

AAUW FLORIDA

2022-2023 Strategic Plan

LEADERSHIP

Goal: Institute a series of regional workshops to provide a venue for interaction between branch leaders, development of leadership skills and future leaders.

Objective	<ul style="list-style-type: none"> * Plan a one-day, close-to-home gathering of branch leaders in 4 regions of Florida. to exchange ideas and forge relationships that lead to cooperation and collaboration among branches. * Foster increased ongoing communication among leaders and future leaders. * Expose local local leaders to state and national opportunities to serve AAUW
Responsibilities	President, directors for programs, membership, development.
Timeline	Orchestrate 4 geographically diverse regional programs in 2022-2023.
Measurement	<ul style="list-style-type: none"> * 80% of branches are represented at a regional workshop. * At least 4 applications for state project grants are submitted. * Survey of workshop attendees yields concrete examples of new ideas exchanged and best practices learned.

GOVERNANCE & SUSTAINABILITY

Goal: Adapt state and branch operations to the roll-out of the new AAUW Community Hub

Objective	<ul style="list-style-type: none"> * Maintain close contact with AAUW board members and staff to keep current on the evolution of the Hub. * Communicate with branch membership, finance and development counterparts to stay abreast of changes and applications. * Adapt state branch policies and procedures to reflect the Community Hub processes. (ex. Providing training as branches transition to retrieving HUB information and reports on their own)
Responsibilities	Directors for membership, finance, development.
Timeline	Ongoing
Measurement	<p>90% of branch members are renewed on the Hub community report. Donation reports are received and donors acknowledged. By 01/31/23 all branches have received final donation reports for Calendar year 2022.</p>

Goal: Branches support AAUW Greatest Needs Fund

Objective	<ul style="list-style-type: none"> * Promote awareness of the benefits and uses of the AAUW Greatest Needs Fund. * Encourage branches to donate \$750 or more to qualify for Named Gift Awards.
Responsibilities	Director for development.
Timeline	Deadline for qualifying for a National Gift Award at the 2023 annual meeting.

Goal: Assure State and Branches Adopt Accepted Record-keeping and Archival Practices

Objective	<ul style="list-style-type: none"> * Provide the model policies for electronic record-keeping. * Promote preservation of state and branch documents. * Provide access to archival resources at regional colleges and local resources for example, libraries, historic societies. * Conduct survey to assess current use of archival resources and noteworthy anniversaries.
Responsibilities	Historian, secretary, directors for communication.
Timeline	Ongoing

Measurement	Increase utilization of archival resources by 50% of branches celebrating significant anniversaries.
Goal: Foster Enhancement of Governance Principles for Branches	
Objectives	<ul style="list-style-type: none"> * Provide branches with the resources needed to adopt a strategic plan that is unique to its members and reflects its vision for the future. * Match branches that have strategic plans with branches requesting guidance. * Address strategic planning basics at regional workshops. * Promote policies and position descriptions that reflect the true nature of the office and the requirement for successfully carrying out the duties of the office.
Responsibilities	Bylaws and policies chair, president.
Timeline	<ul style="list-style-type: none"> * Complete survey of branch bylaws conformity before March 1, 2023. * All policy and position descriptions adopted by board by April 1, 2023.
Measurement	<ul style="list-style-type: none"> * 3 % of branches adopt a strategic plan for the first time. * 75% of branches achieve conformity in their bylaws. * Policies and position descriptions are adopted by the board.
Goal: Actively Explore the Adoption of an On-Line Branch	
Objective	<ul style="list-style-type: none"> * Increase membership with the addition of currently unaffiliated AAUW members. * Broaden the membership base in terms of diversity and potential active participants.
Responsibilities	Past president, AAUW-FL and bylaws and policies chair.
Timeline	Status report, Annual Meeting April 2023
Goal: Uphold Fiduciary Responsibilities	
Objective	<ul style="list-style-type: none"> * Approve an operating budget that reflects the activities of the state organization. * Fulfill all auditing and reporting requirements.
Responsibilities	Director of finance, board
Timeline	April 2023
Measurement	Completion
EDUCATION & TRAINING	
Goal: Establish an Education Committee and Appoint an Education Chair	
Objective	<ul style="list-style-type: none"> * Create a central point of coordinated educational opportunities for branches * Encourage leadership development programs for future AAUW leaders. * Direct Available education funding sources. * Pursue innovative educational programs among branches
Responsibilities	President, board, policies and bylaws chair
Timeline	Annual Meeting 2023
Measurement	Completion
Goal: Provide Resources to Branches on Development of Mission-based Programs	
Objective	<ul style="list-style-type: none"> * Provide a forum for branch program directors to share program successes, ideas and resources. * Encourage branches to apply for project grants and collaborate with other branches where possible, to undertake larger projects. * Encourage branches to pursue the Five Star Recognition utilizing newly revised criteria.
Responsibilities	Director for program
Timeline	Ongoing

Measurement	* Number of opportunities for branches to exchanged information. * Number of project grant applications
Goal: Help Support AAUW Florida Supporting Foundation's Tech Trek Project to ensure its continued success	
Objective	Provide financial support in state budget and encourage branch giving.
Responsibilities	Tech Trek coordinator, director for finance
Timeline	June 2023
Measurement	Completion
Goal: Provide Diversity, Equity & Inclusion Programs to Promote Increased Understanding of DEI Concepts	
Objective	* Conduct online workshops on DEI topics. * Increase The audience for DEI publications. * Engage branch leaders in presenting DEI programs at branch meetings. * Provide community outreach programs on DEI.
Responsibilities	DEI chair, directors for program, communications.
Tmeline	Ongoing
Measurement	* Number of workshops, publications and branch programs offered. * Increase number of participants or members reached vs 2021-2022.
PUBLIC POLICY & ECONOMIC SECURITY	
Goal: Conduct 2022 GOTV Campaign	
Objective	To provide voter education/registration information and tools to branch members and Florida community.
Responsibilities	Public policy committee/communications
Timeline	November 2022
Measurement	Increase branch public policy officers' participation in GOTV campaign by 5%.
Goal: Promote AAUW's Two-Minute Activist	
Objective	To increase branch participation in sign up for the Two-Minute Activist of members and friends of AAUW-
Responsibilities	Public policy committee/president/membership/communications
Timeline	June 2023
Measurement	25% of branches will sign up three participants at 3 branch events.
Goal: Establish AAUW Florida's Legislative Agenda	
Objective	To identify Florida legislation that aligns with AAUW's public policy priorities in education, economic security, and fundamental rights.
Responsibilities	Public policy committee
Timeline	March 2023
Measurement	Identify 1 Florida legislative bill in education, economic security, and fundamental rights

Goal: Conduct Lobby Days	
Objective	To foster branch participation in advancing gender equity through advocacy.
Responsibilities	Public policy committee / director for programs/ director for finance
Timeline	March 2023
Measurement	Increase branch participation in Lobby Days by 5%
Goal: Promote Work Smart/Start Smart	
Objective	To increase participation and awareness of salary/wage negotiation techniques to members and the community.
Responsibilities	Public policy committee
Timeline	June 2023
Measurement	10% of branches will feature Work Smart/Start Smart at branch events.
Goal: Promote Equal Pay Days	
Objective	To increase branch participation in equal pay day events by providing equal pay day information and social media tools.
Responsibilities	Public policy / communications / president
Timeline	June 2023
Measurement	10% of branches participate/sponsor equal pay day.