

**AAUW Ballwin-Chesterfield Branch
Goals and Strategies 2011-2013**

These goals serve to provide guidance and direction, to facilitate planning, to motivate and inspire, and to help us evaluate how our work serves our members and advances equity for women and girls.

LEADERSHIP

GOAL 1: Promote the priorities of AAUW.

- Communicate priorities through Newsletter articles and Branch announcements.
- Conduct Board meetings that encourage contributions by all officers and committee chairs.
- Participate in the fundraising activities of *LAF*, *EOF*, and *Dollars for Scholars*.

GOAL 2: Develop new leaders to provide continuity in Branch leadership.

- Identify prospective leaders and involve them on committees.
- Mentor emerging and prospective leaders in Branch leadership positions.
- Provide encouragement and monetary support to attend IBC, State, and AAUW Biennial meetings.

GOAL 3: Foster a warm, inviting culture at Branch meetings.

- Collaborate with Membership, Dollars for Scholars, and Hostesses to greet new members and visitors at Branch meetings.
- Recognize the accomplishments/contributions of committee chairs and individual members.

PROGRAM

GOAL: Select speakers who meet the AAUW Mission Statement and engage our members in meaningful presentations.

- Request members to suggest speakers and topics, using a flyer distributed at Branch meetings and in the Newsletter.
- Increase membership involvement in the speaker selection process at a Programs meeting.
- Design an evaluation tool that provides useful feedback on the current programs for future programs.

MEMBERSHIP

GOAL 1: Recruit New Members.

- Utilize AAUW membership programs.
- Connect guests to inclusive members at Branch meetings; follow up with notes and phone calls.
- Announce guests at Branch meetings

GOAL 2: Retain members.

- Make all members feel welcome at meetings using greeters and nametags.
- Integrate new and continuing members into branch activities.
- Orient new members at fall and spring coffees.

BYLAWS/PARLIAMENTARIAN

GOAL 1: Update the Directory Bylaws and Policies, as needed.

- Update the Directory Bylaws and Policies for the selection of the Named Gift Honorees.
- Meet with the Bylaws Committee annually.
- Inform the Board and Branch on the new model bylaws for local branches from the Association.

GOAL 2: Fulfill the job of parliamentarian.

- Ascertain a quorum is present at Board and Branch meetings.
- Distribute voting paddles at the Board meetings.
- Understand voting rules and procedures; assist the Board members in interpreting *Robert's Rules of Order, Newly Revised, 10th Edition*.

CARE NOTES

GOAL: Cultivate a supportive Branch culture for members.

- Use email to alert the membership to a member's special need by coordinating with Technology Co-Chairs.
- Send Care Notes for special needs during times of illness or bereavement.

DIRECTORY

GOAL 1: Obtain a picture of every member for the directory.

- Contact members by email or phone who do not have a picture in the directory, and announce picture taking at Branch meetings.

GOAL 2: Increase the number of advertisements in the directory to help with the printing cost.

- Inform members at our Branch meetings and by email about placing an advertisement in our directory.

DOLLARS FOR SCHOLARS

GOAL 1: Recruit hosts for upcoming Dollars for Scholars events.

- Use Branch and New Member events to emphasize the need for hosts and encourage new hosts.
- Initiate "silent hosting" to encourage new members to pair with seasoned members.
- Hand out packets with step-by-step instructions for hosting an event.

GOAL 2: Raise funds to award scholarships locally.

- Promote events using the Newsletter, handouts of current events at Board and Branch meetings, and Sign-up Stations at Branch meetings.

EDUCATIONAL OPPORTUNITIES FUND

GOAL 1: Continue to offer local scholarships to women and communicate with these women and the financial aid officers at the institutions they attend.

- Meet with the financial aid officers of Maryville, UMSL, Pierre Laclède Honors College, and St. Louis Community College to ascertain which women need scholarships and who best fits the Branch criteria.
- Communicate with the women who receive our scholarships to offer encouragement and moral support.
- Expand our support of STEM by increasing scholarship funds to the St. Louis Community College programs.

GOAL 2: Educate Branch members about the Fund's different types of fellowships and grants so members can better understand how their donations are spent.

- Use brief announcements at meetings.
- Write Newsletter articles.

GOAL 3: Raise money for local scholarships and Educational Opportunities Fund and other Branch Priorities.

- Promote the Eleanor Roosevelt Walk.
- Publicize Individual Giving through Newsletter and Branch announcements.
- Promote Dollars for Scholars events at Branch meetings and in Newsletter articles.
- Encourage memorial and in-honor gifts to give tribute to a friend or loved one.
- Co-sponsor a branch activity with LAF.

FALL BRUNCH

GOAL: Host an event that welcomes returning members, recruits new members, and promotes increased participation in the many activities of the Ballwin-Chesterfield Branch

HISTORIAN

GOAL: Maintain a record of the Branch activities for the current year.

- Solicit photographs/documents from Branch meetings, special events, Interest Groups, and Dollars for Scholars events

- Create an album highlighting the Branch history for the current year.

HOSPITALITY

GOAL 1: Expand hostess volunteer participation.

- Promptly contact new or existing members interested in the Hospitality Committee.
- Provide guidance and assistance to hostess Coordinators.

GOAL 2: Promote appreciation for the monthly Coordinator and Hostesses.

- Display the list of hostess volunteers at each Branch meeting.
- Thank each hostess, personally (co-chairs).

INTERNATIONAL RELATIONS

GOAL: Increase understanding of current international affairs.

- Work with The Tuesday Women's Association of the Ethical Society to plan four lectures.
- Encourage Branch members to attend and participate in these lectures.

LEGAL ADVOCACY FUND

GOAL 1: Educate the membership about LAF.

- Publish articles on LAF in the Newsletter.
- Update members with brief presentations at most Branch meetings.

GOAL 2: Raise money for LAF.

- Promote Individual Giving all year, especially at the February Branch meeting.
- Celebrate Key to Equity donors.
- Hold a fund-raising event.

NEWSLETTER

GOAL 1: Strive to make the Newsletter informative and accurate.

- Use three proofreaders to check each issue for accuracy.
- Solicit regular contributions from Co-Presidents and Chairs (Public Policy, Educational Opportunities Fund, Legal Advocacy, Membership, Dollars for Scholars, and Technology) and timely articles from International Relations, Interest Groups, and Chairs for special events.

GOAL 2: Continue efficient, cooperative work as Co-Chairs.

- Divide the tasks; alternate assembling and printing/ mailing responsibilities each month

GOAL 3: Cut costs and increase efficiency for printing the Newsletter

- Encourage members to receive the Newsletter online via email or the Branch website.
- Use Office Depot's *Worklife Rewards Program*.

PUBLIC POLICY

GOAL: Conduct informational events to educate and involve members in AAUW's Public Policy priorities.

- Publish ten Newsletter articles focusing on national Public Policy priorities and goals.
- Act as a liaison to other metro-area cooperating organizations and to the state Public Policy chair.
- Provide information concerning legislation that supports AAUW Public Policy priorities and educate members on the most effective ways to contact legislators.
- Plan and execute a seminar if an issue arises on a significant topic related to an AAUW priority.

PUBLICITY

GOAL: Spotlight meetings/activities of Ballwin-Chesterfield AAUW to the public.

- Email and postal mail press releases to newspaper outlets, radio and television stations, and media websites to announce Ballwin-Chesterfield Programs.
- Send press releases for Ballwin-Chesterfield special events as needed.

RECOGNITION

Goal 1: Provide documentation of a Branch project that qualifies for the AAUWMO Galaxy Award.

- Complete the 250 word document and submit it to AAUWMO.
- Prepare the required exhibit for the AAUWMO State Meeting.

Goal 2: Complete the AAUWMO “Mission Accomplished” document.

- Provide the required documentation for the Application.
- Submit the Application to AAUWMO.

SPRING LUNCHEON

GOAL: Host a festive event celebrating the Branch and the individual women being honored.

- Utilize the Spring Luncheon Checklist to facilitate detailed, organized planning.

STEM (Science, Technology, Engineering, and Mathematics)

GOAL: Support projects aimed at increasing the number of girls interested in science, technology, engineering, and mathematics (STEM).

- Recognize outstanding science fair projects conducted by girls with certificates and monetary awards.
- Sponsor middle school attendees at the metropolitan *Expanding Your Horizons, Math and Science Conference for Girls*.
- Continue to disseminate the Why So Few Toolkit.
- Investigate how the *National Girls Collaborative Project (NGCP)* can help facilitate the Branch STEM Projects.

SUMMER PICNIC

GOAL: Host a social event to promote fellowship and strengthen members’ connection to AAUW B-C.

TECHNOLOGY

GOAL 1: Communicate effectively with branch members.

- Use the Internet to distribute the Newsletter and announcements.
- Keep the Branch e-mail address list current.
- Provide education and technical support to the members for all Branch business.
- Inform members through announcements and articles of AAUW publications available to members and the Member Services Database at www.aauw.org.

GOAL 2: Promote the Ballwin-Chesterfield Branch with a website (www.aauwballwin-chesterfield.org) linked to the AAUW Missouri and AAUW websites.

- Publicize forms, activity pages, and newsletters for download.
- Advertise the website on both state and national websites.
- Survey web management providers for the best services.
- Communicate with other branch webmasters nationwide.
- Participate in the national web managers’ *listserv* to disseminate new technology to branch members.

WINTER AUCTION

GOAL: Plan effectively so the winter auction will successfully meet the needs of the Ballwin-Chesterfield Branch’s Operating Fund and Leadership Development Fund.

- Include new members and interested Branch members in the planning and execution of the auction.
- Use Branch announcements and the Newsletter to invite prospective members to the auction and to acquaint them with the Ballwin-Chesterfield Branch and the AAUW mission.