

# 2017 – 2018 AAUW Carlisle Strategic Plan

# refers to footnote of action taken

	Low Impact	High Impact
High Effort	<p><i>These activities are like a hamster wheel—lots of effort for little results. Explore further—maybe break into smaller pieces or figure out root cause.</i></p> <p>Co-host event for Dickinson College faculty with AAUW Student Organization</p> <p>Brunch for graduating Dickinson AAUW Student Organization graduating seniors and give them an AAUW cord #</p> <p>Offer Work Smart</p>	<p><i>Activities in this quadrant will take lots of branch resources and long length of time to implement. Before launching, evaluate branch resources to be successful and to sustain.</i></p> <p>We create AAUW Carlisle Speaker’s Bureau and offer to other groups</p> <p>Expand of voter education (ie: school board questionnaire and candidate forums) #</p> <p>Fundraising (not raising more money from members)</p> <p>Member age #</p> <p>Member involvement #</p> <p>Member retention #</p> <p>Member diversity #</p> <p>Expand geography outside Carlisle</p> <p>Analysis of members—who attends what; why and why not</p> <p>Active in the community; being seen #</p> <p>More social events providing opportunity to talk/visit with one another #</p> <p>Develop more interest groups #</p> <p>Developing leaders #</p>
Low Effort	<p><i>Activities in this quadrant are of minimal substance. Can these be resolved easily with a change of process or pursued in normal branch activities?</i></p> <p>Evaluate board positions; role for Executive Committee; off board positions #</p> <p>Target surrounding colleges for members</p> <p>Provide scholarship to NCCWSL (National Conference for College Women Student Leaders) for Dickinson Student Organization member</p> <p>Varying meeting times for monthly meetings #</p> <p>Recognize girls excelling in math and science (ex: Lower Bucks and Fox Chapel)</p>	<p><i>Relatively speaking, activities here will require few branch resources and a short time to implement. Definitely pursue.</i></p> <p>Target surrounding colleges for programming</p> <p>Host a new member gathering (with some board members) to welcome and introduce AAUW and the branch #</p> <p>Utilize AAUW resources and support #</p> <p>Identifying appropriate/attractive programming #</p>

- 1 Presented AAUW graduation cord to seniors on AAUW Executive Board Executive Board. In budget and calendar for 2019.
- 2 Conducted school board candidate survey and held CASD candidate forum(primary and general) in 2017. Public Policy committee creating plans for ongoing vote education efforts and candidate forums.
- 3 Without exact data, our feeling is that new members are younger and therefore the average age of our members is younger. Attribute this to being visible in the community --out and about doing what AAUW does.
- 4 Members are engaged in attending meetings, attending/participating in public policy events, volunteering, attending interest groups. See different members; not just a small core doing everything.
- 5 Concern was the \$10 increase in AAUW dues would stifle membership renewals. As of this writing, that doesn’t appear to be AAUW Carlisle’s experience.
- 6 We continue to build relationships with diverse communities through our public policy work. The Board will keep a focus on diversity and inclusion.
- 7 We increased our visibility through various activities and events. The Board will continue to prioritize community involvement.
- 8 Offering more opportunities for members to gather informally. RBG movie event is an example. The new Interest Group, Breakfast Club formed and there is interest for others.
- 9 To make it easier for members to accept leadership positions, all Officers and Chairs were asked to update their position descriptions to include key activities and dates. Improving how we hand-off responsibilities to successors will receive continued emphasis.
- 10 It was thought that Board meetings could be shorter if the Executive Committee assumed more decision making responsibility. Because the input from all elected and appointed Board members is important and valued for all decisions, the role of the Executive Committee will not change. We will work to keep Board meetings crisp. Three 2018-2019 positions are held as off-board.
- 11 In addition to the December 2018 branch meeting, the February 2019 branch meeting will be held during the day.
- 12 A very successful new member social was held. The plan is to hold one for every ten new members.
- 13 Every Board member is encouraged to make aauw.org a main source of information.
- 14 A initial look at the 2018-2019 programs signal this was accomplished.