

## **AAUW BALLWIN-CHESTERFIELD 2016-2017 STRATEGIC GOALS WITH BRANCH COMMITTEES' INDICATORS OF SUCCESS**

**Note:** Under each top-level GOAL statement, generally applicable indicators of success are shown first, followed by the indicators of success provided by each committee.

**GOAL 1:** Ballwin-Chesterfield fosters a growing diverse community of members, supporters, students and others who advance the AAUW mission.

### **General**

- *All branch meetings are publicized and open to the public.*
- *Ballwin-Chesterfield has increased participation with CU partners.*
- *Ballwin-Chesterfield membership reflects the diversity within our larger community.*

### **Communications/Web**

- *Communications/Web promotes the Ballwin-Chesterfield Branch with a website ([ballwinchesterfield-mo.aauw.net](http://ballwinchesterfield-mo.aauw.net)) linked to the AAUW Missouri and AAUW websites.*

### **Dollars for Scholars (DFS)**

- *Committee chairs and sponsors of DFS events will bring a total of six (6) guests or more to branch meetings or events in the course of the coming year. Dollars for Scholars will keep track of the number of guests in order to adjust this number for the following year.*

### **Educational Opportunities Fund (EOF)**

- *EOF encourages all branch members to join and attend committee meetings and functions.*

### **Hospitality**

- *Hospitality provides refreshments to all members and guests at each monthly meeting.*
- *Hospitality provides a framework/umbrella within which AAUW'S goals can be maintained and strengthened.*

### **Legal Advocacy Fund (LAF)**

- *All LAF meetings are open meetings.*
- *Communication about LAF is maintained through the branch newsletter and presentations at branch meetings.*
- *Guest speakers reinforce the activities of LAF.*

### **Newsletter**

- *The newsletter publishes all branch meetings via electronic distribution, postal mailing to members without email, the AAUW website, and Facebook.*

### **Special Events – Fall Brunch**

- *The Fall Brunch Committee publicizes the event and opens it to all members and guests at no cost to any person attending.*

**GOAL 2:** Under auspices of AAUW'S powerful advocacy programs, Ballwin-Chesterfield works locally to promote educational and economic equity and civil rights for all women and girls.

### **General**

- *Ballwin-Chesterfield collaborates with other local organizations that advocate for women and girls.*
- *Ballwin-Chesterfield develops activities that promote AAUW's Public Policy Program.*
- *Ballwin-Chesterfield Legal Advocacy Fund committee educates members on civil rights issues affecting women and girls and develops fundraisers to support AAUW LAF programs.*

### **Educational Opportunities Fund (EOF)**

- *EOF works with colleges, offering local scholarships and funds to nontraditional women who are completing undergraduate degrees.*

### **Legal Advocacy Fund (LAF)**

- *Through an efficient communication system, members are provided appropriate information regarding equity and rights.*

### **Newsletter**

- *Through monthly articles, the newsletter educates members about public policy and LAF issues and activities.*

## **Programs**

- *Through careful exploration and vetting of topics and speakers, the Programs Committee works to ensure that the program at each Branch meeting is mission based and provides opportunity for educational growth.*

## **Public Policy**

- *Get Out the Vote: Ballwin-Chesterfield members will register voters at the four local community colleges—Forest Park, Ferguson-Florissant, Meramec and Wildwood campuses—starting in late August through October 12, 2016. Reference AAUW Quick Facts ([www.VoterEd@aauw.org](http://www.VoterEd@aauw.org)).*
- *Preventing Sexual Harassment and Sexual Violence in Schools: With two-thirds, or 67%, of schools reporting zero allegations of sexual harassment or bullying, Ballwin-Chesterfield Public Policy keeps members informed, through newsletter articles, Branch meeting announcements and AAUW Quick Facts. Reference AAUW Quick Facts ([www.advocacy@aauw.org](http://www.advocacy@aauw.org)).*
- *Preventing Human Trafficking in St. Charles County: Ballwin-Chesterfield is implementing the second year of the Community Action Grant. St. Charles Coalition against Human Trafficking (SCCAT) is planning a full day conference for Tuesday, January 10, 2017. Ballwin-Chesterfield Public Policy keeps members informed, through newsletter articles, Branch meeting announcements and AAUW Quick Facts. Reference: AAUW Quick Facts ([www.advocacy@aauw.org](http://www.advocacy@aauw.org)).*
- *Passing a Gender Pay Gap Bill in Missouri: In implementing the AAUW Missouri Impact Grant, Public Policy will contact legislators and work with the Missouri Lobby Corps to focus on the passage of the pay equity bill. Reference: AAUW Quick Facts ([www.advocacy@aauw.org](http://www.advocacy@aauw.org)).*
- *Ballwin-Chesterfield Public Policy encourages members to become a Two Minute Activist by signing up at [www.aauw.org/actionnetwork](http://www.aauw.org/actionnetwork), and to subscribe to the Washington Update, at [www.aauw.org/resource/washington-update](http://www.aauw.org/resource/washington-update).*

**GOAL 3:** Ballwin-Chesterfield supports philanthropic efforts of AAUW programs that provide women and girls with opportunities for a lifetime of success.

## **General**

- *Ballwin-Chesterfield members and supporters continue to financially support local and national education opportunities for women and girls and community programs focused on issues facing women and girls.*
- *Ballwin-Chesterfield continues to support and expand STEM opportunities.*

- *Ballwin-Chesterfield members and supporters are encouraged to contribute to the AAUW Fund by supporting efforts such as Charting the Course.*

### **Communications/Web**

- *Communications/Web educates members about the AAUW Fund through the branch, state and national websites.*

### **Dollars for Scholars (DFS)**

- *DFS will increase the amount of funds available for scholarships that our branch is able to fund by increasing the number of events throughout the year by 20% over last year.*
- *DFS will work to maximize the number of participants in several ways:*
  - *By keeping the Dollars for Scholars website updated;*
  - *By “talking up” events at board and branch meetings;*
  - *By passing out the DFS handout of events before each branch meeting.*

### **Educational Opportunities Fund (EOF)**

- *EOF supports AAUW programs by providing monies through fundraising.*

### **Legal Advocacy Fund (LAF)**

- *All fundraising by the LAF committee is used to support the AAUW LAF.*

### **Newsletter**

- *Branching Out publicizes all branch fund-raising activities. The newsletter features STEM activities through text and photos.*

### **Special Events – Fall Brunch**

- *With a theme of STEM Blooms, the Fall Brunch will celebrate the lives of pioneering women in STEM and educate the members about these women.*

### **STEM**

- *STEM encourages local girls and women to pursue careers in STEM in the following ways:*
  - *By recognizing success at Science Fair;*
  - *By recognizing high school women through STEM Girls of Promise;*
  - *By sponsoring middle school girls to attend the Expanding Your Horizons conference.*

## **GOAL 4: Ballwin-Chesterfield promotes branch development.**

### **General**

- *Ballwin-Chesterfield continues offering a variety of mission-based educational programs and social opportunities.*
- *Ballwin-Chesterfield provides opportunities for leadership through training, conference attendance and mentoring.*
- *Ballwin-Chesterfield provides 21<sup>st</sup> century communication systems.*
- *Ballwin-Chesterfield maintains transparent and responsible financial operations.*

### **Communications/Web**

- *Communications/Web uses the current member email list to provide memos, newsletters, bulletins, care notes and specific AAUW information on an ongoing basis.*

### **Educational Opportunities Fund (EOF)**

- *EOF gifts AAUW membership to graduating scholarship recipients, thereby promoting branch development.*

### **Governance**

- *The Ballwin-Chesterfield Governance Committee updates the Bylaws and Policies as needed to remain in compliance with the National and State AAUW.*
- *The Ballwin-Chesterfield Governance Committee meets annually to review the Branch Bylaws and Policies and make recommendations for more effective and transparent governance.*
- *The Ballwin-Chesterfield Governance Committee informs the Board and Branch members of any bylaws or policy changes.*
- *The Ballwin-Chesterfield Governance Committee ensures that the Bylaws and Policies published in the annual Directory are up-to-date and correct.*
- *The Ballwin-Chesterfield Governance Committee ascertains that a quorum is present at Board and Branch business meetings.*
- *The Ballwin-Chesterfield Governance Committee serves as a resource for Branch and Board members in interpreting Branch Bylaws, Policies, and Robert's Rules of Order.*

### **Hospitality**

- *Hospitality provides the opportunity to volunteer in a way that is less stressful when a new member wants to become involved.*
- *Hospitality provides a networking system to include new and established members.*

### **Legal Advocacy Fund (LAF)**

- *The LAF committee provides leadership development training.*
- *The LAF activities support the AAUW Mission.*

### **Newsletter**

- *To better serve branch members, the newsletter continues to refine its use of technology; most recent is the use of embedded links.*

### **Special Events – Fall Brunch**

- *The Fall Brunch Committee asks various AAUW Ballwin-Chesterfield members to participate on the committee, thereby promoting Branch development.*

## **GOAL 5: Ballwin-Chesterfield supports AAUW research.**

### **General**

- *Ballwin-Chesterfield educates members regarding AAUW research reports.*
- *Ballwin-Chesterfield uses AAUW research to educate appropriate groups.*
- *Ballwin-Chesterfield supports AAUW research through fundraising efforts.*

### **Legal Advocacy Fund (LAF)**

- *The LAF committee utilizes AAUW research in preparing articles and presentations.*
- *AAUW publications are publicized by the LAF committee.*

### **Newsletter**

- *Branching Out publicizes and participates in branch endeavors that support AAUW research.*