

**AAUW Austin**  
**Strategic Plan Report for 2022-2023**

**Words to guide us in 2023**

The words that encapsulate our work for the coming year are ***Connection and Advocacy***. Our shared values and mission guide our advocacy on behalf of equity and equality. Our time together connects us through fun and camaraderie.

**Public Policy**

- ***The Public Policy Committee*** was very active during this legislative year. Their activities included the following:
  - Attended legislative proceedings or watched online
  - Attended advocacy training in person & online
  - Attended proceedings of impeachment of Attorney General
  - Attended rallies & marches
  - Attended webinars on a variety of topics including the ERA
  - Dropped cards at the Capitol supporting or protesting bills
  - Generated a great number of calls and emails to legislators & other state leaders in support of or opposition to bills;
  - Participated in advocacy activities of like-minded organizations
  - Participated in Legislative Days at the Capitol;
  - Registered voters and worked as election clerk at the polls
  - Passed resolution on behalf of the centennial celebration for AAUW Austin
  - Submitted written testimony and testified virtually
  - Wrote and called our national senators & representatives
  - Wrote cards & letters to out-of-state and in-state voters
  - Wrote letters to editors of newspapers.

**Visibility and Partnerships**

- ***Programs*** that were presented in 2022-23 connected branch members with individuals and organizations that are doing important the in the community, relevant to our mission:
  - September 10, 2022 – Steve Saltwick, Co-Founder of Braver Angels of Central Texas
  - October 12, 2022 – Jorge Babot – Cuba, the Peter Pan Airlift, Then and Now
  - November 12, 2022 – Thais Perkins, Owner of Reverie Books
  - January 14, 2023 – Sharon Watkins, Owner of Chez Zee
  - February 8, 2023 – Christopher Kennedy, Former CEO of Leadership Austin
  - March 11, 2023 – Lindsey Derrington, Exec. Director of Preservation Austin
  - April 12, 2023 – Dr, Catherine Jaffe Professor and Author
  - May 13, 2023 Presentations by UT Fellowship Recipients and Installation of Officers
- ***100<sup>th</sup> Anniversary***
  - The Centennial Committee began meeting in fall 2022 to plan our celebration.
  - The celebration will be November 1 at Chateau Bellevue.
  - A proclamation from the Texas House of Representatives was presented.
  - A press release announcing the celebration was sent to the media.

- **Interest Groups**
  - The Southwest and Central Book Groups funded projects to buy books for the libraries at Williams and Allison, both schools serving low resource communities. The creative stitchery group worked on cloth books projects to donate.
- **Fellowships**
  - Three fellowships of \$3650 were awarded to UT doctoral candidates.
  - Two scholarships were awarded to women over 25 attending Austin Community College.
- **Mainspring Schools**
  - Management of the Mainspring \$10,000 endowment moved to the Austin Community Foundation.
- **College and University Partners**
  - This was a challenging year to connect with our previous partners. This will be focus for the coming year.

### **Membership Recruitment and Engagement**

Goal: Gather baseline data on how much our members are engaged the 2022-2023 program year.

- **Membership**
  - Our first in-person summer social for awhile was held in August 2022. This year we lost 5 members and gained 20 for a total of 161 members
- **Programs**
  - An average of 41 members attended programs at the Balcones Country Club and 34 members joined us for programs at the Unity Church.
- **Interest Groups**
  - Interest groups had a combined total of 265 members participating in the thirteen interest groups. Members participated in multiple groups, with some engaged in 3 or 4 groups.
- **Communication**
  - Our rate of opening the newsletter and click rate are above industry standards and have improved since last year: 73% of members have opened at least one newsletter. 43% have clicked on at least one article.
  - The website is updated upon request by members and lists upcoming events.
- **Funds**
  - Our active funds team and generous donors resulted in \$3,839 sent to the national Greatest Needs Fund.
  - Change for Change coin collection brought in \$628 to support branch operations.
  - Many members donate monthly to AAUW national