

AAUW BALLWIN- CHESTERFIELD BRANCH

STRATEGIC PLAN

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

**Indicators of Success:*

- *All branch meetings will continue to be publicized and open to public.*
- *Ballwin- Chesterfield will have increased participation with CU partners.*
- *Ballwin- Chesterfield membership will reflect the diversity within our larger community.*

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.

**Indicators of Success:*

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

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

**Indicators of Success:*

- *Ballwin- Chesterfield members and supporters will continue to financially support local and national educational opportunities for women and girls and community programs focused on issues facing women and girls.*
- *Ballwin- Chesterfield will continue to support and expand STEM opportunities.*
- *Ballwin- Chesterfield members and supporters will be encouraged to contribute to the AAUW Fund by supporting efforts such as Charting the Course.*

Goal 4: Ballwin -Chesterfield promotes branch development.

**Indicators of Success:*

- *Ballwin- Chesterfield will continue offering a variety of mission-based educational programs and social opportunities.*
- *Ballwin- Chesterfield will provide opportunities for leadership through training, conference attendance and mentoring.*
- *Ballwin- Chesterfield will provide 21st century communication systems.*
- *Ballwin- Chesterfield will maintain transparent and responsible financial operations.*

Goal 5: Ballwin- Chesterfield supports AAUW research.

**Indicators of Success:*

- *Ballwin -Chesterfield will educate members regarding AAUW research reports.*
- *Ballwin- Chesterfield will use AAUW research to educate appropriate groups.*
- *Ballwin- Chesterfield will support AAUW research through fundraising efforts.*

*The indicators of success are examples, not a definitive list and will be further developed by officers and board.

1/29/16