

AAUW Redlands Strategic Plan 2024-2025

Mission: Advancing Equity for Women and Girls through Education, Empowerment, and Advocacy

Values: Nonpartisan. Fact Based. Principled. Inclusive and Intersectional.

Vision: Equity for all

Committee	Goal	Activity (steps to achieve the goal)	Expected Outcome & Measurement Strategies	2024 - 2025 Update to Board
President/PE w support from Board and Nominating Committee	(1) Develop Future Leaders for AAUW Redlands Branch (Chamber of Commerce Leadership Redlands)	<p>Advertise Leadership Redlands in Branches and Twigs.</p> <p>Provide a scholarship to an AAUW person who participates in Leadership Redlands</p> <p>Personally invite good candidates to apply for Leadership Redlands</p> <p>Let Nominating Committee know who the LR participant is and encourage them to find a role for them in 2025-2026 or 2026-2027. M-a-L might be a good next step.</p>	<p>Have at least 1 AAUW member participate in Leadership Redlands in 2025 and 2026</p> <p>Have participant take on a leadership role in AAUW Redlands branch in 2025-2026 or 2026-2027</p>	<p>In December 2024 and 2025, President will inform the board if any AAUW members have been accepted into Leadership Redlands.</p> <p>Quarterly beginning in 2025 have the LR participant update the board on their activities in the program. (March, June, Sept, Dec)</p> <p>In final quarterly report (Dec 2025) indicate how the participant sees their future contribution to AAUW and give the board feedback on the usefulness of the program for future participants. Add June 2026 branch meeting update.</p>
	(2) Develop Future Leaders for AAUW Redlands Branch (Member-at-Large)	<p>Update Members at Large job description to intentionally recruit people with leadership potential.</p> <p>Explicitly ask Nominating Committee to look for leadership potential as they find candidates for M-a-L.</p> <p>When orienting M-a-L, find specific ways they can contribute in a given year. These may be different each year depending on the people and the branch needs</p> <p>Give M-a-L a broad view of the branch by including them in some P/PE activities.</p> <p>Periodically, check in w M-a-L to see how they are coming along.</p>	<p>Nominating Committee considers M-a-L for an additional board position.</p> <p>Overtime, 2/3 of the M@Ls become leaders</p> <p>M-@-Ls take on a board , major project chair, or support position in the future.</p> <p>Overtime, 2/3 of the M@Ls become leaders</p>	<p>(1) August or Sept Board meeting, report to the Board how the M-a-Ls will be included this year.</p> <p>(2) In June, ask M-a-L to convey to the Board how they see themselves contributing to AAUW in the future.</p>

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President, Communications, and Finance (Sustainability, Education, Leadership)	Improve the ability of Board members to use our Microsoft tools effectively	<p>Every Board member, Program Chair, and Interest Group Chair will be given an @AAUWRedlands.org account</p> <p>Written Documentation on how to use Outlook & Teams for mail, meeting and calendars will be posted in the AAUW Redlands CA Team files</p> <p>Individual consultation sessions will be available for members to ask questions and get their Teams and Outlook properly configured for easy use.</p> <p>Periodic tutorials will be held on Outlook and Teams topics.</p>	<p>During the summer, new accounts will be given to new board members, committee chairs, and interest group chairs with instruction on how to activate and use the account. Accounts will be given to committee members on the request of a chair.</p> <p>In October, voting Board members will report that they can access Outlook and Teams. At least 50% of committee chairs (both elected and appointed) are using Teams, have their committee members added to their Team and have uploaded files to the shared documents area.</p> <p>A schedule of tutorials/topics will be created for Jan-June of 2025. Each tutorial will include an evaluation and a solicitation for future topics.</p>	<p>Report to the Board at the summer meeting those who have an account.</p> <p>A list of groups using teams will be reported to the board in January and June.</p> <p>By January a schedule will be published.</p>
	Improve the financial literacy of the Board	<p>Treasurer will reorganize and simplify the branch chart of accounts to make our statements as logical and easily read as possible.</p> <p>Develop a seminar on reading financial reports to be delivered each summer or early fall to new board members.</p>	<p>Board members agree they can understand the chart of accounts.</p> <p>Board members express confidence in reading the financial reports and asking questions about branch finances.</p>	<p>June 2025 Treasurer will show the board a new and improved chart of accounts</p> <p>Summer 2025: Seminar is offered.</p>
	Improve the mission budgeting process to clearly express the amount of mission work that can be afforded in the budget cycle.	During budgeting, mission activities will be clearly specified, enumerating all scholarships with a bottom line number for all mission activity.	The board and Fundraising team know how much money needs to be raised in the given fiscal year.	Board meeting March 2025

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Fundraising	Ensure the branch has sufficient sustained income to support current mission activities and to expand the mission activities in line with other Strategic Plan goals.	<p>Establish a Fundraising subcommittee focused on generating additional AAUW Redlands event sponsorships, grants written, and community and member donations.</p> <p>Establish monthly Fundraising subcommittee meetings to spur sponsor/grant identification and outreach, create promotional tools, and track action steps.</p> <p>Work with the Budgeting Team to establish annual goals for Fundraising</p> <p>Focus on direct fundraising efforts to expand fundraising opportunities via grant writing, foundations, individual and business solicitations, etc. Create, update, and review quarterly a spreadsheet of potential sponsors that tracks contact info, member-owners, touchpoints, target event, and outcomes. Use the Spreadsheet to create action items and timelines for fundraising annuals</p> <p>Engage membership in fundraising activities through newsletters, branch meeting updates, and participation on Fundraising committee.</p>	<p>Increase annual Mission Fund and STEM Fund revenue by a minimum of 10%+ annually over the next 5 years.</p> <p>Review of Mission/STEM funds received to date against target goals happens at least 3 times a year.</p> <p>Fundraising Team actively engages in the budget process to ensure reasonable yearly goals</p> <p>Financial subteam has a comprehensive spreadsheet and tracking mechanism, has a time line identified for implementing fundraising activities, and uses these tools to plan and conduct activities.</p> <p>A minimum of six articles about fundraising appeared in Branches and Twigs during the 2024-2025 program year. (These would include FilmFest and BridgeScramble advertisements).</p>	Review Fundraising financials vs goals with board periodically. (Sept, Jan, May)

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STEM Initiatives	Ensure the long term sustainability of STEM Initiatives by developing continuing leadership in this area.	<p>Explore reinstating STEM Initiatives Chair(s) as Voting Board Member(s). Consider having two voting board members for this position, 2 year term, offset years for this position.</p> <p>Ask current conference sub-committee leaders to develop a description of their role and the pre-conference and conference day duties they perform and a list (preferably in chronological order) of the specific tasks to be completed by them or in conjunction with their designated committee members in advance of each conference day. Organize and post the information on TEAMS.</p>	<p>Discuss with Board and STEM Committee the advantages/disadvantages of making this position a Voting position.</p> <p>Modify the By Laws to reflect the decision</p> <p>The various sub-committee leadership roles and duty lists will be available on TEAMS under STEM.</p>	<p>By June 2025</p> <p>By August 2025</p> <p>By June 2025</p>
Public Policy & DEI	Protect and educate our Redlands community against book banning, curricula censorship, and policies that harm LGBTQ+ students in our schools.	<p>Educate the board and branch about these issues using AAUW CA webinar and tool kit information.</p> <p>Link to AAUW CA webinar 2023</p> <p>Have a regular presence at RUSD School Board meetings.</p> <p>Hand out AAUW CA flyers that counteract misleading information about Public Education that is being spread by other groups.</p> <p>Have regular updates in Branches and Twigs about observations at school board meetings.</p>	<p>At least 10 branch members have viewed the webinar.</p> <p>AAUW members are at most school board meetings</p>	<p>Written or Oral reports to the Redlands branch board after every school board meeting.</p>

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Archives	<p>Goal 1: Consulting with officers, committees, Community Action and Interest Groups, review potential archival items along with its provenance and determine whether active or permanent.</p>	<p>A) Evaluate whether file formats for long term storage exist; also develop appropriate search terms for files stored on Teams</p> <p>B) Reevaluate status of file types biannually with Communications Team to get update on whether format types are or may be changing; our Goal is to minimize effort to access and utilize and avoid converting documents/records into new formats.</p> <p>Evaluate how each group that creates records, data, receives awards can meet the policy.</p>	<p>Following meetings with AK Smiley Public Archives Staff and evaluating file formats for documents, photos, etc we can assess effectiveness of this plan. Plan for minimal disruption as years evolve and formats do not change frequently, and researchers can locate the data they seek.</p> <p>Our Archives grow with new materials, whether historical or current.</p>	<p>November Board Meeting</p> <p>Biannually</p> <p>November Board Meeting 2024</p>
	<p>Goal 2: Complete Branch Policy Procedure Records Retention document for training.</p>	<p>Train small groups</p> <p>Keep the Archives Team available for inquiry.</p> <p>Develop a training schedule for Branch Collections; materials available at state or national AAUW offices do not qualify.</p>	<p>Once the Policy/Procedure is final we begin training with several groups at once and validate the groups approach as consistent with guideline, allowing time for correction.</p>	<p>April</p>
	<p>Goal 3: Schedule meeting with executive committee to finalize specific policy, to include: 3-5 year active to permanent archive transition, archive access permissions, Teams access permissions, review of expiring records prior to deletion, other items as they arise.</p>	<p>Once documents are final draft review for final approval.</p> <p>work with the President to set a meeting date</p> <p>update Records Retention and Policy based on decisions made at the meeting and publish.</p> <p>Begin training. then evaluate, modify and continue.</p>	<p>The Executive Committee will validate the Committee work and seek correction of Policy/Procedure where necessary to meet AAUW guidelines.</p>	<p>Training in January, report to Board March 2024 2025?</p>

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College University Partnership	5 year goal to have sustained robust partnerships with 5 area colleges: UofR, SB Valley College, Crafton Hills College, CSU San Bernardino, and Mount San Jacinto College and to send two students from each school to the annual NCCWSL in WA, DC	<p>2024-2025 Identify new sources of funding for NCCWSL so that we have support for three students every year going forward. Increase the C/U partnership committee to include 2-3 members working with each student group.</p> <p>2026-2027 Secure on-going funding for an additional 2 students (MSJC). Expand partnership to MSJC. Continue to strengthen existing partnerships w at least 2 on-campus events at the 3 original schools.(SBVC, UofR, CHC)</p> <p>2027-2028 Strengthen existing partnerships with 2 on campus events at SBVC, CHC, & UofR and 1 on campus event at MSJC. Recruit new committee members to begin work with CSUSB. Begin Exploration of CSUSB partnership.</p> <p>2028-2029 expand partnership to CSUSB, secure funding for 2 CSUSB NCCWSL students. Continue partnership strengthening with 2 on-campus events at SBVC, CHC, UofR, and MSJC.</p>	<p>A strong committee with active members exists. On-going funding is secure. 3 students are sent to NCCWSL in Summer of 2025. Campus events are attended by at least 5 students on each campus. 6 students are sent to NCCWSL in summer 2026. Committee has expanded to allow for partner school expansion. A connection at MSJC has been identified</p> <p>Campus events are attended by at least 5 students on each campus. MSJC partnership has been made official and campus reps are identified. 8 students are sent to NCCWSL in summer 2027. Committee remains robust with excited, committed members and additional members are added.</p> <p>Campus events are attended by at least 5 students on each campus. 8 students are sent to NCCWSL in summer 2028. Committee has expanded to allow for exploration of a CSUSB partnership. A connection at CSUSB has been identified.</p> <p>Campus events are attended by at least 5 students on each campus. CSUSB partnership has been made official and campus reps are identified. 10 students are sent to NCCWSL in summer 2028. Committee remains robust with excited, committed members and additional members are added.</p>	<p>Report to the Board at the June 2025 meeting. Report to Branch at Sept meeting, including NCCWSL attendees.</p> <p>Report to Board in a timely manner the intended campus events for the upcoming year, along with tentative dates and campus approval. Report to the Board at the June 2026 meeting regarding NCCWSL funding and attendance. Report to Branch at Sept meeting, including NCCWSL attendees.</p> <p>In 2026, Report to Board in a timely manner the intended campus events for the upcoming year, along with tentative dates and campus approval. Include names of all C/U reps at partner schools. Report to the Board at the June 2027 meeting regarding NCCWSL funding and attendance. Report to Branch at Sept meeting, including NCCWSL attendees.</p> <p>In 2027, Report to Board in a timely manner the intended campus events for the upcoming year, along with tentative dates and campus approval. Report to the Board at the June 2028 meeting regarding NCCWSL funding and attendance. Report to Branch at Sept meeting, including NCCWSL attendees.</p> <p>In 2028, Report to Board in a timely way the intended campus events for the upcoming year, along with tentative dates and campus approval. Report to the Board at the June 2029 meeting regarding NCCWSL funding and attendance. Report to Branch at Sept meeting, including NCCWSL attendees.</p>

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<p>Communication (public relations/community engagement)</p>	<p>(1) Redlands branch meetings & activities will be published in print and online on external news outlets & calendars</p> <p>(2) Contribute to articulation, representation, presentation of our mission, brand, messaging, focus.</p> <p>(3) Keep records of current submissions, archive published articles</p>	<p>Track Relevant outlets: contact info, most effective method, style, length and timing of submissions.</p> <p>Develop, maintain and track outlet relationships</p> <p>Provide Incoming Board members and committee chairs with an orientation about branding and messaging.</p> <p>Branch mission statement will be recited at the beginning of every board meeting and printed in relevant internal and external communication.</p> <p>Review and provide input & suggestions for external documents.</p> <p>Easy-access examples of Elevator speech, boilerplate for meetings, descriptions of Redlands Branch, style</p> <p>Maintain archive of published articles</p>	<p>A minimum of 10 articles per year about AAUW Redlands branch programming will appear in external news media.</p> <p>Committee Chairs and Board members are able to recite our mission statement from memory</p> <p>Review of external communication shows a majority have proper AAUW branding.</p>	<p>A list of external news articles will be reported to the board in January and June</p>