



2024-2025 FY GOALS AND OBJECTIVES

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

BRANCH MISSION: *To promote equity, lifelong education, and positive societal changes within an inclusive and welcoming environment.*

BRANCH GOALS: *Our branch serves our members and community by providing a forum for:*

- **ADVOCACY:** Advocating for Equity for All by supporting AAUW Public Policy at local, state, and national levels,
- **EDUCATION:** Having timely and pertinent monthly Programs,
- **FELLOWSHIP:** Offering a wide range of Interest Groups, and
- **PHILANTHROPY:** Fundraising to provide Scholarships to local college-bound women and support AAUW National's Greatest Needs Fund.

BRANCH OBJECTIVES: *Additional specific activities for the year:*

Objective 1: Make critical decisions related to branch operations and sustainability.

- Create Conversation Groups, hosted by a Board member, to discuss matters within Areas of Critical Need, allowing the Board and Membership to focus on identified Goals during the following Branch fiscal year (FY26).
 - Areas of Critical Need may include Programs & Outreach, Board Structure & Branch Organization, Finance & Budget, Fundraising, Scholarships, and Membership.
- Conduct regular and sufficient Conversation Group meetings, open to all branch members, to gather input and identify recommendations to present to the Board.
- Empower Conversation Groups to make consensus-based decisions that, by the end of FY25, enable our branch to continue its work, and which assist members in stepping into leadership roles each year.

Objective 2: Support public policy goals and voting in this election and legislative year.

- Support, communicate, and encourage attendance at Candidate Forums during the 2024 election cycle.
- Educate members about important state and federal legislation.

Objective 3: Produce a signature event (Fashion Show) in Spring 2025 to celebrate our branch's 80th anniversary.

- Inspire and encourage members to assist the Fashion Show Committee in successfully holding an anniversary event by the end of FY25.
- Design and market the event with the goals of 1) member enjoyment and education, 2) new member recruitment, 3) raising funds for branch operations and/or mission-related activities.