

AAUW BALLWIN-CHESTERFIELD (MO) BRANCH 2019-2020 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 membership reflects the diversity within our larger community.*

AAUW Fund

- *Communication about AAUW fund raising is maintained through the branch newsletter and presentations at branch meetings.*
- *Guest speakers reinforce the activities of AAUW.*

Communications/Web

- *Communications/Web promotes the branch with a website (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.*

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.*

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 encourages all members to attend and bring guests who may wish to join the branch after gaining better understanding of branch activities and the AAUW mission.*

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.*

AAUW Fund

- *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 other issues and activities.*

Program

- *Through careful exploration and vetting of topics and speakers, the program committee works to ensure that the program presented at each branch meeting is mission-priority related and provides opportunity for educational growth. AAUW priorities are Educational Equity, Health & Economic Well-Being, Diversity/Gender Equity, Social Justice, Public Policy/Legislative Issues, Human Rights, and International Relations. AAUW recommends programming in the following areas: civil rights, affirmative action, hate crimes prevention, reproductive rights, economic security, work-life balance, pay equity, retirement security, health care, K-12 education, career and technical education, charter schools, higher education, school vouchers, STEM, Title IX, ending sexual harassment.*

Public Policy

- *Focus on Economic Security and Pay Equity:* Ballwin Chesterfield members will be informed about the issues and life-long consequences of the gender pay gap, will be instructed on the on-line WorkSmart course and encouraged to become facilitators of WorkSmart. (salary.aauw.org)
- *Get Out the Vote:* Ballwin-Chesterfield members will participate in various activities including voter registration, training through Advancement Project regarding voter protection, working the polls, and writing post cards to registered voters encouraging their participation in voting. Reference AAUW Quick Facts (www.VoterEd@aauw.org).
- *Preventing Sexual Harassment and Sexual Violence in Schools:* will continue to focus on the two-thirds of schools reporting zero allegations of sexual harassment or bullying. Ballwin-Chesterfield Public Policy keeps members informed through newsletter articles and branch meeting announcements and encourages members to contact legislators regarding these issues at local, state, and national levels.
- *Preventing Human Trafficking in St. Charles County:* Ballwin-Chesterfield Public Policy keeps members informed, through newsletter articles, branch meeting announcements and AAUW Quick Facts.
- *Passing a Gender Pay Gap Bill and Title IX 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).
- *Ballwin-Chesterfield Public Policy encourages members to become a Two Minute Activist by signing up at www.aauw.org/actionnetwork, and to subscribe to the Washington Update, at www.aauw.org/resource/Washington-update.*

University Liaison

- *University Liaison works with colleges, offering scholarships to local nontraditional women students who are completing undergraduate degrees.*

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 Greater Needs Fund.*

AAUW Fund

- *Ballwin-Chesterfield supports AAUW programs by providing monies through fundraising.*

Communications/Web

- *Communications/Web educates members about the AAUW Greater Needs 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.*
- *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.*

Newsletter

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

Special Events

- *The Fall Brunch and Spring Luncheon publicize the events and encourage all members to attend and bring guests who may wish to join the branch after gaining a better understanding of branch activities and the AAUW mission.*
- *Part of the Fall Brunch program is a brief overview of branch activities, including those that raise funds for scholarships and support local and national educational opportunities for women and girls. Members are encouraged to get involved in these activities.*

- *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.*

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

- *The Fall Brunch and Spring Luncheon Committees ask various AAUW Ballwin-Chesterfield members to participate, thereby promoting Branch development and cohesion.*
- *At the Spring Luncheon, members are recognized for their special contributions to the branch and to AAUW.*

University Liaison

- *University Liaison gifts AAUW national membership to graduating scholarship recipients, 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, especially the annual Eleanor Roosevelt Walk.*

AAUW Fund

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

Newsletter

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