

DAW-AAUW Goals, Strategies and Ideas for 2018 - 2019

This is our brainstorm/idea list that was discussed by the Board August 30 to determine feasibility and priorities.

Goals, Strategies, Tactics Ideas / Areas of Interest or Concern	# of votes on 8/30/18
Develop a more engaged membership by creating some ongoing, regular monthly gatherings for our membership as a whole. These would be more informal than our larger planned programs.	8
Health & wellness, both spiritual and emotional <ul style="list-style-type: none"> • Develop a process and format for this to occur • Create a group of support contacts within Branch to do friendly visits for housebound or struggling members • Health advocacy • Identify programs for later lifecycle such as retirement skills and long term care 	4
Gain new members, increase retention of current members, encourage return of former members <ul style="list-style-type: none"> • Resurrect buddy system used in past • Advertise on Nextdoor communities • Business contacts • Advertisements from businesses could help attract members • Will equate to more fundraising opportunities 	4
Increase revenue generating activities (fundraisers) to augment annual dues to fund branch functions <ul style="list-style-type: none"> • “Tips for Change” program at Gianni’s Restaurant in San Ramon; similar programs at other restaurants (Chipotle, etc.) • Page Mill Winery – wine tasting social with tasting fees and sales proceeds going to AAUW • Improve publicity and awareness of voluntary contributions at our events and programs • Presidents’ book sale • Mini-auctions 	3
Develop leadership and political involvement tools, seminars. One goal is to encourage younger women to be involved in AAUW and in political advocacy <ul style="list-style-type: none"> • Involvement in School Board elections, which often go unopposed 	3
Refresh our website so that our Mission and programs like Tech Trek and our Scholarships are clearly obvious to visitors to the site	2
Develop a strategy or plans to better engage with college students and organizations <ul style="list-style-type: none"> • Identify opportunities for partnerships with institutions of higher learning • Could be a way of improving the advertising of our scholarships 	2

<p>DAW Leadership position training / succession planning improvement</p> <ul style="list-style-type: none"> • Replace memory books formerly passed on to new position holders • Devise online tools that can be completed or augmented by current position holders – collection of best practices, templates, examples, hints (Mary Ellen Blake has idea and energy to work on this) • “How-to” manual that is more directly accessible than the job descriptions in our Policies & Procedures manual 	2
<p>Develop wider and stronger publicity for our scholarship program</p> <ul style="list-style-type: none"> • Ensure our scholarship notice is in local HS Career/Counseling centers • Ensure scholarship is in searchable online lists • Alumni associations • Other women’s groups and associations 	1
<p>Consider participating in the national AAUW program to improve salary negotiating skills among women.</p>	1
<p>Financial literacy training for younger and older women</p>	1
<p>Continuing connection with Tech Trek participants – tracking, mentoring. Look at what other branches are doing</p>	1
<p>Revitalize/resurrect the International program</p>	1
<p>Assist our Interest Groups in maintaining relevance and membership as appropriate</p>	0
<p>Clean up our Membership Database so that it is up to date and more usable</p>	0
<p>Create a celebration to recognize our 50-year anniversary, probably in conjunction with the Membership Appreciation next year</p>	0
<p>Tech savviness training – increase awareness and comfort with technology tools and applications</p>	0
<p>Increase branch understanding and possible action area on student debt and the large percentage of women</p> <ul style="list-style-type: none"> • Study and disseminate research that has been done at the National level • May be related to lack of awareness about scholarships available 	0
<p>Classrooms – hands-on volunteering to help students in classrooms</p>	0