

AAUW St Augustine Branch Strategic Plan: Objectives, Responsibility, Timeline, Measurement

Goal	Objective	Responsibility	Timeline	Measurement	Met? Y N
Education & Training					
A1.1 Host at least 4 mission-based programs that align with National's mission	Provide relevant information to members and public on mission-based programs	Program Director and committee	Annual	At least 4 Mission-based programs delivered annually, documented by website and meeting minutes	
A1.2 Promote public awareness of Human Trafficking	Educate branch members on the issue and increase community stakeholders' awareness through social media, proclamations, presentations and public events	Public Policy Committee	Annual	County and city proclamations events Social media posts	
A1.3 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 Promote on line Work Smart trainings 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.	
A3 Promote attendance at FL Lobby Days, Regional Meetings and Annual Convention	Increase awareness of issues impacting women in Florida and the U.S.	Board Members	Annual	Increased attendance in both events	
A4 Maintain communication with scholarship recipients	Recruit recipients to speak to membership thorough Zoom or video about their experiences	Scholarships Committee Chair	Ongoing	A recipient speaks at one event each year	
A5 Promote attendance to Tech Trek STEM camp for St. Johns County girls	Recruit attendees to Tech Trek	STEM Chair	Late fall-spring annually	Number of applicants and attendees to Trek Tech	

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A6 Use DEI toolkit strategies modified to address Common Ground issues Offer Common Ground activities to members	Common Ground Chair uses modified toolkit strategies in conjunction with programs and communications	Common Ground Committee	Ongoing	Members participate in Common Ground activities	
Leadership					
B1.1 Promote branch leadership opportunities	Encourage members to take on branch/state leadership roles	Board	Annual	Increased interest in branch/state positions	
B1.2 Recruit diverse members	Advertise and talk to similar groups about membership. Talk with parents of Tech Trek students	Board Members	Ongoing	List of contacts Survey membership	
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 Post minimum of 3-5 postings with Common Ground focus on website and social media accounts.	Increase awareness of Common Ground issues	Communications and Social media	Annual	3-5 posts on branch's Facebook page	
B.2.1 Achieve 5 Star status	Meet all criteria under 5 focus areas	Board Committee Chairs	Annual	Receive 5 Star from AAUW	
B2.3 Board members participate in training at AAUW FL Regional Meeting, on-line and other training opportunities	Better trained and informed Board	Board	Annual	List of members who attend	
Public Policy & Economic Security					
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	

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C1.2 Promote Public Policy activities advancing equity	Increase members awareness of equity issues	Board Program Director	Annual	List of activities	
C1.3 Provide at least 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's AAUW's Mission	Communications Chair Webmaster	Annual	Five (5) posts on social media and website	
C2.2 Conduct annual meeting with a member of Congress, Governor, or a member of their staff around a strategic plan focus.	Share AAUW's legislative priorities and meet 5 Star Criteria	Public Policy Committee	Annual	Confirmation of meeting; date and attendees	
C2.3 Host at least one event providing an opportunity to sign up for the Two Minute Activist.	Increase participation in Two Minute Activist	Public Policy Committee and President	Annual	Documentation of event(s); date(s)	
Governance & Sustainability					
D1.1 Review current succession plan to ensure new ideas and perspectives are included in future leadership	Ensure branch sustainability and stability. Meet 5 Star Criteria	Board and Nominating Committee	Bi-annual with President's term	Recorded in Board meeting minutes	
D1.2 Review strategic plan to ensure that it aligns with AAUW national strategic plan. Revise as needed	Ensure branch activities align with National's mission Meet 5 Star Criteria	Board and Strategic Plan Committee	Annual	Plan created or reviewed, documented in meeting minutes	
D1.3 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 through national database	

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D1.4 Raise \$30/member in FY 24 for Greatest Needs Fund (GNF) Increase contribution to GNF by 15% over last fiscal year	Meet 5 Star Criteria for GNF	Board and members	Annual	Determined by National using Community Hub	
D2.1 Develop annual budget that reflects branch & national priorities	Branch focuses on national and local priorities	Board and Director for Finance	Annual	Budget	
D2.2 Undertake effective fund raising	Fundraise sufficient funds to support Tech Trek and branch scholarships	Board and membership	Annual	List of activities and determine effort vs. return	
D2.3 Create Audit/Review Committee to audit/review branch's finances	Ensure financial accountability for members and donors	Committee appointed by Board	Bi-annual, near end of Director for Finance's term	Report to Board	
D4.1 Increase membership & work to retain 80% annually	Stable membership New member mentorship program	Board Membership Director	Annual	Branch's annual membership list Community Hub list	
D4.2 Improve communications and branch information flow between members and branch	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	