

## Expansion of AAUW St Augustine Branch Major Goals: Objectives, Responsibility, Timeline, Measurement

Goal	Objective	Responsibility	Timeline	Measurement	Achieved	
					YES	NO
A1.1 Support Community-based activities	Ensure committee leadership and structure and financial resources are in place to successfully implement annual activities	Committee Directors, Chairs and Members Board of Directors (budget)	Annual	Scholarship winners, STEM Spark booklet and publicity, Tech Trek and Marine Science campers chosen		
A1.2 Collaborate on programming with local branches	Expand programming opportunities and contribute to 5 Star Program	Program Director and committee members	Annual	Earn Program Star for 5 Star Program		
A1.3 Promote public awareness of Human Trafficking	Educate branch members on the issue and increase community stakeholders' awareness through social media and proclamations	Public Policy Committee	Annual	County and city proclamations events Social media posts		
A1.4 Promote get out the vote	Increase awareness of voting issues and procedures	Public Policy Committee	Bi-annual	Program, emails, website and social media posts noted		
A2.1 Promote Work Smart, Money Smart and research on women's economic security	Increase women's awareness of economic issues impacting their lives	Branch members Web Master, Social Media and Communications Chairs Program Director	Annual	Number of social media and newspaper posts. Attendance at branch events.		
A2.2 Pass Helen Gordon Davis Fair Pay Act	Inform and request local legislators to support Track and respond to request to contact legislators	Public Policy Committee Branch Members	Ongoing	Bill passes		

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A3.1 Promote attendance at FL Lobby Days and Annual Convention	Increase awareness of issues impacting women in Florida and the U.S.	Board Members	Annual	Increased attendance in both events		
A3.2 Promote Public Policy activities advancing equity	Increase members awareness of equity issues	Board Program Director	Annual	List of activities		
A3.3 Promote branch leadership opportunities	Encourage members to take on branch/state leadership roles	Board	Annual	Increased interest in branch/state positions		
A4.1 Branch leadership succession plan	Ensure smooth leadership transition	Board	Annual	Pass bylaws change to establish a president-elect position and elect a president-elect Review and revise director/chair policy books annually		
A4.2 Maintain communication with scholarship recipients	Recruit winners as speakers and new members	Scholarships Committee Chair	Ongoing	A recipient speaks at one event each year		
A4.3 Promote recruitment of Members with age and race diversity	Increase member diversity	Board Members	Ongoing	Survey membership asking about diverse categories and whether they believe the branch is diverse		
A4.4 Diversity, Equity & Inclusion (DEI) Chair	Institutionalize DEI Chair Position	Board	Annual	Position filled		

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A4.5 Use DEI toolkit strategies	DEI Chair uses DEI toolkit strategies in conjunction with programs and communications (See also C1.2)	Board	Ongoing	Members report on survey that the branch is diverse		
B1.1 Recruit diverse members	Advertise and talk to similar groups about membership. Talk with parents of Tech Trek students (often diverse parents)	Board Members	Ongoing	List of contacts Survey membership asking about diverse categories and whether they believe the branch is diverse		
B1.2 Respond to members & potential members needs for meeting/programming while keeping mission in mind	Solicit input from members on speakers and programming	Program Director and committee members	Ongoing	List of requests with completed programming noted		
B1.3 Promote AAUW through branch events	Bring attention to branch through events and publicity	Board Director and Committee Chairs Communications	Ongoing	Branch historian's records		
B1.4 Publish info and promote branch programs & accomplishments in local paper, social media & website Host information table at local events	Increase branch's visibility, recruit members	Board	Ongoing	Number of articles, posts, tabling events		
B1.5 Coordinate with other organizations, invite them to branch events	Increase collaboration with like-minded organizations to increase branch's visibility and recruit members	Board Director for Program	Ongoing	List of invitees/guests from other organizations		

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B3.1 Achieve 5 Star status	Meet all criteria under 5 focus areas	Board Committee Chairs	Annual	Receive 5 Star from AAUW		
B3.2 Elect a diverse Board	Increase branch diversity	Members	Bi-annual	Survey membership asking about diverse categories and whether they believe the branch BOARD is diverse		
B3.3 Board members participate in training at AAUW FL conference	Better trained and informed Board	Board	Annual	List of members who attend		
B4.1 Increase membership & retain 90% of members each year	Stable membership	Board Membership Director	Annual	AAUW's Feb 1 membership count used as measure		
B4.2 New member mentor program	Engage new members	Membership Director	Ongoing	List of mentor/mentee pairs		
B4.3 Improve connections between members	New member orientation Welcoming committee for branch meetings Committee structure under Directors & Chairs	Board	Annual	Dates and attendees of orientations List of welcoming committee members		
C1.1 Establish Public Policy activities to advance lives of women and girls through legislation	Align branch with mission	Public Policy Director & Committee Board	Annual	List of Public Policy committee activities		
C1.2 3 programs/yr on DEI issues	Meet 5 Star criteria for Programs	Program Director & Committee DEI Committee Chair	Annual	5 Star criteria awarded		

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C1.3 1 program/yr on women's financial security	Align with mission	Program Director & Committee	Annual	Program presented		
C2.1 Post on social media and website dates for diverse women's equal pay days	Meet 5 Star criteria for Communications and External Relations	Communications Chair Webmaster	Annual	5 Star criteria awarded		
C2.2 inform all members of AAUW's Greatest Needs Fund and AAUW FL Foundation (Tech Trek) Promote contributions to support these funds	National AAUW financial strength Financial strength for Tech Trek Florida	Board Director for Finance Membership Director STEM Director	Annual	Email and any references in in-person or Zoom meetings. Director for Finance monitors number of members contributing to Greatest Needs Fund (on MSD)		
C3.1 Request funds for Tech Trek from local service clubs	Financial security for Tech Trek Florida	Advancement/ Fundraising Chair & Committee	Annual	Letters, speeches and phone contacts		
C3.2 Annual budget reflects branch & national priorities	Branch focuses on national priorities	Board Director for Finance	Annual	Budget		
C4.1 Effective fund raising	Fundraise sufficient funds to support Greatest Needs, Tech Trek, branch scholarships and branch activities	Board	Annual	List of activities and decide if they meet the requirements for 501(c) 3 and worth time and effort		
C4.2 Obtain 501(c)3 status	Gain branch tax-exempt status	Board	2022	Awarded by IRS		

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C4.3 Create Director/Chair of Advancement or Fundraising	Institutionalize and coordinate fundraising efforts Coordinate with AAUW FL Director for Advancement	Board President Advancement/ Fundraising Chair & Committee	Annual	Board appoint or change bylaws to include this position. Recruit member to take responsibility		
C4.4 Create Audit/Review Committee to audit/review branch's finances	Ensure financial accountability for members and donors	Committee created by Board	Bi-annual, near end of Director for Finance's term	Report to Board		