

# Board Strategy Meeting - Summary Goals & Objectives

Danville-Alamo-Walnut Creek AAUW

August 30, 2019 at 1:00 PM

## Strategy Setting:

Reviewed the National AAUW Strategies and Goals as the foundation for our 2019-2020 direction.

Branch focus this year will be on Leadership and working towards the 5-Star program. Our branch currently has strong programs in Education. We will support Economic Security through the Work Smart program and our support of AAUW Funds.

## Public Policy:

Focus on local politics, need to align with our mission

Ideas

- How to be a savvy media consumer
- Candidate forum, initiatives/propositions forum.
- Public Policy interest group
- Consult with the contacts listed on back of the AAUW CA public policy brochure to ask how we can contribute.

## Fundraising:

Holiday Home Tour (HHT) this year may be our last - hard to get docents for 2 big fundraising events per year, hard to get homes, repeat homes.

Ideas

- Change to a designer home tour in the fall - avoids the holiday crunch and decorations issue, but still a docent concern.
- Alternate a garden tour with a home tour each year?
- A committee is needed to identify a solution for raising funds.

## Brainstorm Priorities, Programs, Initiatives (PPI):

Reviewed the program ideas that have been identified so far. Additions identified:

- Renaissance Program
- Assistance for working women
- Life / Work balance

Discussed membership growth strategy, a prerequisite for identifying our overall program strategy for the year. Agreement reached: Focus on growing our membership with retiring professionals and people experiencing a life-change (empty-nesters). Reasons: this is closer to our current demographic but still a younger group, easier to achieve than to target young working professionals who are busy balancing career and family.

Activity: Ideas written on board, attendees voted on ideas.

Top 3 focus areas identified:

- Renaissance Program - an academic achievement program for foster youth
- NCCWSL - National Conference for Women Student Leaders
- Run For Something - Promoting women in politics

#### Runners Up:

- Candidate, Initiative forums
- Life Change Crossroads

#### Discussion and Decisions:

- Betty will have the lead on incorporating these initiatives into our programs this year.
- The Renaissance Program will also tie into our Local Scholarship for a former foster child. We can include a leadership requirement in our application for what we will fund.
- NCCWSL may not be a large enough subject for a full program- maybe tie in with something related.
- There are multiple organizations that support Run For Something, this is a big topic.
- Additional program: Fellowship recipient, partner with another branch. Deborah will check IBC.

### Local Scholarships:

#### Discussion and Decisions:

- Provide a scholarship for a former foster child
- Provide a sponsorship for someone to attend NCCWSL.
- Get feedback on value of the conference from attendees.
- Have someone talk with the board about what NCCWSL involves.
- National direction is to extend support to trade schools.
- Partner with community colleges.
- Identify a branch member to act as liaison with local colleges.
- Coordinate this effort with other IBC branches - Deborah will talk with the IBC.
- Betty will get more info on Trades Training.
- Ideas
- How to be a savvy media consumer
- Candidate forum, initiatives/propositions forum.
- Public Policy interest group
- Consult with the contacts listed on back of the AAUW CA public policy brochure to ask how we can contribute.

### Work Smart Program:

Everyone should log on to the Work Smart program, no need to complete it.

Ask family members to also log on.

National is pivoting away from workshops, going to online training, like Work Smart.

Have someone talk with the board about the program.

### Communications:

We need better branding, social media usage to get our name out there.

This should translate to raising awareness, sponsorships.

Blast our events.

Need to use AAUW branding.

Meeting Adjourned at 4:00 PM.

The next Board Meeting is Thursday, September 19, 2019 at 10:00 AM at the Sycamore Annex.