



GOALS AND OBJECTIVES 2022 – 2023

BRANCH GOALS

1. To promote diversity, particularly in ethnicity and age, in branch membership and activities through targeted outreach to local community groups.
2. To increase the effectiveness through our Branch communications and activities by building members' technical skills.
3. To continue to promote a deeper understanding of diversity, equity, and inclusion.

BRANCH OBJECTIVES

A. Membership: To recruit, engage, and retain members.

1. Make concerted effort to have all members feel welcome
2. 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.
3. 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.
4. Provide a variety of interest groups to increase membership involvement and engagement.
5. Promote volunteer opportunities for member involvement with Branch activities.
6. Increase outreach and support to members dealing with Covid 19 constraints to participation.
7. Market to community groups e.g. Rotary, League of Women Voters, Chambers.
8. Financially sponsor potential members including students, young women, women of ethnic diversity.
9. Follow up on members who do not renew.
10. "Buddy System" for new members to remind them of meeting and encourage participation in Interest Groups.

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

1. Survey the membership regarding their priorities for monthly program topics and speakers.
2. Provide opportunities for member feedback and comments via ongoing use of program evaluation forms.
3. Provide programs in a variety of formats:
 - A. Short (10 – 15 minute) interactive presentations with follow up. Address member questions on topics in monthly newsletters.
 - B. Longer (45-minute) presentations on priority topics.
 - C. Community tours
 - D. Seek opportunities to work with other organizations on priority topics.

C. Public Policy: To bring awareness of AAUW's public policy.

1. Engage local elected officials in discussion related to public policy.
2. Encourage members' participation in AAUW's Two-Minute Activist.
3. Promote voter registration with the community, including increasing awareness of AAUW's website on voter education materials.
4. Educate and empower voters by co-sponsoring non-partisan candidate and issue forums with League of Women Voters and Sierra Nevada Forums.
5. Promote passage of ERA Amendment, Question 1 on the November Ballot.
6. Educate voters how to ensure accuracy when casting their ballot.
7. Encourage participation in Grassroots Lobby Days.

D. Philanthropy: Provide support for local scholarships, the AAUW Greatest Needs Fund, and other local community projects such as STEM-related projects.

1. Promote the sale of pecans to generate income.
2. Sponsor the Annual Feast of Chocolate to generate income.
3. Choose a community group to collaborate with Capital Branch on Feast of Chocolate.

E. Community Collaboration: Collaborate with other community groups to pursue common goals and principles focused on support of women and girls.

1. Develop an Allyship Program
2. Identify potential groups which AAUW member might attend/join.
3. Encourage AAUW members to join other community organizations to learn about their important issues and report back to the branch.
4. Share information about important issues from other groups with Capital Branch membership.