

A hand holding a globe, symbolizing global leadership and strategic planning.

Strategic Planning  
Simplified

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# What is a Strategic Plan?



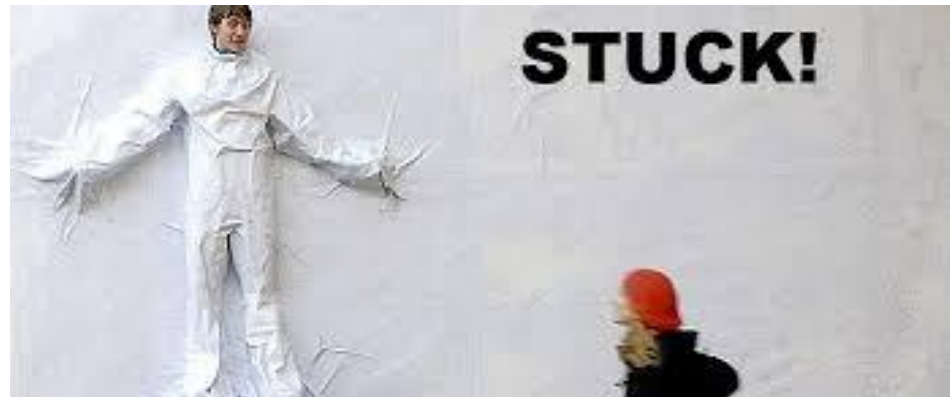
- A roadmap that outlines your branch vision, goals and objectives
- A shared view of priorities
  - Include Board members, Program and Project Chairs
  - Include members for greatest impact
- Unique to your branch
  - One size does not fit all
- The *glue*





# What it is Not

- A list of programs
- A list of events
- A mystery to the Board and members
- Done annually, bi-annually
- Put in the drawer
- Static



# Why Plan?

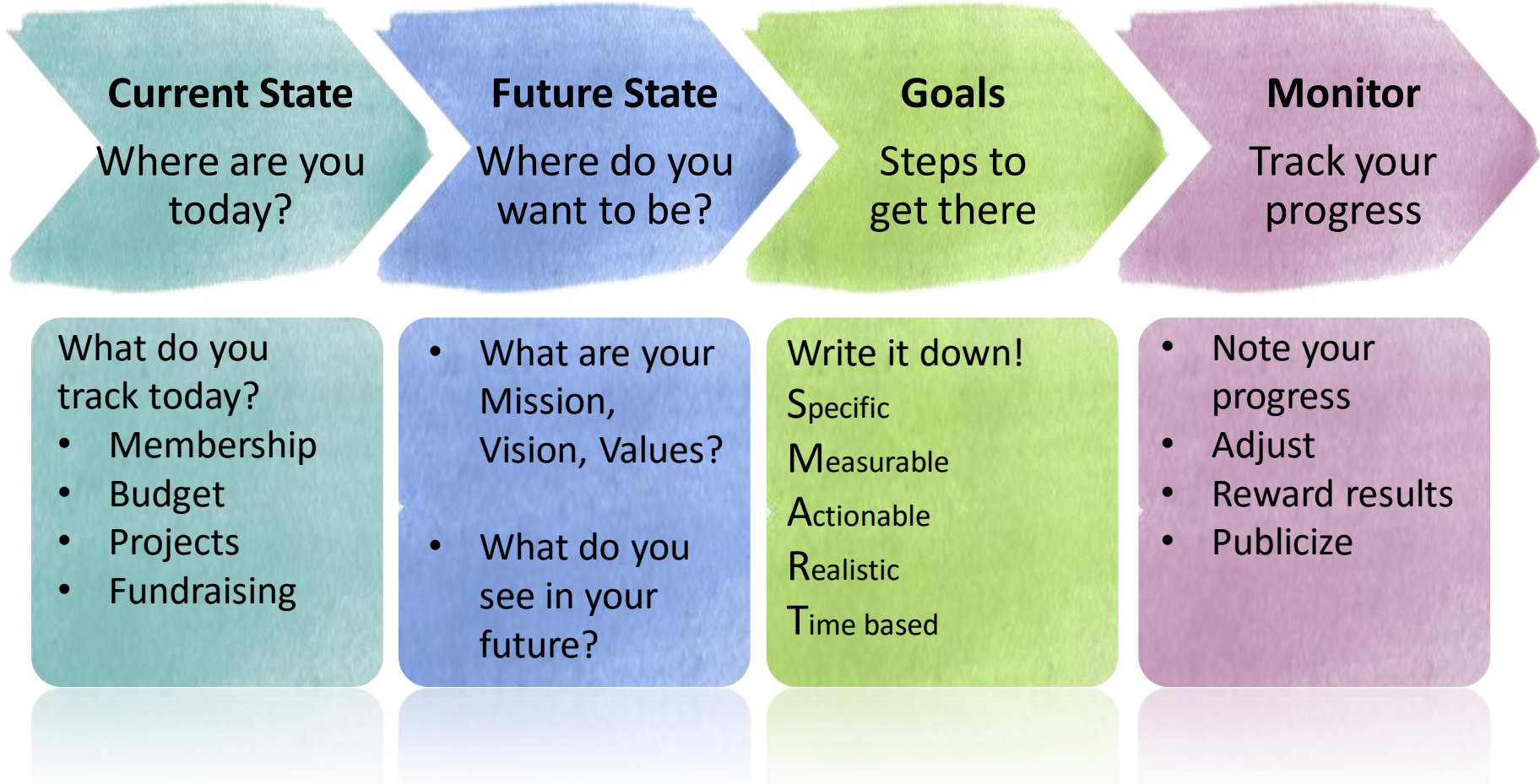
- Develop a common vision
- Focus effort, time and money
- Anticipate opportunities and obstacles
- Show progress
- Balance resources and demands



# Elements of a Strategic Plan



# 4 Simple Steps



# Current State



## • Resources

- People
- Money
- Passion



## • Commitments

- Projects
- Programs
- Special Interest Groups



# Future State



## Mission

Branch Purpose

Start with  
AAUW's mission

## Values

How you will  
interact with  
those you  
serve

## Vision

How you want  
the world to  
change

*Imagine your branch was wildly successful, with unlimited resources, and no barriers whatsoever. What would be different about the world?*



# Future State.....



# Making Your Vision Reality



## It's about balance



Resources



Projects

Special Interest Groups

**TechSavvy**  
by AAUW

**Tech Trek**  
by AAUW

Speech Trek  
**AAUW**  
CALIFORNIA

Passion  
Vision  
Values



# Goals



## Develop an action plan

- It is the “to do” list. It includes goals and objectives and outlines who will do each step and when things will be done
- **Goals:** Describe how you will meet the vision
  - Establish priorities to help focus energy and resources
  - Can be long or short term
- **Objectives:** Describe how you will meet the goals
  - They should be **SMART**

# SMART Goals and Objectives

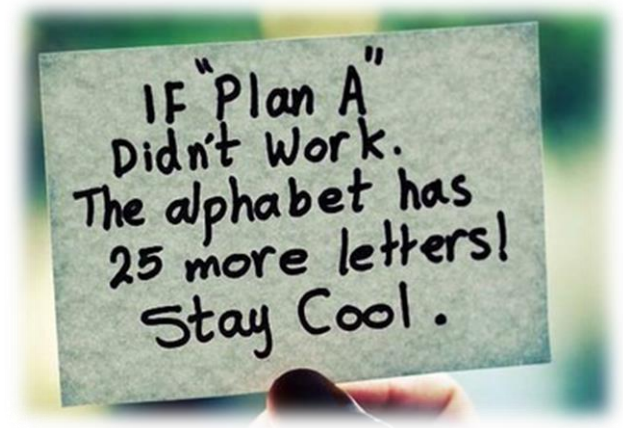


- **Specific:** clearly stated in precise terms
- **Measurable:** you can tell if you have achieved it or not
- **Achievable:** it is possible, you have passion to complete
- **Realistic:** not only is it possible, it is possible for you given your circumstances
- **Timely:** there is a date attached to it

# Evaluate Progress



- As you implement the plan, monitor the progress  
Adjust along the way to keep on track
- Evaluate what worked, what didn't and why so that  
you can make your next plan even better
- Report your success
- Celebrate



# Let's Practice!

