



2020-2021 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 GOALS: 1) To promote diversity, particularly in ethnicity and age, in branch membership and activities through targeted outreach to local community groups; and 2) To increase the effectiveness of our branch communications and activities by building members' technical skills.

BRANCH OBJECTIVES:

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

- Make concerted efforts to have all members feel welcome.
- Increase visibility and awareness of AAUW's principles, policies, positions and priorities to new and continuing members via inclusion in the newsletter, Fall member event, monthly and annual meetings.
- Generate activities to seek and retain a diverse membership, especially as to age and ethnicity. Support new AAUW targeted outreach efforts to diverse community groups.
- Provide a variety of interest groups to increase membership involvement and engagement.
- Promote volunteer opportunities for member involvement with branch activities.
- Increase outreach and support to members dealing with Covid 19 constraints to participation.

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.