



## VENICE BRANCH

### Strategic Plan 2024-2025

## EDUCATION, COLLABORATION, AND VISIBILITY



**GOAL:** Provide educational/enrichment activities and pay equity initiatives for women and girls in our community and organization while advocating for diversity, equity and inclusion

1. Recruit and select Tech Trek campers and/or financially support the State Tech Trek program. (Education)
2. Create a Scholarship Task Force and provide a minimum of two scholarships to non-traditional students based on submissions and available funding. (Education)
3. Advocate for Title IX compliance by direct involvement with at least one community organization. (Public Policy)
4. Support and collaborate with a local organization with similar goals for two years. (President – Community Involvement Committee)
5. Provide access to the Work Smart and Start Smart program to two local organizations. (VP – Community Involvement Committee)
6. Present seven (7) educational programs to membership annually. (Program)
7. Conduct a DEI activity yearly for members. (Program)
8. Involve membership in local, state, and national political events that support AAUW's mission and publish a minimum of 5 editorials in the Venice Views supporting these views. Forward these editorials to our Representatives. (Public Policy)
9. Update our website and social media on an ongoing basis to reflect upcoming, current, and past news and events. (Communications)
10. Encourage all members to participate in branch activities by means of the newsletter, website, and social media. (Membership and Communication)
11. Recruit new members by enhancing our visibility in the community in order to build, strengthen, and rejuvenate our branch. (Membership)

## GOVERNANCE AND SUSTAINABILITY



GOAL: Promote community awareness of AAUW- Venice Branch and engage in fundraising for philanthropic causes that support our mission.

1. Create PR campaigns by engaging in multiple media and forums three times a year. **(Communications)**
2. Conduct a members/sponsors (Giving Challenge, program sponsors.....) direct contribution campaign with an annual goal of \$10,000. **(Development/Finance)**
3. Develop diversified community fundraisers not to exceed \$50,000 annually. **(Development)**