



## 2019-2020 FY GOALS AND OBJECTIVES

**AAUW MISSION:** To advance equity for women and girls through advocacy, education, and research.

**AAUW VISION:** Equity for all.

**BRANCH PURPOSE:** To promote equity, lifelong education, and positive societal changes.

**BRANCH GOAL:** To earn Five Star National Recognition from AAUW National for aligning our work with the AAUW strategic plan and other National mission-based initiatives.

### Branch Objectives:

**Objective 1: Membership:** To recruit, engage and retain members.

#### Action Steps

- Make concerted efforts to have all members feel welcome.
- Provide orientation sessions to increase visibility and awareness of AAUW's principles, policies, positions & priorities to new and continuing members.
- Generate activities to seek and retain a diverse membership, especially as to age and ethnicity.
- Provide a variety of interest groups to increase membership involvement and engagement.
- Promote volunteer opportunities for member involvement with branch activities.

**Objective 2: Program:** To provide a variety of programs which highlight AAUW's mission and public policy, while meeting the interests of our membership.

#### Action Steps:

- Survey the membership regarding their priorities for monthly program topics and speakers.
- Provide opportunities for member feedback and comments.

**Objective 3: Public Policy:** To bring awareness of AAUW's Public Policy.

#### Action Steps:

- Engage local elected officials in discussions related to AAUW public policy.
- Encourage members' participation in AAUW's Two Minute Activist.
- Promote voter registration with the community, including increasing awareness of AAUW's website on voter education materials.
- Educate and empower voters by co-sponsoring nonpartisan candidate and issue forums with League of Women Voters and Sierra Nevada Forums.

**Objective 4: Philanthropy:** Provide support for local scholarships, the AAUW Greatest Needs Fund, and other local community projects such as Work Smart and STEM-related projects.

#### Action Steps:

- Promote sale of Pecans to generate income.
- Sponsor the Annual Feast of Chocolate to generate additional income.

**Objective 5: Community Collaboration:** Collaborate with other community groups such as League of Women Voters, Sierra Nevada Forums, Western Nevada College, Soroptimist, Nevada Women's Lobby, Nevada Women's Commission, Nevada's Coalition for Women's Equity and others to pursue common goals and principles focused on support of women and girls.