

AAUW Bowling Green Ohio Branch
2017-2019 ACTION PLAN

A. MISSION

AAUW To promote equity for women and girls through advocacy, education and research

BRANCH

- To unite the alumnae/alumni and students of accredited colleges and universities to promote equity for women and girls through advocacy, education and research
- To participate in the development and promotion of the policies and programs of the American Association of University Women
- To develop productive, ongoing partnerships with other community organizations to promote equity and address social and civic issues
- To increase our effectiveness in the community by addressing social and civic issues

B. BRANCH OBJECTIVE

To meet our annual goals based on the Associations' priorities by promoting equity through advocacy, education and research at the local level

C. 2009-2011 THEME

Breaking Through Barriers for Women and Girls

D. GOALS AND STRATEGIES

2. MEMBERSHIP DEVELOPMENT, RETENTION & PARTICIPATION

GOAL: Maintain membership at 100 + members and engage the membership in opportunities for mission focused advocacy, education and research

STRATEGIES:

- Continue to develop and refine comprehensive lists of prospective members and use them to bring in new members
- Develop and distribute membership packets to new members
- Invite each Branch member to deliver membership material to at least one prospective new member
- Conduct an AAUW orientation as part of a fall branch program for the purpose of recruiting new members and engaging the newest members
- Integrate University students into the organization
- Promote participation opportunities, with particular emphasis on increasing contributions to AAUW Funds, Tech Trek @ BGSU, and local scholarships.
- Continue use of technology to conduct branch business, develop a more informed membership, and increase branch visibility
- Continue use of the committee structure including more membership in Branch activities

2. LEADERSHIP

GOAL: Provide opportunities for organization and community leadership development within the Board and among the membership

STRATEGIES:

- Encourage attendance at local, district, state, regional, and Association meetings using email, newsletter, personal contact
- Involve at least one new person in the state convention
- Provide at least one program on leadership development each year
- Provide leadership opportunities for all branch members through the planning and implementation of the annual program of work, i.e., meetings, fundraising, workshops, special interest groups, community events, etc.
- Expand opportunities to serve on the branch board
- Provide funding to underwrite attendance at a minimum of one leadership development opportunity

3. VISIBILITY

GOAL: Increase positive visibility for the Branch

STRATEGIES:

- Expand media coverage to include promoting programs and reporting on branch events
- Expand collaborations and coalitions with local BG community groups in order to work more effectively toward common goals, i.e., BG Zonta Club, League of Women Voters, Cocoon Shelter, BG Women's Club, BGSU Women's Center, BGSU Student Money Management Office, BGSU Center for Multicultural and Academic Initiatives, BGSU Center for International Programs, campus student groups, etc.
- Highlight Branch committee and member activities through Facebook and other social media.
- Place AAUW information pieces and membership materials in public places, i.e., the library, the Chamber of Commerce, Grounds for Thought, local Bookstores, Community Center, Senior Center, etc.
- Co-sponsor community events that support the AAUW mission.

4. DIVERSITY

GOAL: Focus on diversity through membership recruitment, programming, interest groups and community engagement activities

STRATEGIES:

- Provide educational opportunities to learn about diversity issues, i.e., sharing the *Adelante* reading list, discussion of current diversity items of interest in the newsletter, programming, community engagement activities, etc.
- Continue the development of an *international/multicultural/* diversity interest group

5. ADVOCACY

GOAL: Work individually and collectively to effect positive societal change

STRATEGIES:

- Communicate the continuing issues facing women through the membership newsletter and listserv
- Inform members of legislative contacts and encourage communication on issues related to AAUW's public policy positions
- Provide members with basic information on issues affecting women and girls as a basis for communicating with government officials and local news media
- Continue voter education among members and the larger community
- Develop and implement programming on basic economic security for women and girls
- Provide active programming on Pay Equity Day



August 4, 2017