

AAUW 2022-23 Strategic Action Plan

90-Day Cycle Action Plan Cycle 1 7/1/22 to 9/30/22		
Membership Recruitment and Engagement		
Members: Shirlene Justice, Ruth Subramanian, Joyce Pulich, Debbie Starr, Pam Wolfe		
What are we going to accomplish for this 90-day cycle?		
<p>O Make a plan with tasks. Utilize interest group (IG) chairs to promote AAUW, increase membership and engage current members in mission related activities.</p> <p>O Use Summer Social to have members pledge to recruit and celebrate those who participate</p> <p style="text-align: center;">Challenge: % of IG members engaging with mission activity</p>		
	ACTIVITIES	OWNER
30	Meeting of Interest Group Leaders to brainstorm ideas for recruitment & mission engagement	Shirlene (Berta)
	Pledge to sign-up new members made at Summer Social and new pledge for Winter Social	Pam
60	At the Summer Social encourage Interest Groups to create a service project	Joyce
90	Renew pledges for recruitment at Winter Social	Pam
	Plan and Develop Wine & Cheese recruitment and orientation nights as support to those who pledge. Plan first event for October	Joyce (Debbie)
	After 90 days integrate & have a meeting with the partnership team to come up with the next 90 days	

Public Policy

Members: Mary Ellen Scribner, Jackie Hardee, Anita Knight, Linda Welsh		
What are we going to accomplish for this 90-day cycle?		
O Develop and implement an AAUW aligned public policy action plan.		
	ACTIVITIES	OWNER
30	Identify who to contact on ERA adoption and how to reach US Archivist	Mary Ellen
	Get VDR Certification by County	
60	Research Pay Equity Bill - what's been done	Linda
	Write Script for contacting US Reps to adopt ERA. Share with branch members	Jackie
	Identify sponsor for State Pay Equity Bill	Linda
90	Branch members contact representatives by letters/phone/text	Every Member
	Participate in VDR events	
	Work on Pay Equity Legislative Bill	Linda

Visibility and Partnerships

Members: Berta Lloyd, Soon Flynn, Elaine Penn, Brenda Hahne		
What are we going to accomplish for this 90-day cycle?		
		Owner
	GOAL 1: Implement the AAUW National Promotional Kit (similar to a sales pack or media kit) that highlights resources available through AAUW to assist girls and women in all stages of life. The kit contains AAUW training modules on picking career paths, interviewing for jobs or negotiating a salary increase. Kits are to be personalized with Austin AAUW Chapter information and shared with partners.	Elaine
	GOAL 2: Develop and promote business card opportunities for marketing purposes with partners. Research existing business cards in Drop Box.	Berta
	GOAL 3: Promote the Austin AAUW chapter with the current Newsletter. Research and obtain emails and send to relevant Women Organizations, Legislature, Non-Profits, etc.	Soon
	GOAL 4: Research State leadership activities to determine if some ideas would be relevant to increasing Austin AAUW Visibility/Partnerships	Brenda
30	Progress meeting July 30, 2022	
60	Progress meeting in August 30, 2022	
90	Progress meeting in September 30, 2022	