

**THE AMERICAN ASSOCIATION OF UNIVERSITY WOMEN
BALLWIN-CHESTERFIELD BRANCH**

GOALS, STRATEGIES, AND ACTIONS 2008-2009

The beginning of a new year with AAUW provides new opportunities to move ahead individually and as an organization. Each of our members has an opportunity to participate in Branch activities according to individual needs and interests based on the goals of our Branch and the Association. What we do together can make a difference in our lives, in the lives of others, and in the lives of those who come after us.

AAUW VISION STATEMENT

AAUW will be a powerful advocate and visible leader in equity and education through research, philanthropy, and measurable change in critical areas impacting the lives of women and girls.

AAUW MISSION STATEMENT

AAUW advances equity for all women and girls through advocacy, education, and research.

AAUW VALUE PROMISE

By joining AAUW, you belong to a community that breaks through educational and economic barriers so all women have a fair chance.

AAUW UNIFYING FOCUS

Breaking through Barriers

MEMBERSHIP

GOAL 1. Recruit New Members (ongoing)

- Contact guests with written notes and telephone calls, with help of Membership Committee
- Update the informational brochure about the Ballwin-Chesterfield Branch; distribute it to public libraries and at Branch meetings [September, 2008]
- Utilize Association membership programs "Give a Grad a Gift" and "Shape the Future"
- Participate in the "Member Get a Member" campaign through June 15, 2009
- Participate in the IBC student affiliate branch at the University of Missouri-St. Louis (ongoing)
- Participate in the formation of the new IBC student affiliate branch at Washington University

GOAL 2. Retain Members: Retain more than 90% of new and continuing members

- Integrate new and continuing members into Branch activities (ongoing)
- Provide special nametags for new members
- Assign buddies to those new members who want one
- Introduce new members at Branch meetings
- Utilize Membership Committee at Branch meetings and monthly newsletter to welcome new members
- Orient new members at two New Member Coffees [Thurs., October 30, 2008 and Thurs., April 30, 2009]
- Inform new members about AAUW priorities: EF, LAF, Public Policy, and Issues & Diversity
- Distribute lists of new member interests to appropriate Chairs
- Update the informational brochure about the Ballwin-Chesterfield Branch; distribute it at Branch meetings, [September, 2008] and other appropriate venues
- Provide nametags at meetings
- Use Membership Committee members to greet members and guests
- Coordinate with Program Co-Vice Presidents regarding "Member Interest Survey" [May 2009]; distribute names and phone numbers to appropriate chairs and Co-Presidents

GOAL 3. Maintain accurate Branch membership records locally and with state and national associations (ongoing)

- Remind membership about membership requirements adopted by the Association at AAUW convention in June 2005
- Coordinate with Branch Treasurer to report new members and submit association membership reports (Branch Dues Reports) [February, 2009 and June, 2009]
- Assist Directory Chairs and Treasurer in providing accurate database and Directory information
- Continue Spring Membership Renewal Campaign in conjunction with Treasurer
- Update Branch membership forms
- Update guidelines for staffing Membership Table

GOAL 4. Provide Opportunities for Leadership Development (ongoing)

- Appoint a member of the Membership Committee to the Missouri AAUW Galaxy Award Project [August, 2008]
- Utilize Member Interest Survey to develop leadership skills in Branch activities

- GOAL 5. Send Branch Scholarship recipients “Give a Grad a Gift” membership upon their graduation**
Encourage local recipients to join the Branch

PUBLIC POLICY

- GOAL 1. Inform members of AAUW public policy issues [national, state, and local issues, and pending legislation] in the monthly newsletter and in announcements at the monthly Branch meetings; Research issues on the AAUW website**
- GOAL 2. Support AAUW issues by encouraging members to make their voices heard in Congress at the “Two-Minute Activist” (www.aauw.org) and by verbal and written communication with other elected officials**
- GOAL 3. Update members on voter registration information, petitions, and upcoming elections (ongoing)**
- GOAL 4. Encourage members to serve as election judges (ongoing)**
- GOAL 5. Collaborate with groups in the St. Louis area to promote AAUW issues**
- GOAL 6. Encourage members to attend annual Women’s Equality Brunch [August 2009]**
- GOAL 7. Support the “Financing Health Care: Issues and Options” forum [September 27, 2008]**

VISIBILITY

- GOAL 1. Promote AAUW activities through the media [ongoing]**
- Use Branch Media list to provide press releases to local media and to *Missouri In Motion*
 - Maintain the website for Ballwin-Chesterfield AAUW
 - Promote Missouri AAUW Galaxy Award Project
- GOAL 2. Encourage guest participation in all activities (ongoing)**
- GOAL 3. Collaborate as a Branch with other groups in support of community activities (ongoing)**
- GOAL 4. Involve Publicity Chair in preparation of the Missouri AAUW Galaxy Award Project and the Missouri Ten Star Program (ongoing)**
- GOAL 5. Promote AAUW at Dollars for Scholars events (ongoing)**
- GOAL 6. Continue participation in the Missouri AAUW Galaxy Award Project.**
- GOAL 7: Support the St. Louis Inter-Branch Council by providing leadership and by attending the “AAUW Convention Kickoff – A St. Louis IBC Event” [March 2009]**
- GOAL 8: Support Missouri State AAUW gathering [June 28, 2009]**
- GOAL 9: Study the proposed Association By-Law changes**

FUND RAISING

- GOAL 1. Raise money to support Branch activities [ongoing]**
- Holiday Auction [December 2008]
 - Schnucks eScript Community card (ongoing)
 - Office Depot Worklife Rewards program to raise money for publishing and mailing expenses (ongoing)
- GOAL 2. Raise money to support the Educational Foundation (ongoing)**
- Dollars for Scholars, Eleanor Roosevelt Walk [October 15, 2008]
 - Promote individual giving through newsletter, website and at Branch meetings
 - Encourage members to become “Century Club” members by donating a minimum of \$100 to Educational Foundation (EF)
- GOAL 3. Raise money to support the Legal Advocacy Fund. (ongoing)**
- Activity to be determined [Spring, 2009]
 - Promote individual giving through newsletter, website, and Branch meetings
 - Encourage members to become Legal Advocate “Key to Equity” members by donating a minimum of \$100 to Legal Advocacy Fund (LAF)
- GOAL 4. Support the Ballwin-Chesterfield Silver Research and Project Grant #4286 and AAUW priorities [ongoing]**
- Newsletter and website articles
 - Informational programs at Board meetings, Branch meetings, and other events

DIVERSITY

- GOAL 1. Seek diversity in membership with regard to gender, race, creed, age, sexual orientation, national origin, disability, or class [ongoing]**
- Invite diverse members to join the Branch Board
 - Ensure that Board and Branch meetings are accessible for persons with disabilities
 - Participate in the Missouri AAUW Galaxy Award Project with diverse groups
- GOAL 2. Address the various factors influencing diversity through Branch programs:**
- Health Care Forum: “Financing Health Care: Issues and Options” [Sept. 27, 2008]
 - Health Care Issues [Feb. 12, 2009] [April 9, 2009]
 - International Affairs [April 9, 2009]
 - Economic Status & Social Justice [January 8, 2009]
 - Gender Equity [February 12, 2009] [March 12, 2009]

- Social Justice (LAF) [October 16, 2008] [January 8, 2009]
- Diversity [October 16, 2008]
- Public Policy [October 16, 2008] [January 8, 2009]
- Educational Equity [November 13, 2008]
- National Affairs [March 12, 2009]
- Human Rights [April 9, 2009]
- Literature Discussions -- *Adelante* Book group

GOAL 3. Provide leadership for the Missouri AAUW Galaxy Award Project (ongoing)

LEADERSHIP DEVELOPMENT

GOAL 1. Develop new leaders to provide continuity in Branch leadership [ongoing]

- Identify prospective leaders and involve them on committees and in Branch leadership positions
- Mentor emerging and prospective leaders
- Provide encouragement and monetary support for leaders to attend IBC, State, and Association Biennial meetings

GOAL 2. Continue to implement an organizational structure that will facilitate continuity in leadership [ongoing]

- Support scholarship recipients' and student affiliates' attendance at Missouri State AAUW conferences, local branch meetings, State, and Association Biennial meetings

GOAL 3. Revise Bylaws and Policies (ongoing)

GOAL 4. Utilize the Missouri AAUW Galaxy Award Project to identify and involve new leaders (ongoing)

GOAL 5. Participate in IBC student affiliate branches at the University of Missouri-St. Louis and Washington University (ongoing)

COMMUNITY ACTION

GOAL 1. Collaborate in community action projects related to education, diversity, and equity [ongoing]

- Support Educational Foundation Walk for the Eleanor Roosevelt Fund [October 15, 2008]
- Provide monetary awards for girls ages 11-18 at the St. Louis Science Fair [Spring, 2009]
- Support Branch AAUW Community Action Grant to work with sixty Wellston 6th grade students in completing Science projects [Spring 2009]

SOCIAL JUSTICE

GOAL 1. Plan and implement the Missouri AAUW Galaxy Award Project (ongoing)

GOAL 2. Develop an understanding of International Relations Issues (ongoing)

- Provide four seminars in cooperation with other St. Louis AAUW Branches and the Ethical Society's "Tuesday Women's Association" [January-April, 2009]

GOAL 3. Provide information on health care issues at Branch meetings, on Branch website, and in newsletter (ongoing)

- Financing Health Care: Issues and Options [September 27, 2008]
- Provide speakers on International Issues at Branch meetings [April 9, 2009]

GOAL 5. Provide support for and understanding of the Legal Advocacy Fund [ongoing]

- Provide information to Branch through newsletter, website, and Branch Meetings

TECHNOLOGY

GOAL 1. Expand the use of the Internet to distribute the newsletter and communicate with branch members [ongoing]

GOAL 2. Continue to provide a Branch website [www.aauwballwin-chesterfield.org] with links to AAUW Missouri and the Association websites [ongoing]

GOAL 3. Provide education and technical support to the Branch members in the use of the Internet and computer technology [ongoing]

GOAL 4. Ask Technology Chair to participate in AAUW Missouri Galaxy Award Project [ongoing]

GOAL 5. Encourage members to become aware of AAUW publications and the on-line Member Services Database available on the Association website [ongoing]

GOAL 6. Create & maintain database of member information to share with various officers and chairpersons

GOAL 7. Assist officers and chairs in using the membership database for record keeping and communicating