

Following is our updated **2023-2024 Strategic Plan**. This past year through the work of teams, we updated goals one and two. The membership team will have the primary responsibility for overseeing “Increasing and Retaining Membership”, with members highly encouraged to invite others into AAUW. New members, especially younger and diverse membership provides us with fresh perspectives, opportunities to lead our branch into the future.

Cultivate leadership will come under the responsibility of your board members. The leadership team felt that many members do not like meetings and recommend a team be created to explore ways to make the board leaner and more efficient. In addition, it implemented goals to help leaders have what they need, through mentoring and coaching options. Mentoring is done by current leaders. Coaches are trained members who come alongside a new leader to help them succeed at the work they have taken on. We will be training coaches. If anyone is interested in being a coach, contact Marlene Daubert.

Strategic Plan - Current

1. Increase and retain membership

- a. Look for opportunities to be visible in the community and host a welcome/information table
- b. Recruit younger and diverse membership
- c. Promote "Shape the Future Event"
- d. Encourage branch members to participate in recruitment
- e. Provide a befriender to each new member to help them engage in activities

2. Cultivate leadership

- a. Explore restructuring the board to make it leaner and more efficient (Develop team to explore)
- b. Prepare leaders for the positions they are stepping into by...
 - i. Mentoring forward. (Identifying someone to raise as a leader that could work alongside a current leader to become more familiar with the organization and take on some added or future responsibilities as a result.)
 - ii. Mentoring backward. (As a new leader moves in, the leader moving on mentors the person that is stepping into the position.)
 - iii. Coaching. (Train willing members to be coaches. Coaches meet with key leaders to coach in monthly or bimonthly 30-minute sessions.)
- c. Provide leadership training to our members through:
 - i. Leadership moments at board meetings (5–8-minute video clip/discussion), led on a rotating basis.

ii. Include one-two sessions of leadership training in next year's programming.

3. Increase visibility in the community
 - a. Publicize special programs and projects within the wider geographic area
 - b. Continue to sponsor STEM projects
 - c. Continue to sponsor Garden Walk
4. Enhance communications within the branch
 - a. Continue publishing newsletter with the following issues: Feb/Mar, Apr/May, Jun - Aug, Sept/Oct, Nov - Jan
 - b. Encourage members to access branch, state and association sites on social media
5. Program events that raise awareness of AAUW's values and vision
 - a. Promote educational and gender equity
 - b. Increase awareness of AAUW's public policy program
 - c. Continue funding contributions to our national organization
 - e. Communicate with local schools and other organizations to assess possible collaborations
 - f. Use accessible meeting spaces
6. Encourage members to become informed voters
 - a. Encourage members to subscribe to email version of *Action Alert*
 - b. Inform members of national issues pertaining to women
 - c. Cooperate with the League of Women Voters and other organizations to present candidates and issues to the membership and public at large