

AAUW-WA Strategic Plan, 2012 - 2014
Leading the way to Equity for Women and Girls in Washington State
 Updated as of 5/24/14 - FINAL

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

	AAUW-WA Strategic Goal	Objective	Action(s) to Achieve Objective	Responsible Leadership Team Member(s)	Target Completion Date	Status
<p>Support AAUW Washington State Branches and Members in advancing equity for women and girls through:</p>	<p>#1 - Strengthen and support AAUW-WA Branches</p>	<p>Retain current members and establish new members. (Reverse trend of declining membership.)</p>	<p>Focus on "Planting for Growth" and start one new Branch. (Fill the membership gap along the I-90 corridor between Issaquah and Ritzville and/or along US-97 between the Tri-Cities and Wenatchee.)</p>	Judy Rogers	06/30/14	There are more national members and fewer branch members than last year. Efforts to get a Branch started in Ellensburg did not work out, as Ellensburg contacts quit responding. No further action will be taken on the new Branch.
			<p>Consider asking National Members if they would belong to a branch if there were one in their area.</p>	Judy Rogers	Ongoing	All National Members in the area were invited to the All Members Meeting. They were also sent a copy of the Evergreen Extra so they can attend Convention 2014.
			<p>Think out of the box for what a branch looks like (eg, on-line branch, branch within a company).</p>	Judy Rogers	Ongoing	The On-line Branch is considering using Go-To-Meeting to encourage more members to join.
			<p>Use the National Campaigns for Membership: Shape the Future, Give a Grad a Gift, ...</p>	Judy Rogers	Ongoing	There is a reminder in every issue of the Evergreen Leader, and it's also mentioned at all Branch meeting that Judy attends.
		<p>Strengthen state/branch partnerships, internally & externally (non-profits, foundations, etc.) Build good collaboration between AAUW-WA and the branches, providing a value proposition of services and support to the branches; goal should be that branches see AAUW-WA as a valuable resource and want to participate in annual meetings and conventions.</p>	<p>Re-energize the leader-on-loan program and/or form a Speaker's Bureau</p>		SUSPENDED	In 2012, Lynn D researched the PA Leader-on-Loan. The program offers branches the opportunity to have a state leader as a program speaker, with the State covering transportation costs. They are considering transforming this to a State Leadership Corps Roster modeled on the National program. These ideas were discussed at the 8/23/13 LT meeting, and it was decided to SUSPEND this Objective. While the consensus was that it was still a nice idea, there are just not the resources to put these things in place in the foreseeable future.
			<p>Continue AAUW-WA Leadership Team liaisons to the branches to communicate information, etc.</p>	Kelvie Comer / Individual LT members	Ongoing	This Objective was discussed at the 8/23/13 LT meeting, and the group agreed to go forward with implementation of the "Counterpart Conversations" plan that Kelvie put forward.
			<p>Feature partnership "success stories" in Evergreen Leader.</p>	Jim Dunkelberger / Mary Letterman	1 success story per issue	Bright Spots included in Winter 2012 and Summer 2013 issues.
		<p>Build the AAUW brand and strengthen external communication of AAUW mission and programs (to dispel misconceptions).</p>	<p>Ensure that we very clearly articulate AAUW's mission in all external communication -- written or verbal.</p>	All LT members	Ongoing	
		<p>Encourage and support leadership development & training for Branch members, Branch Board members, and AAUW Board members.</p>	<p>Use the Evergreen Leader to make our members aware of the Leaders Playground, where they can gain skills around many areas, including recruiting and effectively using volunteers.</p>	Kathi Pickett	Spring 2013 issue of Evergreen Leader (A)	COMPLETED. A short writeup and weblink were provided in the Spring Evergreen Leader, "Leader tutorials are easy online!" (on page 5)
			<p>Consider a workshop topic for the 2013 Leadership Conference (or All-Members Meeting) around recruiting and effectively using volunteers.</p>	Emily Hitchens	CLOSED	This was not on the agenda for 8/24. It was a potential idea for a Convention 2014 workshop, but didn't make the final cut.
		<p>Ensure AAUW-WA Bylaws and AAUW-WA Policies & Procedures are up-to-date.</p>	<p>Ensure AAUW-WA Bylaws are up-to-date. Review current policies & procedures & revise/update as needed. Consider forward-thinking strategies (one member/one vote, etc.)</p>	Karen Manelis	4/27/2014 (A)	The Policies & Procedures (from 2005) have been updated and approved as of 8/24/13. Updates to the Bylaws were approved at the 2014 Annual Meeting.
		<p>Maintain AAUW-WA fiduciary and record keeping excellence.</p>	<p>Provide timely and accurate financial reports and meeting minutes.</p>	Dellanie Fragnoli & Judi Edwards	Ongoing	
		<p>Maximize efficiency through use of technology and on-line tools.</p>	<p>Identify efficiency tools and train or disseminate info to the branches.</p>	Dellanie Fragnoli	Ongoing	Dellanie is pursuing paperless expense vouchers. Otherwise, progress has been made in this area, as we are currently using, or have used: Member Services Database, on-line banking, debit/ATM card use, Meeting Wizard, Survey Monkey, Eventbrite, and Go-to-Meeting.

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Support AAUW Washington State Branches and Members in advancing equity for women and girls through: (continued)	#2 - Keep the State interconnected	Attain better cross-state representation on leadership team.	Ensure future Board slate has candidates from around the State.	Connie Dunkelberger	CLOSED	New board members for 2013-2015 were all from the west side of the state. NC was unable to secure candidates for two of the open positions for 2014-2016, and the only candidate is from the Puget Sound area. If the proposed bylaws revisions are approved at the Annual Meeting, regional directors will be appointed to the Board.
			Given that the Leadership Team is currently from Western Washington, create 3 At-Large positions on the Board from Districts that are not currently represented, with the task of communicating to these branches to have an event/project planned to the needs of the branches in the area.	Kelvie Comer & Barbara Sando	08/04/12	COMPLETED. Two Ad Hoc Board members have been added. Winnie Graham from the Central District, and Turea Erwin (WSU C/U Rep).
			Review and suggest improvements / updates to the Nominating Committee process.	Connie Dunkelberger	CLOSED	The proposed bylaws revisions that will be reviewed and voted on at the Annual Meeting include changes to the Nominating Committee process.
		Enhance communications between state and branches, and peer-to-peer.	Develop recommendations for the frequency and format of the EL, as well as the best way to get registration information for our events out to the Branches.	Jim Dunkelberger / Mary Letterman & committee	04/25/14	NEW ITEM based on discussion at 8/23/13 meeting.
			Create generic email distribution lists (e.g., Branch_Membership_VPs@aauw-wa.org) that can be used by any member. [Caution: spam potential]	Jim Dunkelberger / Mary Letterman	4/25/2014 (A)	Generic e-mail lists being created for each office. Once available, they will be shared with people, being told to use "BCC" only.
			Some thought should be given to more correspondence between branch leaders and state leaders either by position or at least all branch presidents. With just four EL a year this is not enough interaction between local and state. Explore quarterly conference calls for specific areas.	Individual LT members	Ongoing	This Objective (which was two separate objectives, now combined) was discussed at the 8/23/13 LT meeting, and the group agreed to go forward with implementation of the "Counterpart Conversations" plan that Kelvie put forward. (NOTE: With new bylaws, counterparts will need to be assigned, as most Board positions are "director" and no longer match the standard AAUW list of officers.
			Plan and conduct Summer 2012 Leadership Conference.	Kelvie Comer & Barbara Sando	8/4/2012 (A)	COMPLETED. Conducted at CWU in Ellensburg.
			Plan and conduct 2013 Annual Meeting.	Kelvie Comer, Barbara Sando & Lynn Dissinger	4/20/2013 (A)	COMPLETED. The meeting was hosted by the Tri-Cities Branch and held at Columbia Basin College in Pasco.
		Conduct relevant and timely AAUW-WA Meetings.	Plan and conduct Summer 2013 All Members Meeting.	Kelvie Comer, Barbara Sando & Emily Hitchens	8/24/2013 (A)	COMPLETED. Focus changed from Leadership Conference to All Members Meeting. Conducted at CWU in Ellensburg.
			Plan and conduct 2014 Convention.	Kelvie Comer, Barbara Sando & Emily Hitchens and AAUW-OR counterparts	4/27/2014 (A)	Convention 2014 was a Joint State Convention with AAUW Oregon, held at the Embassy Suites - Portland Airport hotel, 25-27 April 2014. Emily Hitchens is Co-Chair of the Convention, along with Mardy Stevens, AAUW-OR Programs VP. Kay McMurry (Hudson's Bay) and Fran Cappa (Vancouver) are our two representatives on the Local Arrangements Committee (and on the Portland Area Inter Branch Council). SUCCESSFUL!!!
			For planning purposes, establish dates for AAUW-WA meetings, 2014 - 2016.	Kelvie Comer, Barbara Sando & Emily Hitchens	CLOSED	The Summer 2014 meeting is planned for August 23, 2014 in Ellensburg. Lobby Day is always the 4th Monday in January, so will be January 26, 2015. A proposal from the Kirkland-Redmond Branch to host the 2015 Annual Meeting at UW-Bothell has been accepted. The meeting will be held on May 2, 2015.

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Advocacy	#3 - Develop and execute a Public Policy plan	Prioritize State issues for advocacy.	Review public policy principles & priorities for 2012-2013; continue emphasis on education issues including early childhood & opportunities for the under-served.	Doris Holmes	09/15/12	COMPLETED. No change to priorities proposed this year.
			Update public policy principles & priorities for 2014 convention approval.	Barbara Sando	4/27/2014 (A)	Reviewed and approved by LT at 1/26/14 meeting. Published in Evergreen Leader; Approved at the Annual Meeting.
			Set direction for AAUW-WA lobbyist for legislative session.	Judy Turpin / Barbara Sando	12/15/12 (A) 12/15/13 (A)	COMPLETED for 2012-2013; Focus will be on pay equity and paid sick days for 2014, as well as on education. COMPLETED for 2014.
		Strengthen advocacy on National AAUW public policy issues.	Assess national issues as they arise to determine if they are covered in WA public policy principles.	Doris Holmes	SUSPENDED	Upon further review, this item didn't make much sense; not sure what Doris originally intended. Public Policy Principles are fairly generic and in sync with AAUW (National) Public Policy Priorities.
			Develop and monitor a plan to implement AAUW-WA portions of the WA/OR Public Policy Impact Grant action plan	Barbara Sando & Committee	Ongoing though Convention 2014	Detailed plan in place for the PP Impact Grant. Final Report to be submitted to AAUW in June.
			Include "call-to-action" on AAUW-WA blog.	Judy Turpin	Ongoing	Judy Turpin posts the 2-minute activist on the blog from time to time.
		Support "It's My Vote, I Will Be Heard" campaign.	Encourage branches to be active in voter registration, voter education and/or voter turnout activities.	Doris Holmes	09/30/12	COMPLETED. An article was published on "It's my Vote" articles in the Evergreen Leader Fall 2012 issue.
		Maintain a strong presence in the Washington State legislature.	Encourage in-district lobbying across the state.	PP Chair TBD	ON HOLD	On hold since Doris Holmes passed away.
			Implement AAUW's CQ StateTrack program.	PP Chair TBD	ON HOLD	On hold since Doris Holmes passed away. AAUW provides training on this tool.
			Participate in annual Lobby Day.	Judy Blair	1/28/2013 (A)	COMPLETED with a successful Lobby Day 2013.
				Judy Blair	1/27/2014 (A)	COMPLETED with a successful Lobby Day 2014.
		Education	#4 - Strengthen and grow STEM Initiatives	Continue and expand Scholar Recognition Program.	Feature Scholar Recognition "success stories" in Evergreen Leader.	Margo Hammond & Kathi Pickett
Make AAUW-WA Scholar Recognition more robust. Provide more support to the branches. Develop a tool kit (including sample press releases, how to connect with local universities, etc.).	Margo Hammond				04/25/14	No status provided on this particular item.
Expand / maintain a network of focals across the State to share information for and foster participation in these activities.	Margo Hammond				1/15/2013 (A)	COMPLETED. Informational e-mails were sent to focals during the primarily Scholar Recognition timeframe, January - April.
Consider other STEM initiatives.	Showcase AAUW-WA Scholar Recognition program and try to get it expanded to be a National program (since it aligns with AAUW National's goals as much as it does with AAUW-WA's goals).		Margo Hammond	COMPLETED	After discussion at 8/3 Leadership Team meeting, Margo Hammond took the action to develop a proposal and contact Association to discuss the potential for expanding Scholar Recognition to other states. She will also pursue the feasibility of promoting the program in the Association magazine. National did not agree to make Scholar Recognition a national project.	
	Present a proposal to Association for instituting a scholarship for high school graduates who will pursue STEM in college. This could be an extremely good marketing and membership tool.		Margo Hammond	COMPLETED	After discussion at 8/3 LT meeting, Margo Hammond took the action to put together a proposal for the LT to review and potentially present to National for their consideration. Margo pursued this and National was not receptive.	
	Consider new Tech Trek STEM initiative as a state project.		Karen Manelis	COMPLETED	With LT approval, a Tech Trek proposal was submitted on 10/5/12, and Washington State received a Tech Trek grant for 2013.	
	Plan and Conduct Tech Trek 2013 summer camp.		Karen Manelis & TT Committee	COMPLETED	Tech Trek camp successfully held 21-27 July at PLU.	
	Plan and Conduct Tech Trek 2014 summer camp.		Karen Manelis & TT Committee	07/30/14	Plans for 2014 Tech Trek camp endorsed on 8/23 and 8/24.	

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Education (continued)	#5 - Develop / maintain strong C/U partnerships	Build and maintain strong, active branch and college/university partnerships.	Identify champion in each target branch and provide mentoring.	Kate Aultman	04/25/14	A contact list of C/U institutions and their representatives was drawn up, and posted on the website.
			Establish a contact list/network of all of the C/U Partners representatives so they can communicate and share with each other (especially where there are no branches). Post on website.	Kate Aultman / Mary Letterman / Jim Dunkelberger	CLOSED	
			Expand focus from establishing partnerships to helping branches interact meaningfully with the young women at those C/U members.	Kate Aultman	04/25/14	
		Engage with branches/partners.	Feature C/U partner "success stories" in Evergreen Leader.	Kate Aultman / Mary Letterman / Jim Dunkelberger	1 success story per issue	Individual success stories appeared in two Evergreen Leader issues. \$tart \$mart workshop at WSU featured in Winter 2012 issue.
		Increase participation in NCCWSL.	Identify a NCCWSL Coordinator. Support NCCWSL Fund in SPF.	TBD / Jo Herber	ON HOLD	To be worked by NCCWSL Coordinator, TBD. Jo Herber will support SPF.
			Create a State-wide application for NCCWSL funding.	TBD	ON HOLD	To be worked by NCCWSL Coordinator, TBD
			Encourage branches to support NCCWSL and get the word out to local students / students at C/U partners.	TBD	ON HOLD	To be worked by NCCWSL Coordinator, TBD, along with C/U Chair, TBD.
		Bring "ElectHer" program to C/U Partners.	Make branches aware of the program and the process to apply for a National Grant.	Jo Herber	COMPLETED	Per Jessica Kelly (AAUW), "Elect Her" programs will be conducted at PLU, UW-Seattle, and WWU in 2014.
	Conduct \$tart \$mart programs at local colleges.	Explore SPF \$tart \$mart project.	Turea Erwin & Jo Herber	Ongoing	As of 8/23/13, \$tart \$mart workshops have been held at WSU and UW. Turea Erwin has agreed to be our \$tart \$mart Coordinator.	
	#6 - Expand use of AAUW-WA Special Projects Fund (SPF)	Increase visibility of SPF.	Educate branches about SPF. Distribute SPF description and criteria to branches/members.	Jo Herber	Ongoing	
		Target new projects use of SPF.	Add Tech Trek as state special project.	Jo Herber	COMPLETED	After aware of the Tech Trek grant from National, a proposal was submitted to, and accepted by, the SPF Board. Tech Trek is now an SPF Project.
		Make donating to SPF more efficient by adding online donation capability.	Establish a PayPal account for SPF.	Jo Herber	COMPLETED	This request was made after Tech Trek was approved as an SPF Project, but will support all SPF projects.

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Philanthropy	#7 - Develop and execute a Philanthropy Plan	Develop a plan for raising AAUW Funds in Washington State.	Understand where we are as a State now by sending a letter to all branches with a form to fill in for hours, local scholarships, and AAUW Funds to be calculated.	Cathlin Starke	COMPLETED March 2014	Cathlin contacted all branches and compiled a spreadsheet of "2013 EOY Report AAUW-WA Branch Giving Scholarships and other non-AAUW."
			Conduct a fundraiser in conjunction with the Annual Meeting in Pasco.	Kelvie Comer (A)	04/19/13	COMPLETED. Fundraiser held at Barnard Griffin winery the Friday, 4/19/13.
			Encourage branches to designate funds to incomplete endowments creating a statewide philanthropy team. Susan Moen will include this information in the letter she sends everyone. Susan will also put the open endowments information in the Evergreen Leader in the Fall issue.	Kelvie Comer (A)	COMPLETED	Kelvie Comer had an e-mail sent out at the State level, and also an article published in the Winter issue of the Evergreen Leader, addressing this subject. The Fundraiser in Pasco is also encouraging designation of funds.
			Explore establishing a Giving Circle to honor TBD (someone special to AAUW-WA).	Cathlin Starke	SUSPENDED	New Funds Chair was identified late in the biennium. Not enough time or people available to implement.
and Research	#8 - Support and disseminate AAUW Research	Support AAUW Research efforts through our AAUW Funds efforts.	Produce "boiler plate" articles that branches can use in their newsletters to promote AAUW Philanthropy & disseminate AAUW Research.	Mary Letterman/Jim Dunkelberger	Ongoing	During discussions on 8/23/13, it was decided that it makes more sense for our Comm team to send e-mails to their counterparts in the branches, with links to AAUW articles they can use in their newsletters.
		Disseminate AAUW Research to support mission-based programming for branches.	Distribute podcast or YouTube video to members with summary of research & programming ideas. Put a link in Evergreen Leader or Broadcast e-mail as needed. Develop a "Speaker's Bureau" to disseminate AAUW Research and other relevant programs. Put out a call in the Evergreen Leader and create a database of potential speakers; provide access to the branches. Branches to pay expenses for speakers to travel to their location to speak. Do evaluations to set up a feedback loop.	Kathi Pickett	COMPLETED	As per agreement at the January LT meeting, Kathi Pickett put a link on our website for "Media Coverage - AAUW Research." It's in the right-hand column and leads to articles, podcasts, and videos about each research report.
					SUSPENDED	Suggest that the "Speaker's Bureau" idea be combined with the item above on "Leaders on Loan", and that the presence on our website of the "Media Coverage - AAUW Research" link provides an easy way for Branches to get the research information they need. These ideas were discussed at the 8/23/13 LT meeting, and it was decided to SUSPEND this Objective. While the consensus was that it was still a nice idea, there are just not the resources to put these things in place in the foreseeable future.