



AAUW McLean Area Branch Strategic Plan 2013-2016

Mission:

National: AAUW advances equity for women and girls through advocacy, education, philanthropy, and research.

McLean Branch: The Branch actively supports the national mission through programs, philanthropy, activities, and fellowship.

Vision: To be a leading source in McLean of support to women and girls in the areas of education and equity.

Goals:

1. Support the education of women and girls through philanthropy and advocacy.

Activities to Achieve the Goal:

- a. Publicize AAUW educational and leadership programs to increase member awareness and understanding. **(AAUW Funds Chair)**
- b. Continue financial support for AAUW Funds. **(Allocations Committee)**
- c. Conduct an annual fundraiser with significant member participation. **(Book Sale Chairs and Board)**
- d. Advocate for AAUW public policy goals that enhance educational opportunities for women and girls. **(Public Policy Chair)**

- e. Pursue and establish an ongoing Branch relationship with local schools to encourage girls in STEM fields. **(Board)**

2. Create an environment of camaraderie. *(A sense of belonging, inclusion, making everyone feel like an “insider,” good humor, fun events that are planned to meet diverse interests, and understanding for those who choose not to participate)*

Activities to Achieve the Goal:

- a. Schedule Around Town events every month and announce them a month ahead in the newsletter. **(Around Town Chair)**
- b. Offer a monthly social opportunity, such as a casual dinner, appetizers, or a game night, on a regular schedule. **(TBD)**
- c. Feature items in the newsletter about members, including introductions of new members who are interested in being included, and a regular column on “Membership News” to cover illnesses, condolences, etc. **(Membership Vice President and Newsletter Editor)**
- d. Develop a phone chain of volunteers who call 5 to 8 other members with reminders of branch meetings and programs and who inquire about the need for rides to events. **(Branch Secretary)**
- e. Match members who would like transportation to events with other members who are willing to provide it. **(Membership Vice President)**
- f. Create spirit of “shared hospitality” by asking every branch member to volunteer to bring a refreshment for one branch program during the year. **(Hospitality Chair)**
- g. Use creative techniques at branch events to add an element of fun. **(Program Vice President)**
- h. Volunteer as a group for a community event. **(TBD)**

3. Pursue increased visibility of AAUW and the branch in the local community.

Activities to Achieve the Goal:

- a. Establish an ongoing Branch Program that annually recognizes high achievement by high school junior female students in STEM programs at McLean High School, Langley High School, and Marshall High School. **(Local High School Awards Chair)**
- b. Strengthen the relationship with the Fairfax County Adult High School at Pimmit Hills Center regarding a tutoring program. **(Local High School Awards Chair and volunteers)**
- c. Develop a list of community leaders in McLean and brainstorm how the Branch can utilize the list in enhancing a community-wide partnership. **(Board)**
- d. Increase publicity in local media for branch events, programs, accomplishments, and installation of officers, with special emphasis on photo opportunities. **(Publicity Chair)**
- e. Publicize special interest group activities in local media on a weekly or monthly basis. Highlight Morning Literature Group, Great Decisions, Current Events and others with date, place and time with a telephone number for information. **(Publicity Chair)**

4. Improve membership recruitment, participation, and involvement in branch activities and programs.

Activities to Achieve the Goal:

- a. Create a Branch brochure for distribution in the community as a recruitment tool. **(Membership Vice President)**
- b. Renew interest in the Branch mission by conducting a motivational workshop. **(Board)**

- c. Include a calendar in the newsletter and on the website of Branch programs and of special interest groups' events with date, time, and place. Update the calendar monthly. **(Newsletter Editor and Webmaster)**
- d. Assign to each new member a current Branch member as a "buddy" for the first year. **(Membership Vice President)**
- e. Designate a "Bring A Friend Month" to introduce friends to AAUW activities. **(Program Vice President)**
- f. Regularly seek new ideas from members for programs, interest groups, and projects. **(Program Vice President)**

5. Encourage members' willingness and desire to lead.

Activities to Achieve the Goal:

- a. Sponsor a professional workshop for members and the public on how to manage and lead. **(TBD)**
- b. Promote members' attendance at regional meetings, state conferences, and national conventions. **(President and Board)**
- c. Increase the use of co-chairs as a way to introduce and orient members to leadership positions as a means of succession planning. **(President and Board)**
- d. Utilize past officers' experiences as resources for new/current officers. **(Board and all appointees)**
- e. Ask new members to volunteer for an activity soon after joining. **(Buddies)**