



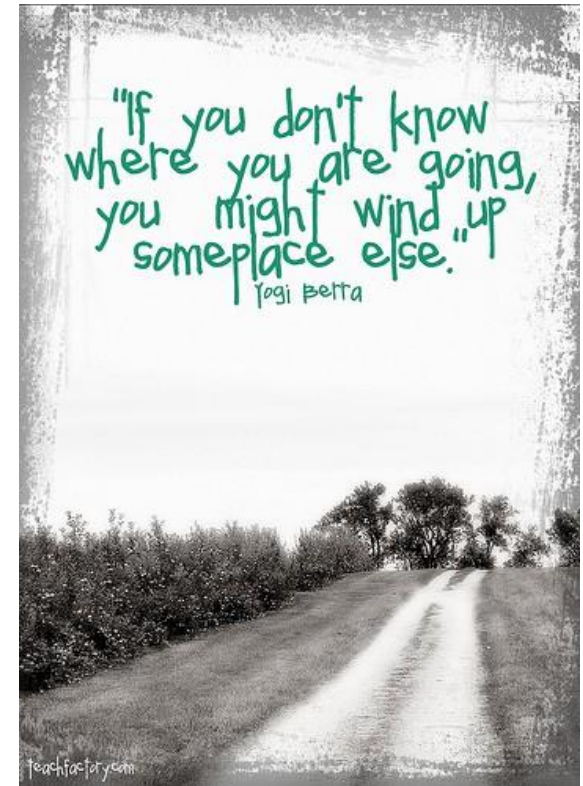
Strategic Planning

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Why Plan?

"reactive to active"

- Develop a common vision.
- Clarify values and beliefs.
- Increase everyone's investment in the organization.
- Focus effort, time and money.
- Stimulate ingenuity and new approaches.
- Anticipate opportunities and obstacles.



Elements of a Strategic Plan



Let's Get Started! Create a Strategic Plan

4 Easy Steps – Assemble your planning group to brainstorm:

1. What's important ➤ Mission, Values
2. Where you want to be in the future ➤ Vision
3. How you will get there ➤ Goals/Objectives
4. How you will monitor progress ➤ Measures

1. Identify What's Important

- **The Mission:** is about the branch's purpose. Start with AAUW's mission!
- **Values:** describe how you will interact with those you serve.
- **The Vision:** captures how you want the world to change.

Mission

- Personalize the AAUW Mission to fit your branch.
- Links to your **Vision** and tells how you serve people, and what your role will be in delivering the Vision.
- It should tell the world the purpose of the branch.
- It should be clear and simple.

Values

- Tells the world how you will interact with those you serve. Which values are important?

Integrity	Teamwork	Partnership	Honesty
Communication	Respect	Safety	Attitude
Customer Service	Trustworthy	Diversity	Individuality
Creativity	Growth	Achievement	Competence
Accountability	Community	Community	Quality
Commitment to Success	Ethical	Legal	Professionalism
Fairness	Responsibility	Consistency	Empowerment
Fun	Risk-taking	Efficiency	Balance
Loyalty	Optimism	Reliable	Inspiring

2. Create a Vision

- Imagine your branch was wildly successful, with unlimited resources, and no barriers whatsoever. What would be different about the world?
- Used to inspire your branch and communicate to the community.

3. Develop an Action Plan

An action plan is the “to do” list. It includes goals and objectives and outlines who will do each step and when things will be done.

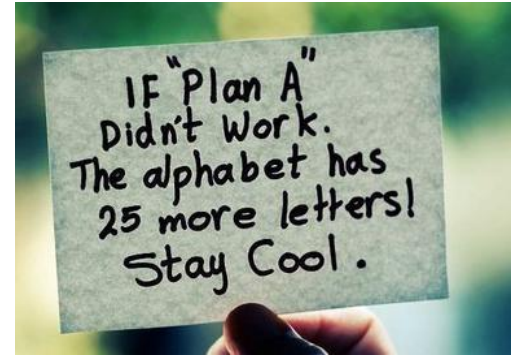
- **Goals:** Describe how you will meet the vision.
 - Establish priorities to help focus energy and resources. Can be long or short term.
- **Objectives:** Describe how you will meet the goals.
 - They should be **SMART**.

SMART Goals and Objectives

- **Specific:** clearly stated in precise terms.
- **Measurable:** you can tell if you have achieved it or not.
- **Achievable:** it is possible, you have passion to complete.
- **Realistic:** not only is it possible, it is possible for you given your circumstances.
- **Timely:** there is a date attached to it.

4. Evaluate Progress

- As you implement the plan, monitor the progress.
- Adjust along the way to keep on track.
- Evaluate what worked, what didn't and why so that you can make your next plan even better.
- Report your success.
- Celebrate.



Speed Planning!

- Let's create a Strategic Plan in 15 minutes
 - 4 Groups
 - 5 minutes to:
 - Read your scenario, choose a scribe and reporter
 - Describe the current state
 - Create 1 goal
 - Create 3 objectives (actions)
 - 2 minutes to report out

AAUW Online Resources

AAUW CA Website (www.aauw-ca.org)

Some areas require a login: **user name:** member **password:** aauwca

Leadership Training:

<http://aauw-ca.org/index.cfm?go=pages.view&pagesid=333&parent=332&coparent=333>

Vote in the AAUW CA election (April 18 - May 8) For detail about candidates and issues see:

http://www.aauw-ca.org/Assets/resources/Call_for_Appointments_2015.pdf

Participate on an **AAUW CA Leadership committee**. Application due May 16, 2015:

http://www.aauw-ca.org/Assets/resources/Call_for_Appointments_2015.pdf

AAUW Online Resources

AAUW National Website (www.aauw.org)

Vote in the AAUW National election: (April 15 – June 19) For detail about candidates and issues see:

<http://www.aauw.org/resource/national-election/>

Lead On, AAUW's monthly member leadership e-newsletter:

https://svc.aauw.org/contact/index_LeadOn_signup.cfm

Member Leadership Program's page: <http://www.aauw.org/what-we-do/member-leadership-programs/>

How to Spice Up Your Programming:

<http://www.aauw.org/resource/how-to-spice-up-your-branch-programming/>

How to Use the Relational Recruitment Method to Grow Your Branch:

<http://www.aauw.org/resource/relational-recruitment-method/>

How to Design an Engaging Planning Meeting: <http://www.aauw.org/resource/how-to-design-meetings/>

AAUW Programs in a Box: <http://www.aauw.org/resources/by-type/programs-in-a-box/>

Member Services Database: <https://www.aauw.org/login/> (requires your member id to log in)

Can't find what you're looking for: contact [AAUW Connect](mailto:connect@aauw.org) at connect@aauw.org

or call the helpline at 800-326-2286