

2019—2020 Strategy

AAUW Carlisle

Rev. 1 September 13, 2019

The Board conducted strategic discussions in the June and September Board meetings.

Board discussions to occur throughout the fiscal year

- Diversity
- Branch dues amount
- Board meeting schedule, time and duration, agenda
- Board staffing
 - Since we aren't successful identifying a branch photographer, every event/project chair is responsible: to take photos or delegate; send to Social Media for Facebook and/or website; include with newsletter articles.
 - Added STEM Chairs – Barb Attivo and Lillian Wong
 - Added College/University Relations Chair
 - Search for Diversity and Inclusion Chair
 - Search for Community Activities Chair
- How to support AAUW Work Smart
 - Outreach to professional organizations

Branch Projects (project chair)

- Develop a fundraising strategy for Higher Education Scholarships, Branch Initiatives, Work Smart workshops. (Carol McAnulty)
- Outcomes of member survey (Pat Markowski)
- Member Engagement (Board)

Board member projects

- President
 - Create Planning Calendar
- Financial Officers
 - Implement credit card payment option for fundraising at branch meetings
- Program
 - Online RSVP for meeting registration to enable using credit cards for payment
- Past President
 - Communication “tree”
 - Organize rides for members unable/unwilling to drive to meetings or events
- AAUW Funds (Carol McAnulty)
 - Fundraising outside of membership.
 - Informing members of AAUW Funds; encourage donations to AAUW
 - Fundraising event for AAUW General Needs Fund.
- Communication (Pat Markowski)

- Implement one topic polling at Branch meetings, as needed
- Community Activities (open)
 - Holiday event – Eisenhower Farm at Christmas
- Diversity & Inclusion (open)
 - Outreach to professional organizations
- Historian (Rose Smith)
 - Take more oral histories
 - Update history from 1999-2019 (95th) in a document
- Interest Groups (Wendy Armour Dickinson)
 - Increase involvement
- Social Media (Ann Pehle)
 - Increase Facebook reach
 - Start working with Instagram
 - Develop Social Media criteria for consistency amongst those in role
- Yearbook
 - Evaluate member survey data about Yearbook
 - Committee to review and recommend changes to Board
 - Content to include
 - When and how to distribute