

I. Build membership in AAUWCA through retention and recruitment.

I-A Provide tools and resources to help branches recruit members for a statewide increase of 2%.

Action Items	Responsible Committee	Deadline	Status Updates
1. Committee to make scripted personal contact to each Branch Membership VP to introduce themselves and establish on relationship on all things membership (e.g., progress, recruitment methods, branch needs, etc.)	Membership	10/8/2016	October 2016 Update Expected completion 10/8/16 January 2017 Update Completed; continuing contacts if they have questions or issues.
2. Follow-up IA1 with an email containing a link to appropriate National or State pages and encourage continuing communication. Ask Branch Membership VPS to keep a tally of all new members and those not renewing.	Membership	10/8/2016	October 2016 Update Expected completion 10/8/16 and ongoing for rapport/support January 2017 Update Completed; ongoing if MVPs have questions or issues
3. Solicit member and branch officer input on an article to be published in the Perspective and/or Board-to-Board.	Membership	Ongoing	October 2016 Update Written, but not sent - planning to send soon January 2017 Update Used article for Perspective instead; sending to branches isn't working because can't coordinate and no guarantee it will be used by branches
4. Send a Board-to-Board monthly email containing ideas on recruitment and retention.	Membership	Ongoing	October 2016 Update Haven't gotten to yet January 2017 Update Getting that information is tricky and impractical.
5. Create and present Diversity and Inclusion information for annual meeting	Membership/ Diversity	4/22/2017	October 2016 Update <i>No update submitted.</i> January 2017 Update No progress
6. Encourage use of list of national members in each district for branch membership recruitment	Membership	Ongoing	October 2016 Update Sent instructions to Committee on how MVPs can get the list January 2017 Update Completed. Used B2B
7. NPR PSA message available to branches for distribution.	D&M	4/1/2017	October 2016 Update No progress made as yet. April '17 still ETA January 2017 Update <i>No update submitted.</i>

<p>8. Send PDFs (2 versions) of the Development and Marketing brochure.</p>	<p>D&M</p>	<p>10/1/2016</p>	<p>October 2016 Update Their original plan appears impossible - other solutions being sought. January 2017 Update A PDF version of the M&D brochure is available on the website. Thanks to Sandi Gabe and Jim Holzgraf for working hard to make this happen. Completed</p>
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I-B Provide tools and resources to assist branches in retaining membership at 90%.

Action Items	Responsible Committee	Deadline	Status Updates
<p>1. Encourage all branches to include online payment option</p>	<p>Membership</p>	<p>2/5/2017</p>	<p>October 2016 Update Need to collaborate with Finance January 2017 Update No progress</p>
<p>2. Send branches information on how to obtain ADA accommodations for members with disabilities</p>	<p>Membership</p>	<p>Ongoing</p>	<p>October 2016 Update Will work on through B2Bs, monthly email to branches, and article for branch newsletters (1A3 and 1A4) - will get information from ADA site and LB member, Cacilia Kim January 2017 Update No progress</p>
<p>3. Encourage branches to connect new members with veteran members of similar interests</p>	<p>Membership</p>	<p>Ongoing</p>	<p>October 2016 Update Will work on through B2Bs, monthly email to branches, and article for branch newsletters (1A3 and 1A4) January 2017 Update Completed. January B2B</p>
<p>4. Encourage branches to form interest groups specifically for younger women</p>	<p>Membership/ Diversity</p>	<p>Ongoing</p>	<p>October 2016 Update Will work on through B2Bs, monthly email to branches, and article for branch newsletters (1A3 and 1A4) January 2017 Update Semi-completed (encouraged to recruit younger members). B2B and Perspective</p>



January 2017 Strategic Plan Update

5. Determine how to best measure diversity in branches/state to inform future goals	Membership/ Diversity	Jan- tentative	October 2016 Update Ongoing January 2017 Update Waiting on response from subcommittee
6. Develop orientation materials for branch membership VPs and direct branch membership VPs to existing materials	Membership	Ongoing	October 2016 Update Completed through follow-up emails sent to MVPs in 1A1 and 1A2 January 2017 Update Completed.

I-C Model behaviors that enhance the visibility and appeal of AAUW.

Action Items	Responsible Committee	Deadline	Status Updates
1. Encourage branches to collaborate/outreach at least one community event and report back to the state	Membership	11/15/16	October 2016 Update Completed via Perspective article and first B2B January 2017 Update Completed
2. Outreach to branch Membership VPs to survey branch progress on membership growth, retention, and needs	Membership	4/15/2017	October 2016 Update First contact with MVPs; ongoing January 2017 Update Completed and ongoing
3. Send branches information on how to outreach via social media (e.g., LinkedIn, Twitter, Facebook, etc.)	Membership/ Communication s	12/15/16	October 2016 Update Incomplete January 2017 Update Communications Update: "Tech Corner" containing information on common communication tools including pros, cons and costs developed and posted on website
4. Send an article on membership retention to branch newsletter editors, coordinating with Branch Support, Leadership Development, and Programming	Membership	02/15/17	October 2016 Update Once article written (see 1A3) January 2017 Update See 1A3. Completed.
5. Initiate a collection of actions (with description & "how to" as needed) that will inspire and assist AAUW members to "walk the (AAUW Value Promise) talk." Design to be completed by Jan 15, 2017; 10 actions and plan for maintenance completed by April 15.	Branch Support	10/15/16	October 2016 Update Little progress - hope to have an outline/structure defined by 10/15 January 2017 Update Branch Support Update: Reworked initial structure. Need to review concept



Survey to test "inspire and assist" est. July 2017.			w/Membership and reword Action Item.
6. Encourage branches to use Social Media. Be an example to the branches	D & M	ongoing	<p>October 2016 Update LACIC is currently using Facebook and is revitalizing its website. Looking for connection with other branches and interbranch councils to encourage them.</p> <p>January 2017 Update Communications Update: We use Facebook, Twitter, Instagram and have a web presence. In order to highlight the success of these items we will include a highlight of a successful use of the tools in the monthly B2B publications.</p>

I-D Provide tools and resources to increase California C/U partners by 20%.

Action Items	Responsible Committee	Deadline	Status Updates
1. Encourage branches to collaborate on at least one event at a C/U campus	Membership/ C/U	Ongoing	<p>October 2016 Update September B2B encouraged branches to table on campus. Future B2B and Perspective articles will encourage other event participation.</p> <p>January 2017 Update Completed.</p>
2. Create a list of community colleges that match with branch(es) and communicate to branch(es). Send link to "How to recruit a C/U partner" publication	Membership /C/U	01/15/17	<p>October 2016 Update This list is progressing and will be finished by the due date.</p> <p>January 2017 Update Working on this.</p>
3. Create brief outline of C/U value to branch and to college	Membership/ C/U	10/08/16	<p>October 2016 Update In progress and we would like to put it on the website when we are finished.</p> <p>January 2017 Update</p>

			Ongoing through B2B and Perspective.
4. Encourage support for NCCWSL, Elect Her, SmartStart, Action Newsletter, Campus Project Grants, and Give a Grad a Gift with C/U campuses as recruitment tools for E-Student Affiliates	Membership/ C/U	Ongoing	<p>October 2016 Update The Fall Perspective article encouraged support for NCCWSL. Other B2B and Perspective articles will encourage support for the other programs.</p> <p>January 2017 Update Completed. Ongoing through B2B and Perspective.</p>
5. Create a Google Hangout for all parties to share ideas and issues - branches and/or C/U chairs, student organizations, and C/U partners.	Membership/ C/U	10/08/16	<p>October 2016 Update From Tina: Since you can only have 10 people "hanging out" we do not think this can be used for C/U Coordinators or C/U partners. It could be used for student organizations as there are 12 of those organizations in California.</p> <p>January 2017 Update Ongoing through B2B and Perspective. Apparently Google Hangout is too confusing. Need to revisit. Maybe change to a Facebook page.</p>
6. Encourage branches to sponsor student affiliate members or graduate students to attend NCCWSL.	Membership/ C/U	Oct- Ongoing	<p>October 2016 Update Fall Perspective. The committee is attempting to reach all the partner schools that have not renewed (21 at this moment), through contacting branches and the schools, to encourage renewal. We are contacted by branches with questions and requests for support and we work with those branches as the need arises.</p> <p>January 2017 Update Ongoing through B2B and Perspective.</p>

<p>7. Provide a local “Give a Grad a Gift” brochure to the branches and C/U partners</p>	<p>D & M</p>	<p>01/01/17</p>	<p>October 2016 Update The brochure has not been developed but tools have been created for branches. This quarter's focus will be the creation of the brochure. January 2017 Update A rough draft brochure will be available at the January board meeting.</p>
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I-E Increase the number of YWTF chapters to a total of 5.

Action Items	Responsible Committee	Deadline	Status Updates
<p>1. Educate and inform AAUW CA membership about YWTF and the relation to AAUW branches through at least 2 Perspective articles, emails and phone calls as necessary.</p>	<p>YWTF</p>	<p>06/10/17</p>	<p>October 2016 Update Article in fall Perspective, participated in conference call set up by national with members from CA and beyond, provided start up information to 2 branch members. January 2017 Update Returned only one email this quarter with info re: local YWTF efforts in the LA area.</p>
<p>2. Serve as a liaison to emerging YWTF chapters throughout the state, providing information about AAUW CA and branches as well as support.</p>	<p>YWTF</p>	<p>6/1/2017</p>	<p>October 2016 Update Ongoing support via email with SF and Stockton Chapters, discussion with Sac State student affiliate about collaborating on chapter formation for graduates. January 2017 Update Continued support of Stockton YWTF-participated in chapter conference call.</p>
<p>3. Foster collaboration between at least 5 YWTF chapters and nearby AAUW CA branches by connecting key parties and providing support via email and/or phone.</p>	<p>YWTF</p>	<p>6/1/2017</p>	<p>October 2016 Update <i>No update submitted.</i> January 2017 Update Continued encouragement of collaboration between Stockton AAUW and Stockton YWTF. Included Stockton YWTF in lobbying pilot group</p>

			as well as on conference call with PP staff in DC.
4. Offer physical support to emerging YWTF chapters at events as necessary and practical.	YWTF	6/1/2017	October 2016 Update <i>No update submitted.</i> January 2017 Update Need has not yet arisen.

II-A 20 branches will participate in Speech Trek.

Action Items	Responsible Committee	Deadline	Status Updates
1. Recruit branches through B2B and Perspective	Speech Trek	3/1/2017	October 2016 Update 16 branches are planning to participate. January 2017 Update 18 branches are planning to participate.
2. Identify additional sponsorship	Speech Trek	4/1/2017	October 2016 Update Shelley Mitchell continues to work on this. January 2017 Update Maura Jones has donated \$1000 to help pay for the lapel microphones at the state competition.

II-B Increase participation in financial literacy programs by 10% (Flip, Start Smart, Money Trek, Work Smart)

Action Items	Responsible Committee	Deadline	Status Updates
1. Seek grant money to support additional resource development	Program	ongoing	October 2016 Update <i>No update submitted.</i> January 2017 Update Committee members continue to solicit.
2. Revise all modules to make more descriptive and attractive	Program	4/1/2017	October 2016 Update Modules examined and changes suggested. Final approval and posting in the works. January 2017 Update

			Subcommittee editing with initial submissions due January 30.
3. Create new modules for retirees and widows	Program	Sept. 2017	October 2016 Update <i>No update submitted.</i> January 2017 Update Subcommittee gathering info.
4. Publicize financial literacy resources via Board to Board, California Perspective and website.	Program	ongoing	October 2016 Update <i>No update submitted.</i> January 2017 Update Financial literacy chair has publicized on website and via articles.

II-C 20 branches will submit for mission-based program recognition.

Action Items	Responsible Committee	Deadline	Status Updates
1. Increase number of submission by 20% to 18 branches.	Program	10/01/16	October 2016 Update B2B articles. January 2017 Update B2B and Perspective Articles. Individual contacts in February.
2. Re-evaluate whether to continue in its present form based on branch submissions.	Program	6/1/2017	October 2016 Update Awaiting submissions January 2017 Update Applications submitted and approved.
3. Provide guidelines for identifying mission based programs by posting on website and informing members via Board to Board how to find the information.	Program	10/01/16	October 2016 Update Helene Carr, in process. January 2017 Update Helene is finalizing information.
4. Encourage members to use website to locate program resources via Board to Board and fall information packet.	Program	ongoing	October 2016 Update Website rewrite. January 2017 Update B2B and Perspective articles.

II-D Each year branches will deliver 50% of their programs as mission-based.

Action Items	Responsible Committee	Deadline	Status Updates
1. Request schedules from branches	Program		October 2016 Update Requested Oct B2B. January 2017 Update

			No update. Not sure how we will get the information and what we can do with it.
2. Provide information and encourage participation in Leadership: Yesterday, Today, tomorrow	Program	ongoing	October 2016 Update Perspective article, 2 B2B articles, conference call 9/17/16 January 2017 Update Perspective article, b2b, conference calls on 10/25/11/22 and 12/17 with notes by host,
3. Provide information on international women's issues and suggestions for programs for International Women's Day	Program	03/31/17	October 2016 Update Subcommittee researching info January 2017 Update Information on issues posted to web. Subcommittee developing list of programs for International Women's Day to be posted to website.

II-E Present an annual meeting/convention with an overall evaluation of "good" or above and 60% of branches attending.

Action Items	Responsible Committee	Deadline	Status Updates
1. Set focus in consultation per P&P	Program	5/1/2017	October 2016 Update Applicable? January 2017 Update Completed
2. Contact presenters and speakers	Program	8/1/2017	October 2016 Update Not applicable. January 2017 Update Completed
3. Encourage branches to attend	Program	ongoing	October 2016 Update applicable? January 2017 Update Committee are encouraging via IBC and other meetings.
4. Find sponsors or receive grants to lower the cost of the Annual Meeting to a reasonable amount.	D & M	01/01/17	October 2016 Update No progress to date but several possible sponsor have been identified. January 2017 Update Maura Jones will be donating \$1000 from Adobe for the annual meeting.

III. Foster professional growth of new and current leaders to enable branches and the state to further the mission of AAUW.

III-A Develop and refine branch leadership.

Action Items	Responsible Committee	Deadline	Status Updates
1. Develop workshops, venues & dates	Leadership	Dec. B2B, Perspective	October 2016 Update <i>No update submitted.</i> January 2017 Update Four workshops have been scheduled March-May 2017.
2. Develop Job-Alike-Just in Time Video	Leadership	June 1, 2017	October 2016 Update <i>No update submitted.</i> January 2017 Update Most presenters have been notified - they will be developed in the New Year and hopefully completed by June 2017.

III-B Plan and conduct leadership development in a minimum of six geographically diverse regions.

Action Items	Responsible Committee	Deadline	Status Updates
1. Plan workshops for North, Far North, Central Coast, San Diego, LA & East N.	Leadership	12/15/2016	October 2016 Update <i>No update submitted.</i> January 2017 Update North (Redding), East Bay/Central, Los Angeles and West Bay leadership days have been scheduled. Santa Barbara/SLO and San Diego are still pending.
2. Select venue & date	Leadership	12/15/2016	October 2016 Update <i>No update submitted.</i> January 2017 Update March 11th (West Bay), Los Angeles (March 25th), East Bay (April 1st), Redding (May 6th)
3. Distribute and market publicity on leadership events to entities outside of AAUW.	D & M	ongoing - based on dates of Leadership Days	October 2016 Update No leadership days have been identified. January 2017 Update

			The committee will begin work after the next conference call.
4. Investigate possibility of CEUs for attendance at leadership days and/or state convention.	D & M	TBD	October 2016 Update No progress to date. January 2017 Update No progress to date.
5. Collect (in person when possible) IBC/branch input regarding content, format and other aspects of the training, to help develop a product of high value to the users.	Branch Support	October 15, 2016	October 2016 Update <i>No update submitted.</i> January 2017 Update Completed.

III-C Provide Job-Alike-Just in Time Video Tutorial for incoming officers.

Action Items	Responsible Committee	Deadline	Status Updates
1. Identify Presenters	Leadership	10/15/16	October 2016 Update <i>No update submitted.</i> January 2017 Update Presenters are identified and most have been notified.
2. Survey branches for leadership development training preferences and needs – topics, style, setting, and location.	Branch Support	10/15/16	October 2016 Update Request and instructions sent to all IBC Chairs and Branch Liaisons late July/early Aug. Calls made & reminders sent early/mid Sept. To Date: 11 branches and 3 IBCs responded with data. 4 IBCs replied IBC meetings late Sept and will send data after. January 2017 Update Completed. Nov. 1, 2016
3. Create Consistent Format	Kim Wilber	01/15/17	October 2016 Update <i>No update submitted.</i> January 2017 Update <i>No update submitted.</i>

III-D Develop leadership training that will mobilize younger members/new members to be involved.

Action Items	Responsible Committee	Deadline	Status Updates
1. Gather statistics of younger/newer branch members	Leadership Membership	02/01/17	October 2016 Update Incomplete. January 2017 Update

			<i>No update submitted.</i>
2. Instruct branches on how to engage younger women	Leadership	on-going	<p>October 2016 Update <i>No update submitted.</i></p> <p>January 2017 Update Developing Workshop for Leadership Days entitled "Empower, Engage & Retain Younger Members for March 25th Los Angeles.</p>

III-E Encourage leadership growth through local lobbying efforts.

Action Items	Responsible Committee	Deadline	Status Updates
1. Identify up to 10 branches who are interested in lobbying at the local level.	L & A Subcommittee	10/01/16	<p>October 2016 Update As of 9/30, 5-6 branches identified, still reaching out to additional branches</p> <p>January 2017 Update Pilot group formed with 9 branches and 1 YWTF chapter.</p>
2. Communicate with pilot group members about lobbying and advocacy activities, as well as education opportunities, at least monthly via email, conference call or other means.	L & A Subcommittee	02/01/17	<p>October 2016 Update Article in B2B garnered several interested branches, reaching out to targeted others.</p> <p>January 2017 Update Emails outlining plans for subcommittee/pilot group sent to all members of group, tour of Capitol planned and executed with approximately 20 members representing 6/10 branches, article in Perspective regarding Capitol tour.</p>
3. Track progress and report to PP committee at least quarterly.	L & A Subcommittee	06/01/17	<p>October 2016 Update <i>No update submitted.</i></p> <p>January 2017 Update Email with progress noted sent to PP committee in January.</p>



<p>4. Collaborate at least monthly with lobbyist on strategies and procedures for involving local members in lobbying efforts.</p>	<p>L & A Subcommittee</p>	<p>10/01/16</p>	<p>October 2016 Update Conference call set with Lobbyist and subcommittee for Oct 5. January 2017 Update Conference call held between lobbyist, subcommittee leaders, PP committee chair and DC based grassroots advocacy chair for AAUW re: materials, webinars avail to use for lobbying education.</p>
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IV. Increase donations to the AAUW Fund.

IV-A Introduce members to fellowship and grant recipients.

Action Items	Responsible Committee	Deadline	Status Updates
<p>1. Post videos of Fellowship recipient presentations done at Fund luncheons.</p>	<p>Fund (with Web Team)</p>	<p>11/01/16</p>	<p>October 2016 Update Fellowship recipients contacted say they're too busy or don't have access to video equipment. Committee working on videos of Fund luncheons. January 2017 Update Fellows contacted indicated they are busy with travel and studies. Committee feels that the luncheon videos will suffice. Videos of Fellowship recipients who attended Fund luncheons and their presentations are on AAUW CA website</p>
<p>2. Schedule AAUW Fund recipients to speak at branches and IBC meetings</p>	<p>Fund</p>	<p>June 2016 (ongoing)</p>	<p>October 2016 Update 1 recipient scheduled to speak in November. An LAF litigant scheduled to speak in January and February. 7 requests for 2017 pending. January 2017 Update 19 speaking engagements are scheduled at branches in 2017 and 3 requests are pending. 3</p>

			recipients spoke at branches in November and December.
3. Post information about Fellowship and Grant recipients studying in California in 2016-17 on AAUWCA website	Fund (with Web Team)	12/01/16	October 2016 Update Information sent to Web team. They are waiting until the site is moved to its new home before they post it. January 2017 Update Completed 11/16.
4. Have Fund luncheons regionally in California.	Fund	06/01/17	October 2016 Update 2 luncheons scheduled in October and 1 scheduled in February. 1 LAF luncheon scheduled in January. January 2017 Update 1 LAF luncheon is scheduled in January in Pomona and 1 Fund luncheon is scheduled in February with Central Coast IBC. 2 luncheons held in October with 250 members attending and 13 Fellowship and Grant recipients making presentations.

IV-B Streamline the ability to donate.

Action Items	Responsible Committee	Deadline	Status Updates
1. Accept credit card payments			October 2016 Update Link to National site on Fund page January 2017 Update Completed 11/16
2. Have a donate button on the website.		08/01/16	October 2016 Update Link to National site on Fund page. January 2017 Update Completed 11/16.



<p>3. Encourage CA branches to donate to the AAUW Fund as well as to AAUWCA unfinished endowments.</p>	<p>Fund</p>	<p>06/01/17</p>	<p>October 2016 Update One endowment scheduled to be completed by end of October. Donations at the end of 2nd quarter exceed donations for all of 2016. January 2017 Update Jean Aldrich endowment completed. 12/16. As of the end of the 3rd quarter, \$1, 514, 218.33 has been contributed to AAUW by CA members and branches, far exceeding 2015 donations.</p>
<p>4. All board members donate to the AAUW Fund, amount at their discretion.</p>	<p>Fund (with Board)</p>	<p>12/01/16</p>	<p>October 2016 Update Will have information in February if not before. January 2017 Update As of end of 3rd quarter, 8 board members have donated to AAUW Fund.</p>

IV-C Educate members about the AAUW Fund.

Action Items	Responsible Committee	Deadline	Status Updates
<p>1. Increase educational materials sent to branches.</p>	<p>Fund</p>	<p>June 2017 (ongoing)</p>	<p>October 2016 Update Information included in B2B and in emails to branch Fund V.P.s or anyone requesting it. January 2017 Update Materials continue to be provided. Committee chair spoke at Rancho Bernardo branch meeting in November.</p>
<p>2. Educate members about the philanthropic aspects of the AAUW mission and the concept of unrestricted giving.</p>	<p>Fund</p>	<p>June 2017 (ongoing)</p>	<p>October 2016 Update Information included in B2B and in emails to branch Fund V.P.s January 2017 Update See above.</p>
<p>3. Film the Fund luncheon(s) for posting on YouTube</p>	<p>D & M</p>	<p>10/01/16</p>	<p>October 2016 Update <i>No update submitted.</i> January 2017 Update Completed. 10/16</p>



V. Advocate for legislation and policies that promote equity for all women and girls.

V-A Advocate AAUW CA positions on pertinent legislation regarding at least 3 policy issues.

Action Items	Responsible Committee	Deadline	Status Updates
1. Confirm public policy priorities with member input by sending out a survey to be completed by each branch with a November 30, 2017 deadline.	Public Policy	11/30/17	<p>October 2016 Update Oct B2B notified branches of meeting approach to reviewing and revising priorities. Dec 20, 2016 Deadline. Reporting form to be sent to branches by October 10.</p> <p>January 2017 Update Input and draft document completed December 2016.</p>
2. Identify, take positions, and monitor legislation in California consistent with AAUW CA public policy priorities in 2017 legislative session.	Public Policy	03/31/17	<p>October 2016 Update This will be part of the new legislative session which begins in January 2017.</p> <p>January 2017 Update Public Policy Committee will meet with lobbyist in March 2017.</p>
3. Use Action Alerts and social media as needed to provide legislative information to members and to encourage members to communicate with legislators/governor.	Public Policy	ongoing	<p>October 2016 Update Action alerts have been issued on priority bills in August and September 2016. Shannon Smith-Crowley has issued "tweets" on several pieces of legislation in September.</p> <p>January 2017 Update <i>No update provided.</i></p>
4. Develop a Public Policy Brochure stating our priorities for 2017 – 2019 to be distributed by July 2017.	Public Policy	07/01/17	<p>October 2016 Update The brochure will be developed and printed following the receipt of member input.</p> <p>January 2017 Update Member input completed and draft document developed December 2016. Brochure will be printed following member vote in the spring.</p>

V-B Implement national voter education program in 50 branches.

Action Items	Responsible Committee	Deadline	Status Updates
1. Study and take positions on qualified 2016 initiatives prior to Nov election.	Public Policy		October 2016 Update Missing due to input error of President. January 2017 Update Completed November 2016. Information printed in Perspectives and posted on website.
2. Provide branches with resource information about the November 2016 election.	Public Policy	Fall 2016	October 2016 Update Missing due to input error of President January 2017 Update Election information provided via branch messages, B2B, Perspectives, and website. Completed November 2016.
3. Committee members will work with Branch Support to contact IBCs and branches to offer assistance and stimulate participation in Get-Out-the Vote (GOTV) activities.	Public Policy	Fall 2016	October 2016 Update Missing due to input error of President January 2017 Update Completed November 2016.
4. Use Google group and other contact options to solicit reports on branch participation.	Public Policy	Fall 2016	October 2016 Update Missing due to input error of President January 2017 Update Completed November 2016. Used B2B and branch messages to request election activity reports. Report form emailed to all branches. 33 branches reported.

IV-C Educate members about the AAUW Fund.

Action Items	Responsible Committee	Deadline	Status Updates
1. Send a pay equity insert email to all branches by April 2016.	D & M	04/01/17	October 2016 Update <i>No update submitted.</i> January 2017 Update Planning is in progress regarding content of message.
2. Provide information resources and on ways branches can support PED.	Public Policy	February March 2017	October 2016 Update Resources will be posted on the website and the March

			<p>B2B will include reference to that web page.</p> <p>January 2017 Update April 4 is PED. Links to state and national resources will be sent to branches in February.</p>
3. Write an article on PED for branches to use in their newsletters in February 2017.	Public Policy	02/01/17	<p>October 2016 Update A member of the PP Committee has taken responsibility for writing the article in February to be sent to the branches in March 2017</p> <p>January 2017 Update Article will be sent in February and posted on website.</p>
4. Develop google group to solicit reports on branch participation to be completed by March 2017.	Public Policy	Mar-Apr 2017	<p>October 2016 Update PP Committee will work with the Communications Committee to set up this program. Due to the extra work for Communications in August - October, we have not begun work on this at this time.</p> <p>January 2017 Update PP Committee will work with Communication Committee on this task.</p>

V. Advocate for legislation and policies that promote equity for all women and girls.

V-A Advocate AAUW CA positions on pertinent legislation regarding at least 3 policy issues.

Action Items	Responsible Committee	Deadline	Status Updates
1 Work with the AAUW CA Title IX Coordinator.	Public Policy	ongoing	<p>October 2016 Update Sue Miller has been in contact with the Coordinator to set up a process for work on Title IX.</p> <p>January 2017 Update Title IX Coordinator is now under Public Policy. Sue Miller is working with coordinator - ongoing.</p>

<p>2. Provide information to branches on Title IX compliance requirements by November 2016.</p>	<p>Public Policy</p>	<p>11/01/17</p>	<p>October 2016 Update Information has been posted on the AAUW website. January 2017 Update Material is available on AAUW national website. Branches have been directed to this site.</p>
<p>3. Solicit reports from branches on their efforts to promote Title IX compliance. Due May 2017.</p>	<p>Public Policy</p>	<p>Spring 2017</p>	<p>October 2016 Update This will take place in 2017. A process for obtaining the reports has not yet been developed. January 2017 Update A report form similar to that used for the election activities report will be developed and emailed to all branches.</p>

VI-A Determine 3 areas of controllable costs for reasonable/competitive bids annually.

Action Items	Responsible Committee	Deadline	Status Updates
<p>1. Determine areas</p>	<p>Finance</p>	<p>10/31/16</p>	<p>October 2016 Update Need to assess impact of actions by Communications Chair. Still seeking competitive bids for insurance. January 2017 Update Complete. Limited to insurance</p>
<p>2. Develop strategies/Seek competitive bids</p>	<p>Finance</p>	<p>03/31/17</p>	<p>October 2016 Update <i>No update submitted.</i> January 2017 Update Insurance bid not through our broker will be obtained from one insurer.</p>
<p>3. Adjust FY 2017/18 Budget</p>	<p>Finance</p>	<p>05/31/17</p>	<p>October 2016 Update <i>No update submitted.</i> January 2017 Update Will not be done until 07/2017</p>

VI-B Increase participation in MPP 10% from 2016 level.

Action Items	Responsible Committee	Deadline	Status Updates
1. Determine branches not participating	Finance	10/01/16	October 2016 Update Completed 7/20/16. January 2017 Update Complete.
2. Contact all branches not participating with benefits of MPP	Finance	10/31/16	October 2016 Update Subject of late September/early October call with Finance Committee. January 2017 Update Not all finance committee members have completed this task.
3. Follow up with the 20 branches with highest membership	Finance	12/31/16	October 2016 Update <i>No update submitted.</i> January 2017 Update Still awaiting completion finals report from committee members
4. Ask National for MPP participants	Finance	03/31/17	October 2016 Update <i>No update submitted.</i> January 2017 Update No change.
5. Assess steps for next year	Finance	06/30/17	October 2016 Update <i>No update submitted.</i> January 2017 Update No change.

VI-C Evaluate policies and procedures for state projects as necessary.

Action Items	Responsible Committee	Deadline	Status Updates
1. Revise TT P & P, taking out unnecessary references to SPF.	SPOC	10/01/16	October 2016 Update Complete – September 2016 January 2017 Update Complete
2. Update TT P & P with an anti-discrimination section	SPOC	10/01/16	October 2016 Update Complete – September 2016 January 2017 Update Complete
3. Develop a model for interviewing TT girls	SPOC	01/01/17	October 2016 Update in progress January 2017 Update Complete

4. Finish ADA training video		04/01/17	October 2016 Update in progress January 2017 Update Work has not progressed on this item.
5. Develop guidelines to evaluate dorm moms, teachers, classes and overall camp programs	SPOC	04/01/17	October 2016 Update in progress January 2017 Update TT leaders have asked us not to do this. Camp directors have their own ways of evaluating.
6. Send TT and ST P & P to branches	SPOC	10/01/16	October 2016 Update delayed due to update of TT P&P – December 2016 January 2017 Update Speech Trek P&P have been sent to branches. Tech Trek P&P are being revised.
7. 20 branches will participate in Speech Trek	SPOC	01/01/17	October 2016 Update 16 currently January 2017 Update 18 currently
8. Research alternate funding for Speech Trek	SPOC	01/01/17	October 2016 Update Shelley Mitchell is working on this. January 2017 Update Shelley Mitchell continues her work.
9. Procure policy and procedure documents for state projects and review for compliance with state general policies and procedures	Governance	04/01/17	October 2016 Update <i>No update submitted.</i> January 2017 Update TT P&P's have been reviewed and revised to reflect areas of responsibility for AAUW CA per LOA with National. Will be presented at board mtg. for action.

VI-D Establish new state projects.

Action Items	Responsible Committee	Deadline	Status Updates
1. Develop a policy and a form that branches can use to submit proposals for new project grants	SPOC	04/01/17	October 2016 Update Complete – September 2016 January 2017 Update Complete

VI-E Assure that all AAUW CA governance documents are aligned with mandatory National AAUW wording and State of California corporate regulations for non-profit entities.

Action Items	Responsible Committee	Deadline	Status Updates
<p>1. Bring Articles of Incorporation and Bylaws into alignment with required wording for a PUBLIC BENEFIT CORPORATION.</p>	<p>Governance</p>	<p>Dec 31st 2016 when full membership vote not required. May 21st 2017 for items requiring full membership vote</p>	<p>October 2016 Update In process, pending Oct. discussion with legal representation with National. January 2017 Update Received A of C from all but one incorporated branch --- that one is being supplied by the CA SOS office and has yet to arrive. Considering it's missing indicates not current changes and the branch is probably OK. Needed to procure these before we addressed the state issue as we planned to deal with branch problems at the same time as the state. Have determined there are no issues with the incorporated branches with their A/C and the attorney is moving forward with the CA SOS to hopefully resolve the issue without requiring a membership vote. Attorney has been directed that we must know where we stand ASAP.</p>
<p>2. Review all policies and procedures for AAUW CA for compliance and continuity</p>	<p>Governance</p>	<p>05/01/17</p>	<p>October 2016 Update In process. May 21, 2017 for any items requiring a full membership vote January 2017 Update Ongoing</p>
<p>3. If required, manage the communications to the general membership for a required vote on the change in the Articles of Incorporation.</p>	<p>Governance</p>	<p>05/31/17</p>	<p>October 2016 Update <i>No update submitted.</i> January 2017 Update Pending. --- attorney working with SOS office at this time</p>

4. Prepare recommendations for future revisions to bylaws.	Governance	04/01/17	October 2016 Update <i>No update submitted.</i> January 2017 Update Pending resolution of Articles of Incorporation issue. Have ID'd a couple of items for future consideration.
5. Review the list of branch documents on file with National to id those that pose problems	Governance	10/01/16	October 2016 Update Will be completed by 10/31/16 January 2017 Update Moratorium still in place.
6. Contact those branches whose governance documents are not in compliance and assist them in bringing their documents into compliance.	Governance	03/31/17	October 2016 Update <i>No update submitted.</i> January 2017 Update Moratorium still in place.
7. Upon completion of Action Items 1 & 2 confer with National to assure that all AAUW-CA branch documents on file at the close of the AAUW year are in full compliance.	Governance	06/15/17	October 2016 Update <i>No update submitted.</i> January 2017 Update Pending

VII. Support branches, board, and committees communication needs through efficient use of technology and available staff resources.

VII-A Acknowledge all communication requests within 1 business day indicating who the request is assigned to and anticipated completion date.

Action Items	Responsible Committee	Deadline	Status Updates
1. Develop roles and responsibilities for communication team members for processing requests	Communication s	09/30/16	October 2016 Update In progress. Will be finalized with website migration. January 2017 Update Helpdesk tool implemented to allow receipt and processing of all requests. Roles and Responsibilities for Communications team members identified and documented. Complete
2. Develop request process	Communication s	09/30/16	October 2016 Update Complete. Will continue to use webteam email process. January 2017 Update Complete
3. Develop capability to track and respond to requests	Communication s	09/30/16	October 2016 Update Complete. Tracking form initiated.

			January 2017 Update Complete
4. Develop posting guidelines for AAUW - CA website posting	Communication s	09/30/16	October 2016 Update Deferred until after website in production. January 2017 Update Submission process established and posted in two areas of the website. Guidelines for social media posting being evaluated. Will review and leverage guidelines from AAUW National.
5. Develop roles and guidelines for posting to social media sites (website, Facebook, Twitter etc) including appropriate content and style guides	Communication s	04/01/17	October 2016 Update <i>No update submitted.</i> January 2017 Update Guidelines for social media posting being evaluated. Will review and leverage guidelines from AAUW National.

VII-B Implement website redesign to resolve unsupported server technology

Action Items	Responsible Committee	Deadline	Status Updates
1. Submit proposal for website redesign	Communication s	August 1, 2016	October 2016 Update Complete. Proposal submitted and approved at July BOD meeting January 2017 Update Complete
2. Survey Branch Leadership and Board members on website. B2B recipient's, Full Board	Communication s	August 1, 2016	October 2016 Update Complete. Proposal submitted and approved at July BOD meeting. January 2017 Update Complete
3. In conjunction with Web consultant, create and manage project plan	Communication s	08/15/16	October 2016 Update Complete. Project initiated. January 2017 Update Complete. Website migrated 10/17.
4. Implement website redesign	Communication s	09/30/16	October 2016 Update In progress. Anticipated delivery October 2016.



			January 2017 Update Complete. Website migrated 10/17.
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VII-C Maximize use of Google for Business

Action Items	Responsible Committee	Deadline	Status Updates
1. Evaluate use of alias model for emails	Communications	08/01/16	October 2016 Update Complete. Reviewed all aliases and removed unneeded addresses. January 2017 Update Complete
2. Evaluate use of groups for effective communication across organization	Communications	08/01/16	October 2016 Update Complete. Reviewed all groups and resolved issues with newsletter groups. January 2017 Update Complete
3. Evaluate use of related tools such as hangouts, and drive	Communications	04/01/17	October 2016 Update <i>No update submitted.</i> January 2017 Update Communications team and Board using Google docs and other tools such as join.me and skype. Complete
4. Investigate Google grants for free advertising on their site.	D & M	04/01/17	October 2016 Update No progress to date. January 2017 Update Thanks to Sandi Gabe for investigating further with Google to ascertain that we MUST be a 501.3 to use their free advertising program. Completed 12/16.

VII-D Engage IBCs, branches and the board in determining communication needs and submitting content for publications and online presence.

Action Items	Responsible Committee	Deadline	Status Updates
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<p>1. Survey IBCs, branches and board leadership to determine communication needs</p>	<p>Communication s</p>	<p>01/31/17</p>	<p>October 2016 Update <i>No update submitted.</i> January 2017 Update Survey created. 1. Website survey completed in August 2. California Perspective survey designed and will be included in Winter California Perspective and sent out electronically in January. 3. Survey about B2B utilization anticipated in January.</p>
<p>2. Create an action plan in response to survey results</p>	<p>Communication s</p>	<p>02/28/17</p>	<p>October 2016 Update <i>No update submitted.</i> January 2017 Update 1. Website survey results used in website redesign. 2. CA Perspective survey results will be evaluated and reported at April board meeting. 3. B2B Survey results will be evaluated and reported at April board meeting.</p>
<p>3. Develop mechanism to solicit contributions to Board to Board</p>	<p>Communication s</p>	<p>10/01/16</p>	<p>October 2016 Update Complete. Initiated reminder system to encourage submissions. January 2017 Update Complete</p>
<p>4. Create list of publication dates for use by communications team</p>	<p>Communication s</p>	<p>09/01/16</p>	<p>October 2016 Update Complete. Posted to website calendar. January 2017 Update Complete</p>
<p>5. Identify editing team participants and develop a procedure for document review</p>	<p>Communication s</p>	<p>08/15/16</p>	<p>October 2016 Update Complete. January 2017 Update Complete</p>

<p>6. Develop process to solicit content to keep website fresh.</p>	<p>Communication s</p>	<p>03/31/17</p>	<p>October 2016 Update <i>No update submitted.</i> January 2017 Update Published an article in December B2B to solicit additional team members to work with Committee chairs to keep website material fresh. Current Communications Committee members assigned to act as liaisons to state committees with the goals of 1) understanding committee communication needs and review and incorporate them in the website and 2) encourage periodic website updates to keep information on website current.</p>
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VII-E Develop a records retention and document access policy (broader than the website) and apply to website

Action Items	Responsible Committee	Deadline	Status Updates
<p>1. Categorize types of information displayed on website</p>	<p>Communication s</p>	<p>10/01/16</p>	<p>October 2016 Update Complete. Only sensitive documents will require password protection. January 2017 Update Complete</p>
<p>2. Recommend security process for website</p>	<p>Communication s</p>	<p>10/01/16</p>	<p>October 2016 Update In progress. Will be communicated to Board at October meeting January 2017 Update Complete. Reviewed with BOD in October Meeting.</p>
<p>3. Incorporate access process in website redesign</p>	<p>Communication s</p>	<p>10/01/16</p>	<p>October 2016 Update Complete. Only sensitive documents will require password protection. January 2017 Update Complete</p>

VII-F Inform branch and state leadership of available communications tools



January 2017 Strategic Plan Update

Action Items	Responsible Committee	Deadline	Status Updates
1. Develop reference guide to state and national communications tools and include in fall admin packet	Communication s	08/20/16	October 2016 Update Complete. Included in packet January 2017 Update Complete
2. Develop educational materials about available communications mechanisms and how to make the most of them.	Communication s	12/31/16	October 2016 Update <i>No update submitted.</i> January 2017 Update "Tech Corner" containing information on common communication tools including pros, cons and costs developed and posted on website.