a Two-Minute Activist and 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 Membership Vice-President will develop and provide to the members a brief presentation to describe AAUW to nonmembers.
- Public Policy Chair will participate in reporting AAUW current Public Policy priorities to members using the “thought for the month”, newsletter and Facebook.
- The AAUW Fund Chair will annually invite an AAUW Fund recipient to speak at a branch meeting. The annual AAUW Fund branch meeting include a presentation on AAUW Fund unrestricted donations and compliance with the branch fund raising policy and procedure.
- The Legal Advocacy Chair will annually invite an AAUW Legal Advocacy speaker for one of the branch meetings. The branch meeting will include 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
- Elect three members each year as at-large-representatives to serve as voting members on the AAUW Redlands branch board
- 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:

- Maintain a Fundraising Chairperson to coordinate fundraising activities
- Continue the STEM Initiative for 900 plus 8th grade girls
- Continue to sponsor girls to Tech Trek
- Continue to award the Nancy Yowell Memorial, National Conference for College Women Student Leaders (NCCWSL) and High School scholarships
- Continue to award Speech Trek prize money
- Continue to support the 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 will estimate the number and dollar amount of Nancy Yowell_Memorial Scholarships (NYMS) expected to be awarded.
- C/U Partnership Committee will estimate the number and dollar amount of NCCWSL-scholarships to be awarded.
- Speech Trek Committee will estimate the number and dollar amount of Speech Trek prizes to be awarded.
- High School Scholarship Committee will estimate the number and dollar amount of high school scholarships to be awarded.
- Redlands STEM Initiative Committee will estimate the funds necessary for the 8th grade girls 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 continues 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 previous year

Strategic Planning Committee

The Strategic Planning Committee will meet once a year to review goals, indicators of success and strategies. The committee will present revised plan at the April board meeting for approval; an updated strategic plan will be presented to the membership 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.