

Committee	Goal	Activity (steps to achieve the goal)	Expected Outcome & Measurement Strategies (How will you know you met your goal?)
AAUW Fund	LINK to our branches through our peer groups	Identify participant mailing list	Ability to contact all peer group members to participate in meetings
AAUW Fund		Establish a minimum of 4 peer group sessions.	40% branch fund directors attending sessions overall.
AAUW Fund		Develop 4 topics for peer group sessions with fund committee	Relevant session information will be posted on the website
AAUW Fund	Encourage all branches to donate towards a goal of \$450000 to AAUW Fund	Promote branch and individual giving with email campaigns and website donations	\$450,000 donated to AAUW Fund
AAUW Fund	Award State Named Gift	Solicit nominations statewide.	State Named Gift awarded at April Annual event
AAUW Fund	Encourage Leadership Team to donate to AAUW Fund or another AAUW Fund	Request all leadership team members to donate to AAUW Fund or another AAUW fund	100% leadership members donate
AAUW Fund	Promote scholar speakers at branch level	Review speaker process; promote branch use of scholar speakers	#20 scholar speakers will give live or zoom presentations
AAUW Fund	Streamline fall fund scholar events by pre-recording	Pre-record the entire session. Include call for donations as part of the presentation. Highlight related university and topic.	90% pre-recorded scholars; Legacy and Mooneen Circle pre-recorded Deliver presentation to all members for personal viewing.
AAUW Fund	Promote Legacy Circle Giving	Add to a California Leadership Team meeting agenda	Increase Legacy Circle members by 5
Branch Support	LINK to our branches through our peer groups	Identify participant mailing list	Ability to contact all peer group members to participate in meetings
Branch Support		Establish a minimum of 6 peer group sessions.	x% of members will attend at least x sessions
Communications	LINK to our branches through our peer groups	Identify appropriate Technology Peer Group participants using the BOR and update existing Google group mailing list (comm-tech-peer@aauw-ca.org).	Ability to contact all peer group members to participate in meetings. 100% of branches will have relevant Tech positions included in peer group mailing list.
		Establish a minimum of 6 peer group sessions.	1. A minimum of 6 Zoom sessions will be scheduled for the year in advance. 2. A list of at least 6 possible topics will be prepared for participants, including the mandatory review of relevant website resources. List of topics to be adjusted by group's needs as assessed throughout the year. 3. Relevant session information will be posted on the website.
		Source the presentors/speakers/trainers for topics selected by peer group.	Presenters/speakers/trainers will be identified for 100% of peer group sessions.

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		Promote participation in Technology Peer Group meetings.	1. Invitations to attend will be distributed to all branches via email a minimum of 4 times throughout the year. 2. Peer Group opportunity will be offered in a minimum of two B2B articles. 3. Attendance will be tracked via Zoom registration. 3. 50% of branches will send at a minimum of one participant to a minimum of two Technology Peer Group sessions
		Gather sample job descriptions from peer group participants to identify key job responsibilities for tech-related branch roles.	A list of common job responsibilities and tasks for tech-related branch roles will be compiled and shared with branches.
Communications	Enhance website content and maintenance.	Continue web updates of committee web pages per recommendations from 2022-23 CTL program. a. Meet with 2023-24 committees to review six uncompleted website updates identified by CTLs: Membership, Tech Trek, Branch Support, Fund, Speech Trek, Nominations & Elections. b. Prioritize and schedule website work based on CommComm resources available.	A minimum of two committee web pages will be updated.
		Systematically organize recordings of webinar and peer group meetings to optimize searchability by topic, presenter, date, tag, etc.	1. 80% of webinar and peer group recordings posted on the website will be organized for searchability using industry techniques. 2. Branches will be educated on searching for recordings via a minimum of two B2B articles.
Communications	Assist with creation and delivery of state leadership development webinar series.	Consult with committees hosting the series. Provide support as needed, including sourcing of ideas, content review and editing, promotion, and webinar scheduling and hosting.	Successful presentation of four webinars focused on leadership development as designed by the hosting committee(s).
Communications	Provide support to committees' peer group meetings.	Conduct Zoom training session for peer group hosts.	A minimum of 75% of committees offering peer group meetings will attend a training session on hosting Zoom sessions.
		Create attendance tracking and feedback document for year-end evaluation	Creation of an attendance tracking methodology used by 75% of committees offering peer group meetings. Used by BOD as part of an evaluation of peer group training strategy.
		Assist committees with establishing peer Facebook groups for ongoing forums by hosting a training webinar.	30% of committees offering peer groups will attend training on setting up and effectively using Facebook groups for additional peer sharing. 15% will establish trial groups.

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Communications	Establish an "Editing House" offering editorial review services for branch materials.	Establish editing team and determine procedures.	1. An editorial team for branch materials will be established and publicized to branches. 2. A minimum of 20 branches will submit materials for editorial consultation.
		Offer editorial review services to branches in B2B specifying what will be encompassed, for what types of materials, turnaround time, etc.	
Communications	Incorporate the promotional tool of "storytelling" in appropriate communications to aid in recruitment.	Add the feature "My AAUW Moment" to California Connection and solicit members' stories of their most memorable, humorous, or rewarding experience.	A minimum of five issues of California Connection will have member contributions to "My AAUW Moment."
		Launch social media campaign of "My AAUW Moment" using material submitted to <i>California Connection</i> videoed at Committee Day.	A minimum of five "My AAUW Moments" will be configured for effective social media messaging and posted.
		Pepper informational emails with inspiring quotes from members related to the benefits of membership, the impact of programs, etc.	15% of appropriate communications to branch leaders or members will incorporate a motivational quote.
		Establish a "guest author" feature in <i>California Connection</i> for members to share topics, following provided guidelines.	A minimum of 50% of <i>California Connection</i> issues will include an approved submission from a member on a suitable topic.
Communications	Institute communications to regularly and formally remind branches of AAUW California's value to them.	Update the "Value for Dues" document.	Refreshed document will be distributed in the Admin Packet.
		Hold a midyear "Remember Us?" state of the state meeting highlighting actions taken to assist branches and soliciting feedback on their effectiveness.	A minimum of 30 branches will attend. Feedback on state activities' effectiveness will be summarized and shared with branches.
		Add a "Brag Box" feature to B2B highlighting state accomplishments and activities not otherwise noted at the committee level.	A minimum of four B2B issues will contain "Brag Box" commentary.
Communications	Optimize communications for mobile display.	Assess typical state communications for ease of use on mobile devices.	A minimum of four key communications will be evaluated and optimized.
		Research necessary steps and tool for optimization.	
		Select key communications to pilot display enhancement.	
Communications	Create position of Google Ads administrator to assume responsibility from Dowitcher Designs.	Establish requirements for administering donated Google ad space, including monitoring for red flags, evaluating analytics, making recommendations for ad choices, and tagging.	Administrator will attend Dowitcher meeting(s) for training.
		Recruit volunteer for position.	Identification of a Google Ads Administrator.
		Identify Committee Member for training.	

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Communications	Establish Help Desk Specialist position to monitor, direct and track activity on tickets, .	Categorize Help Desk tickets to identify typical submission and create routing procedures. Create a monitoring procedure for Help Desk Specialist to track status of tickets and follow up as needed. Establish recording system to track common issues and share with Peer Group host.	1. 100% of HelpDesk tickets will be managed by HelpDesk Specialist with responsibility for monitoring, routing, tracking and followup with appropriate people. 2. Recurring questions will be referred to appropriate committee for peer group training as necessary.
Communications	Enhance social media coverage of AAUW California and branch activities for marketing and recruitment.	Design and post social media campaigns to support: 1. state programs 2. new marketing campaign to recruit educators 3. "My AAUW Moment" storytelling through videos and quotes. Assign team member to post other organization's social media messages of interest to California members. Investigate use of <i>LinkTree</i> to maximize users' access across all AAUW California's social media platforms.	AAUW California posts with recruitment message shared on all social media platforms a minimum of 2x/week.
Communications	Evaluate website for new theme.	Determine scope of project. Engage Accessicart to complete evaluation. Create budget request for 2024-2025 implementation.	Documented recommendation. Budget requirements Budget request incorporated in April draft budget
Communications	Facilitate recruitment campaign for educators per recommendation of Dowitcher marketing consultants.	Source educators from LinkedIn. Create website content specifically for educators. Design and deploy a series of emails to highlight reasons for educators to visit landing page. Test offering educators a signup opportunity to receive followup information, program announcements, etc.	A mailing list of California educators will be generated. A website landing page geared toward educators' interests will be launched. Webiste analytics will show baseline level of traffic on edcators' landing page durng first four months of campaign. 50 educators will sign up to receive followup information.
DEI		Establish a minimum of 6 peer group sessions.	At least 50% of branch DEI coordinators will attend a minimum of 2 sessions.
DEI	LINK to our branches through our peer groups	Develop and review key job responsibilities for branch roles	<i>90% of peer group members will receive key job responsibilities document.</i>

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DEI		Review website resources	<i>Peer group members will receive an orientation to the website resources. The session will be posted to allow those who could not attend to access the information.</i>
DEI	Develop and promote strategic plan for infusing DEI into AAUW California Board, committees, and branches	Document outlining suggested ways to implement the strategic plan will be created.	Document will be sent to all branch DEI coordinators and presidents as well as posted on the website.
DEI		Conduct informal audit of AAUW California branches and members to create baseline	Results of the audit will be published on the website.
DEI		Use tools to estimate demographics of branches, knowledge and interest of members regarding DEI, create expectations accordingly.	Baseline to help develop short, medium and long term goals will be established.
DEI		Develop communications, webinar, presentations, etc. to share the strategic plan with specific actions for boards to consider.	At least 25% of branches will show support for and understanding of the strategic plan by embedding concepts into their branch activities and communications, as evidenced by end of year survey and newsletter articles.
Finance		LINK to our branches through our peer groups	Identify participant mailing list. All current branch treasurers to be on list.
Finance	Establish a minimum of 4 peer group sessions and set dates that provide timely information during the year.		Peer group able to obtain timely guidance and assistance for branch finance responsibilities. Target is 50% of branch treasurers to attend.
Finance	Review key job responsibilities for branch financial roles and incorporate any changes into Branch Finance portion of the AAUW CA website.		Branch participants understand what their role entails and have accurate information on the AAUW CA finance section of the website.
Finance	Review finance website resources for linking problems and changes in policies, procedures and requirements. This is a general update to the website.		Branch participants know where to find resources on the state and national websites and links work.
Finance	Identify 1-2 older finance website sub-sections and update to increase understanding of the function.		Branch participants able to access and obtain accurate information on the website.
Finance	QBO pilot treasurers to report all 2023 camp year transactions on QBO and reconcile to SPF 2023 annual report and confirm Branch tech trek balances in QBO records to branch balances.		Pilot camp treasurers to input all transactions and run reports for the 2023 camp year. Camp treasurers reconcile QBO reports to SPF reports by month and the 12/31/2023 annual SPF reports. Pilot camp treasurers confirm branch balances in QBO with the branch tech trek finance person.

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Finance	Roll out QBO training to all remaining camp treasurers in preparation for 2024 camp year. Remaining camp treasurers to confirm their 12/31/2023 branch balances with branches and input confirmed balances to QBO.	Train remaining camp treasurers on QBO so they can input transactions, reconcile to SPF reports and run QBO reports.	All remaining camp treasurers are fully trained on QBO and reports. Confirmed Branch balances @ 12/31/2023 are input to QBO to begin the 2024 camp year. Camp treasurers are able to reconcile QBO to SPF reports beginning January, 2024
Governance	LINKING to our branches through our peer groups	Identify participant mailing list	Ability to contact all peer group members to participate in meetings
Governance		Establish a minimum of 6 peer group sessions.	x% of members will attend at least x sessions
Governance		Develop and review key job responsibilities for branch roles	Branch participants understand what their role entails
Governance		Review website resources	Branch participants know where to find resources on the state and national websites
Gov Trek	Evaluate and update program design	1) Schedule 2023-2024 program dates 2) Refine the program curriculum and materials; update based on feedback from last year (including P&P) 3) Review website resources for accuracy and update with 2023-2024 information	Send to webteam to update
Gov Trek	LINK to our branches through our peer groups	Identify participant mailing list/s	Ability to contact all peer group members to participate in meetings
Gov Trek		Establish a minimum of 6 peer group sessions. Brainstorm on/confirm topics with committee.	Schedule meetings ahead of time, send out reminders and recordings
Gov Trek		Develop and review key job responsibilities for branch roles	Create a document that describes the branch role and share with 100% of peer group members
Gov Trek	Form plan to solicit contributions from California	Submit SPF application and speak with Finance Document outreach plan and supporting actions	A fund is created to accept donations.
Gov Trek	Confirm Gov Trek intern	Submit university partnership paperwork	Ariatna is engaged as Gov Trek intern for Fall semester
Gov Trek	Engage Gov Trek Alumni	Invite alumni to offer office hours during 2024 program	Include youth voice and influence in shaping the program
Gov Trek		Invite 2022-2023 grand prize winners to join committee as advisors	
Gov Trek	Increase Gov Trek promotions and communications outreach	1) Create promo video, Gov Trek-specific social media profiles and MailChimp account 2) Create content, graphics, testimonials, and ongoing email communications	Send to communications for approval
Gov Trek	Protect Gov Trek Name	Register Gov Trek for trademark status	Trademark process in progress by end of October



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Gov Trek	Impact Reporting	Analyze pre & post program survey results	Provide results to AAUW California board and peer group
Leadership Development	LINK to our branches through our peer groups	Identify participant mailing list	Ability to contact all peer group members to participate in meetings
Leadership Development		Announce peer group in the B2B	Branch peers to sign up for the group <i>They don't need to sign up. They are automatically in the group. Not sure you need this line.</i>
Leadership Development		Establish a minimum of 6 peer group sessions.	x% of members will attend at least x sessions
Leadership Development		Develop and review key job responsibilities for branch roles	Branch participants understand what their role entails
Leadership Development		Review website resources	Branch participants know where to find resources on the state and national websites
Leadership Development		Implement Leader on Loan Program.	Identify committee member to serve as Leader on Loan Coordinator
Leadership Development	Review and update existing Leader on Loan materials		
Leadership Development	Post updated materials on the website.		
Leadership Development	Identify available leader resources and process for identifying leaders when request is received.		
Leadership Development	Determine rollout dates		
Leadership Development	Announce the program in B2B and via the peer group		
Leadership Development	Review list of suggested topics and select topics and identify four topics.		
Leadership Development	Develop 4 -part leadership development and	Identify session dates and submit webinar request forms	All sessions will be promoted via the website calendar.
Leadership Development		Session 1 -Identify topic	60% of branches will attend the session.
Leadership Development		Session 1 -Develop materials	
Leadership Development		Session 1 - Deliver session	
Leadership Development		Session 2 -Identify topic	60% of branches will attend the session.
Leadership Development		Session 2 -Develop materials	

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Leadership Development	development and recruitment series.	Session 2 - Deliver session	60% of branches will attend the session.
Leadership Development		Session 3 -Identify topic	
Leadership Development		Session 3 -Develop materials	
Leadership Development		Session 3 - Deliver session	
Leadership Development		Session 4 -Identify topic	60% of branches will attend the session.
Leadership Development		Session 4 -Develop materials	
Leadership Development		Session 4 - Deliver session	
Leadership Development		Conduct Branch Activity of the Year Award Program	Review past year Branch Activity of the Year Program materials and adjust as necessary.
Leadership Development	Create and launch application process, dates and deadlines		
Leadership Development	Review applications and select awardees.		Three applications will be selected as awardees and presented at the annual event.
Leadership Development	Notify submitters of their application status.		All applicants will be contacted.
Leadership Development	Create winner announcements		Announce the winners in B2B
Leadership Development	Present awardees at the annual event		All awardees will be represented at the annual event.
Leadership Development	Create a webinar to showcase all submitted projects..		75% of programs will be represented in the webinar.
Membership	LINKING to our branches through our peer groups	Identify participant mailing list	Ability to contact all peer group members to participate in meetings
Membership		Establish a minimum of 6 peer group sessions.	80% of branches will participate. An attendance tracking system needs to be in place.
Membership		Develop and review key job responsibilities for membership roles. Introduce "Branch Ambassador." Encourage branches to form a membership committee.	65% of branches will add Branch Ambassador as Membership VP elect.
Membership		Review website resources	Develop a survey and report results to branch leaders for contact and follow up. Response rate 75%



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Membership	Implement marketing and advertising plan to engage new members	Create five ads with different themes to be placed in various outlets targeting educators, other professional organizations, as well as retirees	We will see 5% monthly increase in traffic with the ads. The ads will be monitored for hits and the number of times someone goes to our landing page. A person will be trained to take over monitoring from Dowitcher.
Membership	Increase statewide membership by 3%	Identify branches growing by 3% or more.	Send letter of appreciation to the branch. Highlight those branches in the B2B each quarter or another venue.
Membership	Decrease number of non-renewals by 2%	Use the annual membership report from national that is available each February. Develop survey and report results to branch leaders for contact and follow up with those members.	Analyze the data from the non-renewal survey. Response rate of 75%
Membership	Increase C/U faculty and staff membership by 3%	Advertise in electronic newsletters. Branch leader contacts dean of faculty to discuss volunteer opportunities for tenure.	
Membership	Launch Membership Tool-kit	Finalize materials	Comprehensive training materials
Membership		Share toolkit via peer group webinar	80% of branches attend
Membership		Provide survey to attendees	Results of survey will be discussed by membership committee for possible revisions to toolkit.
Membership	C/U Faculty/Staff grow by 3%	Advertise in electronic newsletters. Branch leader contacts dean of faculty at nearby campuses to discuss volunteer opportunities for tenure.	Paid membership from 30 faculty/staff
Nominations & Elections	Identify members to fill six open Board positions for 2024 election, including Secretary, (4) 2-year directors, and (1) 1-year director .	Committee to contact as many branches as possible to identify potential candidates and follow up with those possible candidates. Ask current board members whose terms are ending in June whether they will be running for another term.	At least 1 candidate for each open position will run for office.
Nominations & Elections	Provide information to the membership regarding election and candidate search.	Work with CommComm to update the timeline and information on the website as well as produce B2B articles with relevant information.	All materials and dates will be current on the website.
Public Policy	Establish Public Policy Committee Procedures and Responsibilities for 2023-24	1. Establish new procedure for communication with branches including dissemination of NL articles and important PP updates	After Committee Day all committee members will have a very clear understanding of procedures, roles and responsibilities for 2023-24
		2. Assign PP committee members as liaisons to branches (~9 branches per member)	
		3. Establish branch NL article calendar including monthly topics and authors	
		4. Assign sub-committee leads and members	

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Public Policy	Strengthen connections with Branch PP Chairs Peer Group Using Newsletter and Meetings	<ol style="list-style-type: none"> <li>1. Create and send out a montly newsletter style round-up email to branch PP chairs plus Presidents for those branches without PP chairs</li> <li>2. Include footer on newsletter that lists PP committee members running point for assigned branches. First newsletter will inform of new communication procedures and invite branches to email PP re: needs/requests/issues</li> <li>3. Newsletters will invite peer group to bi-monthly PP Chair Zoom meetings</li> </ol>	Branches feel supported in their PP work. Target 40% participation in bi-monthly Zoom meetings
Public Policy	Develop a comprehensive Legislative Action Agenda for 2024-25	<ol style="list-style-type: none"> <li>1. Co-chairs will monitor new bills, select those that relate to AAUW California PPPs</li> <li>2. Assign PP committee members to research bills and recommend positions</li> <li>3. Full committee to meet and discuss bill analyses. Select and prioritize approximately 30 bills for support.</li> <li>4. Work with KVO to advocate for passage of supported bills</li> <li>5. Keep AAUW California membership updated on progress</li> <li>6. Establish a google-doc based bill tracker for AAUW California website updates</li> </ol>	Goal for 60% of our selected bills to become law, measured by our Bill Tracker
Public Policy	Develop a successful 2024 Lobby Day(s) event	<ol style="list-style-type: none"> <li>1. Decide on format and date(s), including in-person vs Zoom, one day or multiple days, AAUW members only or open up to non-members, meet with all legislators or only those with participating members?</li> <li>2. Develop and circulate advertising for Lobby Day</li> <li>3. Develop member interest survey for dissemination in January</li> <li>4. Recruit existing AAUW California members for Lobby Day</li> <li>5. Recruit legislators</li> <li>6. Form teams matching members with legislators*</li> <li>7. Schedule leg office meetings*</li> <li>8 Set up Zoom calls*</li> <li>9. Develop Training Webinar*</li> <li>10. Develop educational materials on top 3 bills*</li> </ol>	40% of branches will participate, and members will feel empowered by making a difference in effectuating legislative change related to our PPPs. Participation will be measured by report back forms. Member efforts will result in more legislators becoming familiar with our priority bills; report back forms to include legislators' comments

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		11. Collect and collate feedback from teams 12. Prepare branch NL article to report on outcome of Lobby Day*	
Public Policy	Develop Social Media Public Education and Action Program	1. Develop education campaign around priority legislation using leg agenda/legislative evaluations 2. Develop action items related to priority legislation 3. Disseminate via social media and to PP chairs at branch level via Newsletters	Send out information and action items on all A & B priority legislation in 2024
Public Policy	Update AAUW California Public Policy Website	1. Review website content, identify outdated content, make recommendations for removal/replacement 2. Identify need for additional/updated content 3. Solicit members in areas of interest to provide updated content 4. Members to periodically add content in designated categories	Increase web traffic by 20% year over year
	Develop School Board Project re: advancing	1. Develop membership survey to assess member interest and scope of problem 2. Compile Survey results into Summary 3. Educate members re project - Webinar for LA IBC - Presentation for SLO County IBC - Webinar for committed contacts - Social Media - Internal - educate membership (similar to 2022 GOTV campaign) - External - part of election campaign, target districts 4. Identify target districts	Need to figure out concrete next steps and success metrics with Equality CA--our thinking on success metrics right now is how many regressive candidates we keep out and/or how

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Public Policy	Project re: advancing restrictive and revisionist history curricula and encourage local candidates who counter this to run	5. Coordinate/oversee branch efforts in target districts - Identify contact  - Develop "elevator speech" for contacts to use in soliciting potential candidates - Develop tool to track contacts and progress/results  - Contact branch participants	many AAUW aligned candidates we get in
		6. Develop campaign materials for use by AAUW members	
		7. Develop script for members attending School Board meetings	
		8. Liaison with EqCA	
Speech Trek	LINK to our branches through our peer groups	Identify branch participant mailing list	Ability to contact all peer group members to participate in meetings
		Establish a minimum of 4 peer group sessions.	x% of members will attend at least x sessions
		Develop and review key job responsibilities for branch roles	Incorporate information into Branch Toolkit
		Review website resources	Send updates to webteam
	Increase number of branches participating in the program by 5 branches	Reach out to current participating branches	Identification of challenges branches face when planning contests List of contacts at non-participating branches that may be interested
		Develop ideas for program improvement	Strategic plan for program changes for 2025
		Develop advertising/marketing strategy	New branch participants
		Identify new strategic partners: Tech Trek, Gov Trek, Toastmasters, etc	Strategic plan for program changes for 2025
	Improve contest judging	Review and revise as needed: judge instructions, score sheet	consistency of scoring across branches, positive feedback from judges
	TechTrek	LINK to our branches through our peer groups	Identify participant mailing list
TechTrek	Establish a minimum of 6 peer group sessions.		60% of members will attend at least 4 sessions
TechTrek	Develop and review key job responsibilities for branch roles		Branch participants understand what their role entails
TechTrek	Review website resources		Branch participants know where to find resources on the state and national websites
TechTrek	Publish Tech Trek Alumnae Community Handbook		Branch participants know where to find resources on the state and national websites

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TechTrek		Establish a minimum of 6 alumnae advisory group sessions.	Branch participants know where to find resources on the state and national websites
TechTrek		Revise P&Ps to add appendices related to alumnae.	Branch participants know where to find resources on the state and national websites
TechTrek	Identify pipeline for key TT roles	Review website resources	Branch participants know where to find resources on the state and national websites

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