

# 2020—2021 Strategic Actions

## AAUW Carlisle

Approved September 8, 2020

The Board conducted strategic discussions at the June and September Board meetings and at a special ad hoc meeting in early September. We used the AAUW and AAUW Pennsylvania plans as a foundation, while building on past branch strategic action plans to create the FY21 plan. Read the [FY20 annual report](#) for background to this year's plan.

Strategic actions, identified and prioritized in the brainstorming and discussion sessions, are grouped into **Branch Strategic Areas** and will be managed by the Board. The incumbent in AAUW Carlisle Board positions, agreed to the **Board Member Projects** and are responsible for completion.

## Branch Strategic Areas

### Diversity & Inclusion

Diversity & Inclusion includes membership, branch programs, and our work in the community.

- A diverse membership means age, race, gender identity, religion, sexual orientation, education, career discipline, etc.
- We will purposefully design programming to cover diversity themes and challenge ourselves to be open to unfamiliar concepts and topics.
- We will continue to collaborate with diverse community organizations and encourage members to be present at events in the community that support diversity and inclusion so we are visible to the entire Carlisle community.

FY21 actions include:

- Broaden diversity in membership
- Increase age diversity--new members of military spouses, female military, and young professionals
- Build on the success of the August 18<sup>th</sup> *Racism: Let's Begin the Dialog* ([September newsletter, page 7](#)) and plan more conversations.
- Continue Diversity & Inclusion column in the newsletter to include activities, events, discussions etc for our exploration and discuss at branch meetings.
- Explore diverse community groups in the Carlisle community for the purpose of discovering organizations those we are not aware of and determine a strategy for building a relationship as done with Hope Station and YWCA Carlisle.
- Gain member understanding on diversity and inclusion.

### Membership Engagement

- Start mentor program to address need of meeting new members and introducing to the branch.
- Encourage and create opportunities for intentional socializing at meetings – meet new people

- Reestablish relationship with AAUW Dickinson student group
- Develop method for keeping record of former members so branch may acknowledge their achievements, death, etc. (NOTE for this draft: added by AKP while writing document; reflects email conversation after the death of Marilyn Durr)
- Continue to increase number of members involved in interest groups.

## **Community Engagement**

- STEM
  - Hold the third [Trailblazers event](#), celebrate the girls in Career and Technical Education Programs of Study at Carlisle Area High School.
  - Continue to build a relationship with Junior Achievement by (at a minimum) recruit members to volunteer at Junior Achievement STEM Summit.
  - Explore additional ways to recognize girls in math and science.
- Work Smart
  - Find way to do more Work Smart workshops—in person; virtual.
  - Promote Work Smart online
  - Outreach to professional organizations
- Public Policy
  - All of our Public Policy work, organized by the Public Policy Committee gives voice and brings attention to AAUW gender equity issues in the community.
  - Additionally, through Public Policy, we are visible in the Carlisle community.
- Increase visibility in Carlisle community
  - Identify ourselves as AAUW members when working in the community with a pin, mask, etc.
  - Increase community coverage/awareness of AAUW Carlisle and our work.

## **Branch Initiative Fundraising**

- Develop a fundraising strategy for Higher Education Scholarships, Branch Initiatives, Work Smart workshops, etc.

## **AAUW's Five-Star National Recognition Program**

- Pursue fulfilling criteria required for remaining two achievement stars.
  - Public Policy & Research
  - Governance & Sustainability

## Board member projects

### President

- Fill open Board position
- Continue to keep Board meeting relevant, by evaluating agenda, schedule, time and duration.

### Financial Officers

- Set up credit card payment system to pay for silent auction etc.
- Start a Finance committee.

### Program

- Job description for meeting/speaker program chair.
- Job description and billing/reimbursement process for meeting hostesses.

### Membership VPs

- Launch membership committee
  - Figure out how to assist members with transportation to meetings/events.
- Invite foreign officer war college spouses
- Find out why new members are joining
- Evaluate new member socials
- Make sure non-tech savvy members are included in online programs

### Past President

### AAUW Funds

- Informing members of AAUW Funds and encourage donations to AAUW
- Fundraising event for AAUW General Needs Fund.
- Explore social media fundraising around special dates, including member birthdays

### Communication

- Evaluate new member interview for newsletter
  - Understand needs of new members and their expectations

### Community Activities

### Diversity & Inclusion

### Historian

- Take more oral histories to supplement what was started for the 95th

- Update history from 1999-2019 (95<sup>th</sup>) in a document
- Sorting, tossing, reorganizing our archives—what Linda Robbins helped you launch.
- Update AAUW Carlisle history from 1999-2019 (95th) in a document
- Capture all the articles from The Sentinel.
- Capture photos and stories from website

## **Interest Groups**

- Continue to grow the participation in interest groups as a supplement to branch membership.
- Add interest groups that reflect members' interest to enhance our sense of community.
- Ensure that the interest groups tie to AAUW's mission statement.

## **Public Policy**

- Clarify difference between developing relationship individually and conducting official branch business.
- Actively work to pass Equal Pay legislation in the 2019-2020 General Assembly

## **Social Media**

- Zoom tutorials on managing meetings
- Expand Social Media by using Twitter and Instagram
- Develop Social Media criteria for consistency amongst those in role
- Identify second Facebook Editor
- Identify website back-up

## **Yearbook**

- Evaluate 2019 member survey data about Yearbook
- Evaluate whether to add member photos
- Evaluate whether to continue including education and spouse