

Strategic Plan for AAUW Salem Branch, 2022

- I. **Leadership Development:**
 1. Provide board members position descriptions, branch bylaws and policies included in a “handbook” for reference.
 2. Provide leadership training for members and leaders; consider co-officers.
 3. Model effective leadership; encourage communications with state counterparts
 4. Assign a mentor to new officers/leader positions.
 5. Promote National and State priorities in programming, funding and communications with members.

- II. **Community Involvement:**
 1. Collaborate with diverse groups and organizations on community projects.
 2. Connect with school boards and city council regarding equity issues.

- III. **Advocacy:**
 1. Provide information to leaders/members regarding legislators and federal, state, and local elections.
 2. Communicate upcoming issues related to AAUW priorities.
 3. Support an active group enrolled in 2-minute activist.
 4. Collaborate with LWVs to promote voter education.

- IV. **Membership:**
 1. Recruit to achieve diverse membership.
 2. Develop an orientation plan (new members) and methods to retain members.
 3. Be enthusiastic and have fun in every event/project.
 4. Encourage formation of Interest/Study Groups.

- V. **Communication & Visibility:**
 1. Publicize and invite public (community) participation in all meetings/projects.
 2. Maintain updated information on Website and Facebook page.
 3. Encourage and support AAUW members and other community women to run for elected office or serve on non-profit or business boards.
 4. Identify local media that will promote projects and public policy efforts in their broadcasts or publications.

- VI. **Financial Management:**
 1. Embrace a sound fiscal plan (budget) to meet current and projected needs.
 2. Use benefactor funds to award scholarships or cover expenses for special equity projects
 3. Develop a plan for raising funds to support branch operations.

- VII. **AAUW Funds:**
 1. Keep members informed about funds; maximize financial contributions.