

**2018-2019 AAUW Carlisle Strategic Plan
Branch Update
September 2018**

Strategic planning began at the June 2018 Board meeting. We asked four questions.

1. What do we want AAUW Carlisle to be known for?
2. Goals for the branch.
3. Goals you have for your role/position.
4. Items you would like a peer to set as a goal.

Check out each section below to see the **progress** from the September Board meeting.

AAUW Carlisle is known for. . . .

Pat Markowski is transforming our input into a sentence or two for the Board to review.

- Person didn't reply "what's that?"
- Person didn't reply "you use to sell used books"
- Gives scholarships to deserving young women
- Organization involved in all public policy impacting all women
- Partnered with X organization/s for Y activity/event
- Knowledge of gender equity issues and educate others.
- Emphasizing Carlisle in publicity
- Offers interesting, thought provoking, informative programming
- Welcoming, kind, friendly, happy
- Sponsoring activities supporting young girls
- Cutting edge research
- THE organization in Cumberland County of dynamic, proactive, educated women
- Continue to fulfill the AAUW mission

Branch Goals (strikethrough indicates deleted because duplicates or is similar to another)

Deleted duplicate or similar goals (strikethrough indicates deleted). Prioritized goals by using forced voting method. Each attending Board member had three votes to award to goals. We will begin exploring those with 4 or more votes.

Votes (Sept)	#	Goal (contributor)
7	9	Create ad hoc fundraising committee to explore fundraising needs and new ways to raise money (Ann)
6	1	Diversity (Marjie)
6	16	Recognize girls excelling in math and science (Marjie)
5	8	Conduct member survey (Ann)
4	7	Investigate holding Work Smart salary negotiation workshop (Ann)
2	14	Scholarship to NCCWSL from branch
1	4	Increase membership to 90-100 (Mary)
1	6	Develop a partnership with a middle school to mentor under-achieving girl students. (ie: volunteer for Saturday work recovery) (Gail)
1	11	Increase scholarship amounts (Kathleen)

1	12	"Everyone bring one" guest for branch meetings to help increase membership (Kathleen)
1	15	Identify fundraiser for branch (Kate)
1	20	Target surrounding colleges for programming
	2	Minority outreach
	3	PR campaign to increase awareness in community (Mary)
	5	Survey of members to discover why a member is inactive/doesn't attend meetings (Carmen)
	10	Consider having a luncheon and game of choice and silent auction event for the scholarship fund (Mary Berwick)
	13	Every member talks to a least one person at branch meetings that she doesn't already know (Kathleen)
	17	Scholarship for NCCWSL to AAUW Dickinson member (Ann)
	18	Recognize girls excelling in math/science
	19	Analysis of members—who attends what and why/why not
	21	NCCWSL scholarship
	22	Target surrounding colleges for programming

Board Member Goals

Board members are reviewing the suggestions to decide the goals for their specific Board role. Will share when the list is finalized.