

STRATEGIC PLAN FOR 2017-2022

Table of Contents

<u>Goal</u>	<u>Page</u>
ADVOCACY	1-2
EDUCATION.....	3
PHILANTHROPY.....	4-5
RESEARCH	6
MEMBERSHIP	7-9
SCHOLARSHIP TRUST.....	10
BUSINESS.....	11
PROPERTY	12
STRATEGIC PLANNING	13

AAUW St. Paul Branch – Strategic Plan for 2017-22
Page 1

GOAL	OBJECTIVES/ACTIONS	PERSON(S) RESPONSIBLE	TIMELINE & MEASUREMENTS
<p>Advance equity for women and girls through ADVOCACY</p> <p align="center">A-1</p>	<p>Provide programs that will both recognize the American Association of University Women (AAUW) focus on advocacy and engage AAUW-St. Paul Branch (AAUW-SP) members in various topics and projects that can lead to advocacy and actions on the local, state, and/or national level on issues impacting girls and women.</p>	<p>Program Committee, Ad Hoc Project Committee</p>	<p>At least 10 percent of the programs each year will be focused on advocacy for women and girls. In 2015-16, 25 percent of the programs were focused on advocacy. Members’ participation in on-line activism efforts and local activities that advance equity will be facilitated.</p>
<p align="center">A-2</p>	<p>Continue to actively coordinate with other women’s advocacy groups, such as but not limited to: the Women’s Consortium, the Women’s Foundation, groups focusing on women of a particular ethnicity, and the League of Women Voters, and also with local colleges/universities to amplify our voices on issues impacting women and girls.</p>	<p>President, Branch Board, Women’s Consortium Board Member representing AAUW-St. Paul, Ad Hoc Committee, Public Policy Committee, AAUW-SP Members who are also members in these other organizations and identify areas for collaboration.</p>	<p>As of 2016-17, the Branch coordinated actions with The Women’s Consortium, where an AAUW-St. Paul member serves on the Board, and The Women’s Foundation. It will continue to do so. An event with a black women’s sorority will be planned in 2016-17, and we will strive to carry out this endeavor annually.</p>
<p align="center">A-3</p>	<p>Continue to provide women and girls with opportunities for success, such as: National Conference for College Women Leaders (NCCWSL), Science-Technology-Engineering-Math (STEM), Scholarships and Action Fund grants.</p>	<p>President, Past President, President Elect, Branch Board, Ad Hoc Project Committee, Scholarship Trust, AAUW-National, AAUW-MN</p>	<p>Every year, AAUW-St. Paul will send an applicant to NCCWSL. AAUW-St. Paul will annually provide money from its investment portfolio via the Action Fund to organizations that advocate for women and girls. The Branch’s Scholarship Trust will annually provide scholarships to young women entering college. In 2015-16, utilizing Action Fund money, the Branch co-funded STEM activities with the Girl Scouts.</p>

AAUW St. Paul Branch – Strategic Plan for 2017-2022
Page 2

Advance equity for women and girls through **ADVOCACY** continued...

GOAL	OBJECTIVES/ACTIONS	PERSON(S) RESPONSIBLE	TIMELINE & MEASUREMENTS
A-4	Contribute to the National AAUW Funds.	Branch Board, AAUW Funds Representative(s), Ways & Means Committee	Annual contributions paid to AAUW.
A-5	Continue to keep members apprised of public policy issues affecting equity for women and girls at the federal, state, and local levels and encourage them to contact lawmakers.	Public Policy Committee, Visibility/Publicity Committee, Women’s Consortium Board Member from AAUW-St. Paul, VP-Administration, Branch’s Email Manager, Timely Report Editor, National AAUW, AAUW-MN	Specific information and example messages will be provided to AAUW-St. Paul members in a timely manner. In 2014, members sent emails and letters and attended hearings supporting the Minnesota Women’s Economic Security Act. Similar activities will continue between 2017-2022. The Branch will annually send messages to lawmakers on Pay Equity Day.

AAUW St. Paul Branch – Strategic Plan for 2017-2022
Page 3

GOAL	OBJECTIVES/ACTIONS	PERSON(S) RESPONSIBLE	TIMELINE & MEASUREMENTS
Advance equity for women and girls through EDUCATION E-1	Continue the Branch's 100 +-year practice of providing 4-year scholarships for young women entering college.	AAUW-St. Paul Scholarship Trust, Ways & Means Committee	Identification of senior year high school students to receive these awards between January and April of each year.
E-2	Provide scholarships for women returning to college after intervening life experience.	AAUW-SP Scholarship Trust, Ways & Means Committee	Identification of women needing financial support to return to college to receive these awards between January and April of each year.
E-3	Support young women who are sophomores or juniors in college to attend NCCWSL.	Annual Ad-Hoc NCCWSL Committee, Branch Board, Treasurer	A young woman supported by AAUW-SP will attend NCCWSL each year.
E-4	Provide AAUW-SP Branch members with strong and invigorating life-long educational opportunities by offering programs provided by excellent, well-vetted speakers/performers.	Program Committee, Branch Board	Annually conduct member surveys for feedback and input. Track attendance at day and evening meetings. Annually analyze factors associated with larger/increased attendance. Anticipate how to accommodate larger attendance for particular programs/speakers and prepare as best feasible given space and time constraints.

AAUW St. Paul Branch – Strategic Plan for 2017-2022
Page 4

GOAL	OBJECTIVES/ACTIONS	PERSON(S) RESPONSIBLE	TIMELINE & MEASUREMENTS
<p>Advance equity for women and girls through PHILANTHROPY</p> <p>P-1</p>	<p>Through the Branch’s Action Fund, continue to make donations to local-area organizations and projects that will advance the well-being of women and girls across a wide age range.</p>	<p>Finance Committee, Branch Board, Action Fund Committee</p>	<p>Annually determine whether the Branch is able to donate up to 4 percent of the AAUW-SP investments into the community for programs or projects aligned with the mission of AAUW. When so, the President will appoint an ad hoc Action Fund Committee to solicit information from members about worthy organizations and determine to which to contribute funds. Provide information regarding grant recipients to the Branch Board and membership. Distribute funds and ask recipients to make brief presentations as they accept the donation.</p>
<p>P-2</p>	<p>Continue to contribute funds to the national AAUW graduate level fellowships.</p>	<p>AAUW Funds Chair, Branch Board, Action Fund Committee, Ways & Means Committee, Individual AAUW-St. Paul members.</p>	<p>Annual contributions</p>
<p>P-3</p>	<p>Increase the Branch’s Scholarship Trust for undergraduate women.</p>	<p>Scholarship Trust members, Ways & Means Committee, individual AAUW-St. Paul members</p>	<p>Annual reports of the progress of our 4-year college students and the progress of the women receiving scholarships to return to college. Annual updates on the status of the Scholarship Trust investments will be made available to the Board and the membership.</p>

AAUW St. Paul Branch – Strategic Plan for 2017-2022
Page 5

Advance equity for women and girls through **PHILANTHROPY** continued...

<p style="text-align: center;">P-4</p>	<p>Encourage members to, within their planned giving process, designate monies for AAUW-St. Paul, the Branch's Scholarship Trust, the House Preservation Fund, and/or the National AAUW Funds.</p>	<p>President, VP-Administration, Scholarship Trust, Property Committee Chair, AAUW Funds Representative, Timely Report Editor, <i>990 News</i> Editor, AAUW St. Paul members</p>	<p>Periodically (2-4 times per year), suggest to members at Branch Business Meetings that they consider estate gifts to these funds. Make similar announcements within the 990 News Bulletin and the Timely Report. Announce receipt of estate gifts. Send acknowledgements for gifts.</p>
---	--	--	--

AAUW St. Paul Branch – Strategic Plan for 2017-2022
Page 6

GOAL	OBJECTIVES/ACTIONS	PERSON(S) RESPONSIBLE	TIMELINE & MEASUREMENTS
<p>Advance equity for women and girls through RESEARCH</p> <p>R-1</p>	<p>Contribute funds to the National AAUW research via dues. As a Branch, willingly participate in well-planned research activities sponsored by AAUW-National and/or other reputable organizations.</p>	<p>Branch Board, Membership Treasurer, Branch Treasurer, AAUW-SP members, Timely Report Editor, Ad Hoc Research Project Committee</p>	<p>Annual donations made via dues. Participation of some or most AAUW-SP members when opportunity arises through AAUW-National’s research director.</p>

AAUW St. Paul Branch – Strategic Plan for 2017-2022
Page 7

GOAL	OBJECTIVES/ACTIONS	PERSON(S) RESPONSIBLE	TIMELINE & MEASUREMENTS
<p style="text-align: center;">Advance MEMBERSHIP in AAUW-SP</p> <p style="text-align: center;">M-1</p>	<p>Continue current effective methods for growing membership in the Branch. As membership increases, find ways to accommodate larger numbers of participants.</p>	<p>Membership Committee, Membership Treasurer, Full Board</p>	<p>Continue to offer New Member Chats. Track Branch membership. Assist in the development of a survey of member satisfaction and interests every 3 years asking how the Branch has met their expectations and how it might improve. Assist in the modification of Branch practices based on the information received through these surveys.</p>
<p style="text-align: center;">M-2</p>	<p>Create and develop an affiliated committee of the Membership Committee to focus on efforts that further diversify our membership. Opening Doors will begin in February 2017. Actively reach out to and recruit a more diverse membership - by age, color, religion and economic status. Connect with other women's organizations and recruit women interested in dual membership.</p>	<p>Full Board, Membership Diversity Committee, Membership Committee, AAUW-St. Paul representative on the Women's Consortium Board, Publicity Committee, Website/Social Media Manager, AAUW-St. Paul members</p>	<p>Implement specific activities to reach out to women who are not at this time engaged in AAUW-St. Paul. Yearly out-reach to other women's organizations for the specific purpose of increasing diversity. Reviews of diversity within membership every 4 years.</p>

AAUW St. Paul Branch – Strategic Plan for 2017-2022
Page 8

GOAL	OBJECTIVES/ACTIONS	PERSON(S) RESPONSIBLE	TIMELINE & MEASUREMENTS
<p align="center">M-3</p>	<p>Continue to build AAUW-St. Paul evening programs geared to members and non-members who are interested in evening programs related to the goals of AAUW in order to expand awareness of and AAUW’s mission and participation in the Branch.</p> <p>Consider new formats such as:</p> <ul style="list-style-type: none"> • Wine and cheese gatherings that might serve as a social mixer for women are not yet members of AAUW-St. Paul, members who have not yet met each other, women of a wider range of ages, and experiences wherein networking and becoming familiar with each other and with the goals of AAUW would be natural outcomes; • Project-based evenings open to members and non-members to benefit initiatives focused on women and girls; and • Programs that might appeal to a wider group who would be invited to join members for the evening event. 	<p>Evening Program Committee, Opening Doors Networking Committee, Membership Committee, Program Committees interested in projects, Publicity Committee, Website/Social Media Manager</p>	<p>Support of monthly evening networking meetings where members meet potential members who include women: of color, with diverse experiences and backgrounds, and of a wider range of ages than those who attend the daytime meetings.</p> <p>Offering up to 4 evening events for current members per year.</p> <p>Track attendance records.</p> <p>Survey attendees/participants asking how the evening event was successful or could be improved, what programs they would like to see in the future, whether they belong to AAUW-St. Paul, and whether they also attend the Branch’s daytime meetings.</p>

AAUW St. Paul Branch – Strategic Plan for 2017-2022
Page 9

Advance **MEMBERSHIP** in AAUW-St. Paul continued...

GOAL	OBJECTIVES/ACTIONS	PERSON(S) RESPONSIBLE	TIMELINE & MEASUREMENTS
M-4	<p>Hold informational meetings to better articulate AAUW-St. Paul’s organizational structure, goals, history, committees, and ways to be more fully involved for both new and veteran members.</p> <p>Emphasize the need for women to volunteer in order to maintain the qualities of our organization.</p> <p>Encourage newer AAUW-SP members to become more fully involved in our organization.</p> <p>Chairs of other AAUW – St. Paul committees will annually contact members with 2-5 years tenure who have not yet become involved in committees via announcements at meetings, sign-up tables, email survey or other means, and personal contacts providing information on committees and inviting them to volunteer and serve on the committees that keep the Branch vital.</p>	<p>President, Membership Committee, Chairs of all other Committees, Nominating Committee, AAUW-St. Paul members</p>	<p>The Membership Committee will provide information of the women with 2-5 years of membership in this Branch to members of the full Board. Annually publish and distribute a list of AAUW-SP committees with purpose, responsibilities, and typical time commitments identified for each. Use this list at New Member Chats to better acquaint new members with the organization.</p> <p>Encourage current committee members to reach out for new (additional and replacement) members.</p>

AAUW St. Paul Branch – Strategic Plan for 2017-2022
Page 10

GOAL	OBJECTIVES/ACTIONS	PERSON(S) RESPONSIBLE	TIMELINE & MEASUREMENTS
<p>Advance equity for women and girls through college education opportunities via the SCHOLARSHIP TRUST</p> <p>ST-1</p>	<p>Undertake the various tasks necessary to notify high school seniors in the St. Paul, MN area of the availability of the Branch's 4-year scholarships for young women entering college and select awardees from the applicants</p>	<p>Scholarship Trust (legally recognized as the St. Paul College Club, Inc. AAUW Scholarship Trust) Trustees</p>	<p>Identification of senior year high school students to receive these awards between January and April of each year.</p>
<p>ST-2</p>	<p>Undertake the various tasks necessary to notify women of the availability of these scholarships for women returning to college after intervening life experience and select awardees from the applicants</p>	<p>Scholarship Trust Trustees</p>	<p>Identification of women needing financial support to return to college to receive these awards between January and April of each year.</p>
<p>ST-3</p>	<p>Monitor the progress of awardees throughout their college experience and continue to distribute scholarship funds to these scholars.</p>	<p>Scholarship Trust Treasurer</p>	<p>Timely distribution of scholarship awards.</p>
<p>ST-4</p>	<p>Confer with the Investment Advisor of the Scholarship Trust to determine how best to invest funds and the rate of distribution of these funds</p>	<p>Scholarship Trust Trustees</p>	<p>Careful management of Scholarship Trust funds to enable an increase in monies available currently and into the future.</p>

This section updated 2/21/17.

GOAL	OBJECTIVES/ACTIONS	PERSON(S) RESPONSIBLE	TIMELINE & MEASUREMENTS
Oversee the condition and operation of the St. Paul College Club BUSINESS SPCCC B-1	Carefully monitor the financial condition and business practices of SPCCC.	Branch Board, Business Board, SPCCC Manager	Maintain a positive income relative to expenses during each fiscal year.
B-2	Conduct annual performance reviews of the AAUW-St. Paul and SPCCC manager.	AAUW-St. Paul President, Business Board Chair, Manager of both organizations	Conduct annual or more frequent performance reviews. Review client evaluations submitted to AAUW-St. Paul and SPCCC.
B-3	Continuously improve the service SPCCC provides to AAUW-SP and its members.	Branch Board, Business Board, Property Committee, SPCCC Manager and Staff	Review reports from committees and program coordinators
B-4	Better define and implement open, clear communication among Branch leaders, the SPCCC manager, and the SPCCC Business Board.	President, Business Board, SPCCC Manager	Review and promptly respond to requests and reports from the Program Committee, the Property Committee, and other committees of AAUW-St. Paul that submit space and/or date requests.
B-5	Keep members informed of SPCCC services, and encourage members to use the clubhouse for their special events.	Business Board, President, <i>990 News</i> Editor, Timely Report Editor, Branch's website coordinator, AAUW-St. Paul members	Periodic oral and printed announcements, pamphlets/brochures, social media postings, and website information. Share recognitions/awards given to SPCCC with AAUW-St. Paul members.
B-6	Further consider the feasibility of adding SPCCC to the Summit Hill or Ramsey Hill Home Tours, garden tours, or other public viewings.	Branch Board, Business Board, House Committee, Hospitality Committee, SPCCC Manager	Review requirements of and typical participants in these home tours. Decision on participation.

GOAL	OBJECTIVES/ACTIONS	PERSON(S) RESPONSIBLE	TIMELINE & MEASUREMENTS
<p>Preserve, maintain, and enhance the beauty and integrity of the AAUW-SP</p> <p>PROPERTY</p> <p>PROP-1</p>	<p>Provide a pleasant, safe, and comfortable setting for the use of the membership.</p>	<p>Property Committee, Business Board, Branch Board, Manager</p>	<p>Members utilize and enjoy the spaces and furnishings of the house.</p>
<p>PROP-2</p>	<p>Provide pleasing and functional areas in which SPCCC business can continue to thrive.</p>	<p>Property Committee, Business Board, Branch Board, Manager</p>	<p>Clients of SPCCC will experience a pleasant, safe, and functional environment for their events</p>
<p>PROP-3</p>	<p>Budget monies in a transparent manner. Prioritize repairs and enhancements to the house and grounds and complete when/as necessary and feasible.</p>	<p>Property Committee, Business Board, Finance Committee, Branch Board, Manager</p>	<p>The house and grounds will be carefully maintained and improved in a fiscally responsible manner.</p>
<p>PROP-4</p>	<p>Continue to renovate and improve the house and grounds, balancing architectural and historical integrity with the needs of the business.</p>	<p>Property Committee, Business Board, Finance Committee, Branch Board, Manager, Membership</p>	<p>The historical significance and architectural integrity of the house will be consistently respected, maintained, and improved in a fiscally responsible manner.</p>

STRATEGIC PLANNING

GOAL	OBJECTIVES/ACTIONS	PERSON(S) RESPONSIBLE	TIMELINE & MEASUREMENTS
<p>Use the AAUW-SP Strategic Plan on an on-going basis and update it every 5 years.</p> <p style="text-align: center;">SP-1</p>	<p>Enable members to express their views on the priorities and direction of our Branch, suggestions for relevant changes, and improvements on a continuous basis throughout the 5 years of this plan and when the Strategic Plan is being updated.</p>	<p>President, Full Board, Strategic Plan Committee, Timely Report Editor, Website Manager</p>	<p>The Branch will regularly reference its Strategic Plan to guide AAUW-SP decisions. The Strategic Plan will be reviewed by the Full Board and the Strategic Plan Committee Chair annually.</p> <p>The Strategic Plan will be updated every 5 years or sooner, as changes within the organization require.</p>