

AAUW Venice
Strategic Action Plan
Timeline: May 2019 - July 2020

Mission: AAUW advances equity for women and girls through advocacy, education, and research.

Vision: Equity for all.

Core Values: Nonpartisan. Fact-based. Integrity. Inclusion and Intersectionality

Branch Targets

Advance progress for women and girls through:

- Public awareness
- Education
- Financial support
- Discovery of issues and obstacles to success

Branch Goals

1. Increase, retain and broaden membership, providing education and other benefits.
2. Increase leadership opportunities and improve budget process/communications for board and membership.
3. Provide educational opportunities and training for women.
4. Create and carry out development plans that will support the branch goals.

Goal 1: Membership

1. Improve Branch Visibility

- a. Online. Update and improve branch website and Facebook page
- b. Outreach. Increase outreach to news and public organizations
- c. Articles. Develop articles for outreach, including “where they are now” article on former scholarship recipients.

2. Develop Strategies for Broader-based Membership

- a. Diversity Workshop. Request FL AAUW program organizer
- b. Focus Groups. Conduct focus group of scholarship graduates for ideas and develop plans for other focus groups.
- c. Meeting Times. Consider evening or weekend branch meetings for non-retirees.

3. Provide New Activities for Members

- a. Meeting Activities. Implement two ideas to involve members at monthly meetings.
- b. Women’s Issues. Develop opportunities to discuss women’s issues.

Goal 2: Leadership and Budget

1. Board Structure

Implement leadership structure change.

2. Rewards

Provide tangible rewards for service by board members and volunteers.

3. Task List

Develop list of specific tasks or projects that need volunteers.

4. Member Skill List

Develop list for recruiting volunteers for projects

5. Budget.

Determine budget process and operating funds.

Goal 3: Education

1. Scholarships

Provide re-entry scholarships for women and follow up recipients careers.

2. Tech Trek [Science Camp for Selected 8th grade girls]

a. Grants. Seek grants to fund the girls' expenses at camp.

b. Nominations. Involve 6 or more schools in nominating girls.

3. STEAM [Science, Technology, Engineering, Art and Math]

a. Partnership. Partner with another organization to provide STEAM activity for girls 9 - 12 years old.

b. Alternate Activity. Provide a STEAM activity for non-selected Tech Trek applicants.

4. High School Age Activities

a. Investigate Student Interests. Determine interest in programs such as leadership or financial literacy. Include Sarasota County Schools, Girl Scouts and other organizations.

b. Develop Program. Implement a program based on above.

5. Workshops

a. Salary Negotiation Workshop with women's organizations or Sarasota AAUW.

b. Educate the community regarding Title IX initiatives.

Goal 4: Fund Scholarships for Women

1. Home Tour

Conduct home tour to fund the re-entry scholarships.

2. New Fund-Raising Ideas

Raise funds for the American Fund, Tech Trek and new activities for girls.

3. Endowment Process

Create a plan for making endowments a reality for the branch.

4. Grants

Secure grants for programs.