

**Poughkeepsie Branch AAUW, Inc.**  
Strategic Plan 2014-2016

AAUW Activities	Target Audience	Goals	Strategies to Accomplish Goals	#s Served	Resources Required
<b><u>MEMBERSHIP:</u></b>					
<b>Membership Recruitment and Retention</b>	University Women and College students	1) Define capacity and what success means 2) Concentrate on retaining members. 3) Develop a campus outreach effort to connect with college faculty and students 4) Focus on diversity of membership, programs, age, culture, issues, religion	1) To recruit, identify businesses with large pools of women employees, and women-run businesses & create awareness about AAUW 2) Work with Diversity Committee to recruit minority members 3) Determine reasons why members do not renew 4) Interface with members on a frequent basis via email and telephone. 5) Collaborate with VPs, coordinators and chairs to help members become engaged in AAUW activities 6) Design a plan for campus outreach and recruitment of C/U partners and faculty and students	Current and prospective members	1) Members to serve Membership recruitment & retention committees 2) Funding to cover expenses of training committee members, materials, booklets, directories, postage, etc.

<b>Membership Engagement</b>	Existing Membership	4)Raise engagement level of current members and bring more members into leadership positions	1)Involve at least one new member in each committee 2) Inform Interest Group Coordinator and Community Outreach Chairperson on committee needs 3) reach out to individuals rather than waiting for volunteers 4)Hold presentations at each general membership program to inform members of needs	Entire Membership	<b>None</b>
<b>Public Policy</b>	Members and Community	1) To educate members about issues related to AAUW's mission and to motivate them and the community to participate in the electoral process. 2) To motivate members take action when bills affecting women are before our government representatives 3) Help members understand present candidates' positions	1) Distribute brochures and flyers at meetings to introduce members to AAUW's Action Network and Two-Minute Activist 2) Write monthly article on what actions have been taken on bills affecting women's issues and the AAUW mission. 3) Hold candidates' forums	Membership Plus community	1) Brochures and flyers from State AAUW (Already have) 2) Members to serve on Public Policy Committee 3) Funds to cover forum expenses
<b>Interest Groups</b>	Members	1)To provide social and recreational activities for our members. 2)To be a liaison between group members and the Branch as a whole. 3)To help retain members.	1)Create a wide variety of groups through which physical, intellectual, creative and social needs can be met. 2)Create awareness in group members of Branch meetings and activities and encourage participation. 3)Keep the Branch informed of all current activities through the newsletter. 4)Welcome new members with the understanding that Interest Groups may be their introduction to AAUW.	>200	

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<b>Monthly Membership Meetings</b>	All members and the general public	<p>1) To support and guide development and implementation of a mission-based monthly meeting program. These programs include the Membership Open House in the Fall and the year-end Annual Meeting</p> <p>2) Include state and national AAUW issues</p>	<p>1) Develop and announce program criteria appropriate for programs. Receive program suggestions from membership</p> <p>2) Discuss programs with Membership VP, Community Chair, Interest Group Coordinator, newsletter editor and the President to finalize list</p> <p>3) Provide Publicity Chair with information about programs, to promote within the community. Provide information to Communications VP to publicize within membership</p> <p>4) Write newsletter articles about programs</p> <p>5) Coordinate with Hospitality Chair, engage venue and make required arrangements</p>	<p>Increase members per meeting.</p> <p>100 attendees at Open House</p> <p>Increase attendees at Annual Meeting</p>	Funds to cover use of facilities and facility insurance, food, printing, materials

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<b>Education STEM</b>	Members and school-aged children	Develop one STEM –related program for middle –school children	Partner with community resources to plan, fund and implement STEM program	30-40 children	Members to serve on Committee and to participate in program as volunteers
<b><u>COMMUNITY OUTREACH:</u></b>					
<b>Community Outreach</b>	Diverse groups with the community	1) To determine community needs and address specific equity issues  2) To further educational opportunities for community members  3) To increase awareness of social issues both among our members and the greater community	1) To develop specific programs which address identified community needs  2) To sponsor workshops or special events to increase community awareness and stimulate community action  3) To provide training to members to volunteer in specific community outreach programs  4) To implement community action programs		
<p>Community outreach programs will vary each year based on community needs and member involvement.  <b>Current programs include:</b></p>					

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<i>International</i>	Members, community	<p>1) Implement ways for our members to be more informed global citizens, focusing on women's rights around the world.</p> <p>2) positively affect women's issues in the developing world</p>	<p>1) Bus Trip to UN</p> <p>2) Women's Day Celebration</p>	Membership and community	Funds to cover Women's Day materials
<i>Diversity</i>	Members & Community	<p>1) To expose Diversity Committee members to diverse cultures and practices</p> <p>2) To engage AAUW members and the community in discussions about issues of diversity</p>	<p>1) Encourage members to coordinate presentations about their own cultures or those of others</p> <p>2) Create programming which provokes dialogue and opportunities to discuss issues of diversity and their impact on our community</p>	Membership and community	funds needed to facilitate programs to meet the goals of the diversity committee
<i>Leading to Reading</i>	Children from low and moderate income families	<p>1) Distribute books to children with limited resources.</p> <p>2) Support early literacy programs in Dutchess County.</p> <p>3) Continue a multi-generational program.</p>	<p>Plan and implement:</p> <p>1) Book giveaways</p> <p>2) Special reading celebrations</p> <p>3) fundraising and grant writing activities</p> <p>4) volunteer sessions to assemble book packets</p> <p>5) Involve the residents of a senior housing program and middle school students in Leading to Reading</p> <p>6) Community Readers Program</p>	500	Books, materials for packets, grant research and writing, volunteer work sessions, Manor at Woodside staff support.

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<i>Let's Do Math</i>	Math teachers and School-aged children	<ol style="list-style-type: none"> <li>1) To support Math literacy in early childhood through the Let's Read Math Program</li> <li>2) To investigate other math related needs in community</li> </ol>	<ol style="list-style-type: none"> <li>1) Recruit committee and committee chair</li> <li>2) Train AAUW members to use the "let's Read Math" program</li> <li>3) Outreach to early childhood programs to train teachers to use the program</li> <li>4) Provide tools and materials to teachers and members</li> </ol>	<p>Train 10-15 teachers to use program</p> <p>Serve 100 children</p>	Funds to cover materials, facilities, food
<i>Stand Up to Domestic Violence</i>	AAUW Members, Community, Magistrates Association, Policy Makers, State, National & local Domestic Violence Coalitions & Communities	<ol style="list-style-type: none"> <li>1) Compile objective data for a written report on court accountability for domestic violence victims</li> <li>2) Publicize the report in The Branch, local newspapers and in an AAUW/public meeting</li> </ol>	<ol style="list-style-type: none"> <li>1) Train volunteers on victimization, the court system, and the court watch project.</li> <li>2) Schedule coverage for desired courts,</li> <li>3) Collate data</li> <li>4) Provide ongoing support to volunteers</li> <li>5) Share findings with judges and other appropriate court personnel. Establish temporary partnership with The Fund for Modern Courts and similar organizations who share similar goal</li> </ol>	Victims, their families, others affected by domestic violence, community	<ol style="list-style-type: none"> <li>1) Volunteer coordinator</li> <li>2) Funds for materials and rental space for meetings as needed</li> </ol>
<i>Partnership for Healthcare Awareness</i>	Members and County residents	<ol style="list-style-type: none"> <li>1) To create awareness of the provisions of the Healthcare Reform Act</li> <li>2) To document women's barriers to healthcare</li> <li>3) To support the DC Health Dpt. in acquiring additional funds for women's healthcare</li> </ol>	<ol style="list-style-type: none"> <li>1) Partner with the DC Health Dept and the DC Medical Society</li> <li>2) Conduct a survey of women's health care needs to be used in discussion forums in different parts of the county</li> </ol>	> 600	Members and community agencies to help with coordinating and conducting information/educational sessions, reviewing surveys, and documenting info

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<i>Girls' Conference</i> (on hold for 2015)	Girls entering 7 <sup>th</sup> grade	1) To provide a forum for girls from diverse backgrounds: To inspire and promote sisterhood, healthy decision-making, confidence and an individual vision.  2) Help girls develop practical strategies to deal with difficult situations. Provide girls with resources and role models.	1) Involve more new members and women in the planning and implementation of this program to ensure its future and create interesting work for our members.  2) Use the Newsletter to invite new members to join planning effort.  3) Develop and implement conference	90 -100 7 <sup>th</sup> grade girls, college students, and AAUW members	Facility (campus), Funds, Workshop Leaders, caterer, artists and mentors and workshop facilitators
<b>Programs which are part of our mission but are not currently active include:</b>					
<i>Careers, Compensation &amp; You</i>	College juniors & community college students with 45+ hours	To help students develop skills in researching careers, and to provide them with tools for evaluating financial aspects of careers	1) Provide resources to help students interview successfully for jobs  2) Collaborate with Membership Committee's C/U outreach program	50	Funds for printing and materials
<i>Campus Outreach to be defined</i>	College Students	To provide to local college students with information on campus safety, right to personal safety and supporting legislation	1) Develop relationships with colleges  2) Develop and implement one seminar on campus on personal safety and legislation	30-50 students and faculty	Funds to cover materials

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<b><u>ANNUAL EVENTS:</u></b>					
<b>Woman of the Year</b>	Women in the local community and AAUW members	1) To honor women who make a significant contribution to the community  2) To promote AAUW's mission and to attract non-members and community partners to AAUW's mission  3) To increase event attendance	1) Ask AAUW members to make honoree recommendations.  2) Select nominee through committee consideration 3) Choose AAUW theme for event and develop program around nominee and AAUW theme  4) Publicize event widely and invite members and women from the community, local businesses, educational and other institutions. Collaborate with AAUW VPs to increase event attendance	Membership, community	Funds to cover venue and materials expenses if not covered by event registration fees
<b><u>FUNDRAISING EVENTS AND ONGOING EFFORTS:</u></b>					
<b>Writers' Tea</b>	Members and Community	1) To raise funds for AAUW scholarships and community outreach programs  2) To increase funds raised to \$8500	1) Recruit authors with wide – spread appeal and conduct a raffle for additional funds  2) Publicize event. Invite members, encourage members to invite friends and family. Invite businesses and other community entities	160-190 attendees	Funds for venue and food not covered by event registration revenue



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<b>Educational Opportunities Fund</b>	Undergraduate and post graduate women and students	1) To increase contributions to the national fund that provides scholarships to women returning to school or changing careers	1) Educate members about the use of the fund 2) Solicit contributions from members 3) Support the Writers' Tea and other fundraising activities that can help bring in funds.	Membership	
<b>DCC Scholarships</b>	Members, DCC Scholarship Awardees	1)To fund two \$600 scholarships for DCC	Inform membership through branch articles and thermometer poster at program meetings. Support our Writers' Tea as major fundraiser	Membership	None
<b><u>COMMUNICATIONS &amp; PUBLICITY:</u></b>					
<b>Publicity</b>	General public	To create awareness about AAUW's mission and programs  Develop a visibility plan	1) Generate increased awareness of and participation in Branch activities, and events  2) Develop relationships with area Charitable and Philanthropic orgs., Cultural Groups to help disseminate information. Use State and National AAUW resources  3) Prepare information, flyers, brochures and publicize through media, institutions, organizations, libraries and other local associations  4) Utilize the Branch Newsletter , web site, and email to share information.		Member Volunteers to post flyers, send e-mails and invite friends and associates to our programs
<b>Newsletter and Internal Communications</b>	Membership	1.To keep membership apprised of organizational news, events, developments,	1) Maintain intra-organizational communications that the VP can use (including calendar and website	Membership	1. As needed support for newsletter editor 2. Mailing

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		and deadlines  3) Include state and national AAUW issues	monitoring)  2) Continue to compile monthly newsletter. Support newsletter editor in the collection, editing and proofreading of monthly content		newsletter as needed
<b>Website</b>	Membership and visitors	Maintain a website that will engage members and visitors alike in the mission and activities of the AAUW	Train website “team” to update, maintain and troubleshoot site.	Membership and community	1) Funds for the purchase of domain name 2. Funds for hosting fee for website
<b><u>ADMINISTRATIVE:</u></b>					
<b>Historian</b>	Membership	1) Collect organize maintain records 2) Research material for missing Women of the Year bios	1) Keep documents, etc in accurately marked folders in archival boxes 2) Use newspaper files, obits, AAUW records as research basis	Current members, future members	Purchase of archival folders and/or boxes as needed. Minimal expense
<b>Financial Recordkeeping</b>	Board and membership	To clarify and simplify record keeping and reporting	1) Utilize new software to continue to improve current bookkeeping spreadsheets and reports  2) Collect and track the membership dues and bank deposits	Membership	Assistance from people knowledgeable in these software programs

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<b>Nominating</b>	Membership	To identify and nominate members for leadership positions on the Board	1) To create a succession plan for the positions of President, 1 <sup>st</sup> and 2 <sup>nd</sup> VPs  2) To work with the other VPs to develop a list of members with leadership potential	Membership	