

AAUW California Success Plan  
2020-2021

Committee	Task	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date
AAUW Fund	Inspire AAUW members by introducing AAUW Fellow and Grant recipients in two webinars in October 2020.	Session 1	At least 200 people attend Increase the number of branches who participate by 25% Track the number of non-member attendees to establish a baseline.	10/10/2020
		Session 2	At least 200 people attend Increase the number of branches who participate by	10/24/2020
AAUW Fund	Encourage branches to contribute to AAUW California's goal of a total of \$500,000 AAUW Fund donations in 2020.	Contact branch Fund VPs for updates and provide direction on how to make donations	100% of branches contribute an equivalent of \$30 per member across branch membership.	12/31/2020
AAUW Fund	Inspire all AAUW California state leadership team members to become Legacy Circle members in 2020.	Individual solicitation.	100% of leadership team members will donate to the Greatest Needs Fund. 100% of leadership team will become Legacy Circle member	12/31/2020
Project Oversight	Update Speech Trek P&Ps for program year 2021-2022 and present to the board for approval by July 18, 2021	Update P&Ps to further develop support for virtual competitions.	Updated P&Ps	7/18/2021
Project Oversight	Increase number of branches who apply for a grant	Advertise the grant program.	6 branches will apply for a grant.	3/1/2021
Project Oversight	Provide a report to the board regarding the success of the State Project Grants Program	Establish criteria to measure effectiveness of the State Project Grant Program	Success criteria to include whether state project grant projects are ongoing and whether they have been adopted by other branches	10/15/2020
		Determine the success of projects funded in the past		12/15/2020
		Create and distribute a report to the board		7/18/2021
Project Oversight	Update Tech Trek P&Ps for program year 2021-2022 and present to the board for approval by April 18, 2021	See Tech Trek goals & tasks	Updated P&Ps	4/18/2021

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Nominations & Elections	Identify 4-8 nominees for Board positions	Update online tools to allow candidates to apply.	At least 1 candidate is identified for each open position.	12/1/2020
		Contact Committee Members and 100% of IBC Chairs & Branch Leaders to identify potential leaders to run for Board Position	Identify 4-8 nominees to ensure a competitive election.	3/15/2021
	Identify a solution to the board "drift" so that 1/2 of the board is selected each year.	Review issue and create potential solution.	Balanced board with 1/2 elected each year.	4/1/2021
Marketing	Increase name recognition of AAUW California within California	Evaluate using internal or external consulting resources to advise the best way to expand AAUW CA awareness throughout CA	Resources identified and engaged	10/17/2021
Marketing	To create an overall marketing plan including metrics to track effectiveness	Work with the consultant to complete the discovery and strategy phase of the engagement and determine next step.	Documented plan will be distributed to the leadership team.	1/7/2021
Finance	Create framework to launch a new Investment Committee	Recruit two more committee members who specialize in investments	2 additional members will be part of the Finance Committee	10/15/2020
		Create P&P section for Investment Committee	New Investment P&Ps will be added to the overall P&Ps	12/15/2020
		Explore other investment options beyond UBS	Increased flexibility in investment options Reduced fees	4/15/2021
Finance	Branch and IBC support	Provide tax filing examples from two branches on the website	Branches will be informed of tax filing examples	8/31/2020
		Determine tax filing requirements for IBCs and update the P&P	Clarified understanding of IBC tax filing requirements	12/15/2020
		Run a short branch finance survey	Identify branch finance statistics such as 501c3 status and how they manage finances	12/15/2020

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		Provide example of filled raffle forms on website	Educated branch finance officers	12/15/2020
Finance	Arrange legal help to answer legal questions for AAUW CA and branches as they arise related to e.g. fundraising and other nonprofit organization issues in California. We would be looking for say 5 hours of support through the year by phone or email.	Contact law firms specializing in nonprofit law and recruit someone	Identify a resource to provide consulting services as needed.	10/15/2020
Public Policy	Serve as an effective resource for all branch public policy chairs to increase branch public policy activities	Members to contact assigned branch PP chairs to determine needs	All branches will have access to resources to enhance their PP work	9/1/2020
		PP contacts distribute resources to branches.	10% of branches who are showing no public policy activity show activity through newsletter review or take action following a public policy webinar.	6/30/2021
Public Policy	Develop and implement a successful GOTV strategy to share with branches; develop social media strategy to encourage public to vote	1) Present strategies to branches in webinar/workshop; 2) Produce video snapshots of "Why I Vote" for AAUW-CA FB page	1) All branches will have resources to implement their own GOTV campaigns; 2) GOTV public awareness will be enhanced	8/14/2020
Public Policy	Develop and implement a successful Lobby Day in Sacramento for April 15, 2021	Sub-committee to be chosen; marketing strategy developed to attract members to attend; logistical plan to be developed	60% of branches who participate in the annual meeting will send at least 1 representative to Lobby Day.	3/31/2021
Public Policy	Enhance public policy messaging by increasing social media presence and updating website	Sub-committee to be chosen, chair (Melissa Myceko) will work with CommComm; members will be assigned topics to update on website	AAUW's public policy priorities will be made clear, strong and accessible to members and public alike	12/31/2020
Public Policy	Develop "ally-ship" strategy for raising members' awareness of challenges faced by women of color, and combatting civil rights' violations against all people of color	1) Produce monthly articles for branch NLs highlighting ways in which PP issues affect WoC; 2) support legislation designed to end civil rights violations against PoC	Articles are delivered to branch leaders.	6/30/2021

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Diversity		Public Policy will review the newsletters for Social Injustice.	Newsletters demonstrate Diversity and Inclusion activities	6/30/2021
Diversity	Increase and document Diversity and Inclusion activities of the AAUW California leadership team and branches.	Create webinars delivered by AAUW California that include Diversity and Inclusion	At least 2 Webinars include Diversity and Inclusion reference	2/28/2021
Diversity		Extract actionable ideas from the existing Diversity and Inclusion toolkit and share with branches via B2B.	5 branches embrace 1 or more activities as evidenced by branch newsletter articles, branch website or branch phone calls	6/30/2021
Communications		Redesign all 10 Tech Trek Camp website pages using the National template	Work with AAUW National to obtain access to environment for development.	Standardized website using the national template
	Design and develop a camp page prototype and present to camp directors		Content and layout meets Tech Trek Camp leadership design requirements	3/31/2021
	Once approved, develop camp website pages & train camp directors, as needed		All Tech Trek camps will have working websites that meet/exceed their needs by the beginning of the 2021 camp season	3/31/2021
Communications	Create an internet experience to support the 2021 camp season.	Define website needs for the 2021 camp season.	Website that supports the virtual camp.	1/31/2021
	Redefine frequency and distribution method of	Convene sub-committee to evaluate and determine process for creation and distribution of leader and member communications including 1. Monthly B2B 2. Monthly California Connection 3. Annual California Perspective:	List of publications including timing and content Identification of Policies that need to be updated to reflect changes	7/9/2020

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	member communications	Present recommendation to the board on timing, content and publication dates for publications	List of publications including timing and content Identification of Policies that need to be updated to reflect changes	10/18/2020
		Upon decision, adjust calendars, build templates, determine California Perspective content and delivery mechanism	Clarification on content and delivery dates.	3/31/2021
Tech Trek	Plan for successful 2021 traditional camp season or develop alternatives if pandemic mandates continue	Conduct monthly meetings with camp leaders; initiate & maintain communications with host campuses; communicate with stakeholders	Traditional camp(s) are successfully implemented if possible Create 1-2 alternative solutions provided to selected students	7/1/2021
Tech Trek	Expand new campus research to include NoCal (replacements for Stanford + UCI)	Communicate directly with campus summer business decision makers	Alternative campus hosts are contracted if needed	6/30/2021
Tech Trek	Establish Strategic Planning Think Tank	Conduct monthly meetings with branch & camp stakeholders; share output with camp leadership team	Provide alternative options, considerations and solutions focused on 2021-2023 camp preparation timelines	6/1/2021
		suggest policy updates as appropriate	Policies will be available for the start of camp process	11/30/2020
		Present camp structure recommendation to the board.		1/17/2021
Tech Trek	Review & compare 2019-2020 budgets for variances between camps	Adjust forms and/or suggest solutions to anomalies found between camps; update policy & procedures as needed	Standard process and forms for all camps	12/1/2020
		Share findings & recommendations with BOD		1/17/2021
Tech Trek	Refine CA website documentation competencies with	Update website with forms and documents for branch use	Branch coordinators will have the most current information on the Tech Trek websites	1/1/2021

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Tech Trek	branch coordinators	Communicate form location to branch coordinators	Branch coordinators will have the most current information on the Tech Trek websites	1/1/2021
Tech Trek	Increase recruiting & continue support of Camp-Directors-in-Training	Ensure effective training & camp alignment for M. Swails; J. Fedors; P. Grijalva; J. Fisher	Success serving as Co-Director or assigned to shadow camp leader(s)	8/1/2021
		Recruit a Beach Cities member to serve as a camp director in training	Candidate commits to serve as camp director in training	4/8/2021
Speech Trek	Update 2020 P&Ps for 2021 competition	Update policies and procedures	Branch chairs will have current and updated P7Ps	7/17/2020
Speech Trek	Update Branch Tool Kit for 2020-2021	Update Branch Tool Kit 2020-2021 and put on website	Branch chairs will have current road map	8/4/2020
Speech Trek	Update Student Tool Kit for 2020-2021	Update Student Tool Kit 2020-2021 and put on website	Students will have current road map	8/15/2020
Speech Trek	Create Webinar explaining principals of Speech Trek	create and deliver webinar	Speech Trek 101 to be designed to educate, inform and persuade; attract branches new to the program; increase # of participating branches by approx. 20%	8/10/2020
Speech Trek	Rebrand Speech Trek beginning with 2021 program	Rebrand by creating new logo	to reflect change from Eleanor Stem sponsor; to promote ST as the high school program that invites diversity	11/30/2020
Speech Trek	Update P&Ps for 2021-2022 program to reflect guidance and support for virtual competition	Update policies and procedures	Branch chairs will have current and updated P7Ps	6/30/2021
Speech Trek	Select 2022 Speech Trek Topic	Consult with Speech Trek Committee, ST Coords, POC to finalize topic choice.	Announce topic at Annual Meeting	4/7/2021