

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

UPDATED

Diversity – Discussion at November 2019 Board meeting

- November discussion conclusion
 - We should be more mindful about purposefully design programming that cover diversity themes and to encourage members to be present at events that support our diversity collaborators. For example, the Hope Station Black Cultural Festival, Saturday, February 29, 2020.
- Update on suggested actions
 - Educate our members on the topic and to make them more aware of implicit bias and white privilege in a branch meeting and/or Topic Talk. Speaker ideas are:
 - Ann Van Dyke
 - One of Carlisle's Human Relations Commissioners might also be a good choice to address the impact of the local Human Relations Ordinance.
 - Ann's additions
 - Reprise December 2018 content – intersectionality
 - Articles on diversity and inclusion in the newsletter
 - Expect Program VPs to have at least one branch meeting every year on a subject related to diversity and inclusion topics.
 - Organize a branch one-read challenge for "How to Be an Antiracist" by Ibram X. Kendi
 - Ann's additions
 - Ibram X. Kendi is lecturing at ATS on Thursday, February 6.
 - Organize a follow up event for branch members for additional discussion about Ibram X. Kendi's lecture and book. Ann will ask Carolyn and Angelica if they are interested in organizing.

- NIOT and Moving Circles is "Building Coalitions Against Oppression 2020: What Does that Look Like?" which is scheduled for January 28,2020, the night of our January Branch meeting.
 - Ask some Branch members to attend representing AAUW Carlisle
 - Ann mention at Branch meeting that we have members attending this building coalition meeting.
- Linda Brunski suggested we survey the members to gain their understanding of diversity and inclusion. Pat Markowski volunteered to work with Linda on a meeting poll (part of her strategic plan work).
- Shirley Gehringer mentioned reaching out to other ethnic communities (such as the Indian/Pakistani community in Carlisle, as we did with the Carlisle black community, to gain understanding.