

<b>I. Build membership in AAUWCA through retention and recruitment.</b>			
<b>I-A Provide tools and resources to help branches recruit members for a statewide increase of 2%.</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
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	Expected completion 10/8/16
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	Expected completion 10/8/16 and ongoing for rapport/support
3. Send a membership article to branch newsletter editors for publication before December - coordinating with Branch Support, Leadership Development, and Program	Membership	Ongoing	Written, but not sent - planning to send soon
4. Send a monthly email to branch presidents, finance, and membership officers containing the recruitment idea of the month gleaned from the responses of branches who recruited double digits last year	Membership	Ongoing	Haven't gotten to yet
5. Create and present Diversity and Inclusion information for annual meeting	Membership/ Diversity	4/22/2017	
6. Encourage use of list of national members in each district for branch membership recruitment	Membership	Ongoing	Sent instructions to Committee on how MVPs can get the list
7. NPR PSA message available to branches for distribution.	D&M	4/1/2017	No progress made as yet. April '17 still ETA
8. Send PDFs (2 versions) of the Development and Marketing brochure.	D&M	10/1/2016	Their original plan appears impossible - other solutions being sought.

<b>I-B Provide tools and resources to assist branches in retaining membership at 90%.</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Encourage all branches to include online payment option	Membership	2/5/2017	Need to collaborate with Finance
2. Send branches information on how to obtain ADA accommodations for members with disabilities	Membership	Ongoing	Will work on through B2Bs, monthly email to branches, and article for branch newsletters (1A3 and 1A4)
3. Encourage branches to connect new members with veteran members of similar interests	Membership	Ongoing	Will work on through B2Bs, monthly email to branches, and article for branch newsletters (1A3 and 1A4)
4. Encourage branches to form interest groups specifically for younger women	Membership/ Diversity	Ongoing	Will work on through B2Bs, monthly email to branches, and article for branch newsletters (1A3 and 1A4)
5. Determine how to best measure diversity in branches/state to inform future goals	Membership/ Diversity	Jan-tentative	Ongoing
6. Develop orientation materials for branch membership VPs and direct branch membership VPs to existing materials	Membership	Ongoing	Completed through follow-up emails sent to MVPs in 1A1 and 1A2
<b>I-C Model behaviors that enhance the visibility and appeal of AAUW.</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Encourage branches to collaborate/outreach at at least one	Membership	11/15/16	Completed via Perspective article and first B2B
2. Outreach to branch Membership VPs to survey branch progress on membership growth, retention, and needs	Membership	4/15/2017	First contact with MVPs; ongoing
3. Send branches information on how to outreach via social media (e.g., LinkedIn, Twitter, Facebook, etc.)	Membership/ Communications	12/15/16	Incomplete
4. Send an article on membership retention to branch newsletter editors, coordinating with Branch Support, Leadership Development, and Programming	Membership	02/15/17	Once article written (see 1A3)

5. Initiate a catalog of interactions that will inspire and assist AAUW members to “walk the (AAUW Value Promise) talk.”	Branch Support	10/15/16	Little progress - hope to have an outline/structure defined by 10/15
6. Encourage branches to use Social Media. Be an example to the branches	D & M	ongoing	LACIC is currently using Facebook and is revitalizing its website. Looking for connection with other branches and interbranch councils to encourage them.
<b>I-D Provide tools and resources to increase California C/U partners by 20%.</b>			
<b>Action Items</b>	<b>Responsible Committee</b>	<b>Deadline</b>	<b>Oct Progress Review</b>
1. Encourage branches to collaborate on at least one event at a C/U campus	Membership/C/U	Ongoing	September B2B encouraged branches to table on campus. Future B2B and Perspective articles will encourage other event participation.
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	This list is progressing and will be finished by the due date.
3. Create brief outline of C/U value to branch and to college	Membership/C/U	10/08/16	In progress and we would like to put it on the website when we are finished.
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	The Fall Perspective article encouraged support for NCCWSL. Other B2B and Perspective articles will encourage support for the other programs.
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	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.

6. Encourage branches to sponsor student affiliate members or graduate students to attend NCCWSL.	Membership/C/U	Oct-Ongoing	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.
7. Provide a local "Give a Grad a Gift" brochure to the branches and C/U partners	D & M	01/01/17	The brochure has not been developed but tools have been created for branches. This quarter's focus will be the creation of the brochure.
<b>I-E Increase the number of YWTF chapters to a total of 5.</b>			
<b>Action Items</b>	<b>Responsible Committee</b>	<b>Deadline</b>	<b>Oct Progress Review</b>
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.	YWTF	02/01/17	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
2. Serve as a liaison to emerging YWTF chapters throughout the state, providing information about AAUW CA and branches as well as support.	YWTF	6/1/2017	Ongoing support via email with SF and Stockton Chapters, discussion with Sac State student affiliate about collaborating on chapter formation for graduates.
3. Foster collaboration between at least 5	YWTF	6/1/2017	
4. Offer physical support to emerging YWTF	YWTF	6/1/2017	
<b>II. Develop and promote AAUWCA programs that support equity for women and girls to advance the mission of AAUW.</b>			
<b>II-A 20 branches will participate in Speech Trek.</b>			
<b>Action Items</b>	<b>Responsible Committee</b>	<b>Deadline</b>	<b>Oct Progress Review</b>

1. Recruit branches through B2B and Perspective	Speech Trek	3/1/2017	16 branches are planning to participate.
2. Identify additional sponsorship	Speech Trek	4/1/2017	Shelley Mitchell continues to work on this.
<b>II-B Increase participation in financial literacy programs by 10% (Flip, Start Smart, Money Trek, Work Smart)</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Seek grant money to support additional resource development	Program	ongoing	
2. Revise modules to make more descriptive and attractive	Program	4/1/2017	Modules examined and changes suggested. Final approval and posting in the works
3. Create new modules for retirees and widows	Program	Sept. 2017	
4. Publicize resources such as Bizkids, etc.	Program	ongoing	
<b>II-C 20 branches will submit for mission-based program recognition.</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Contact branch presidents and program chairs to encourage submissions	Program	10/01/16	B2B articles
2. Re-evaluate program of the month	Program	6/1/2017	Awaiting submissions
3. Develop guidelines for mission based programs	Program	10/01/16	Helene Carr, in process
4. Educate members on program resources	Program	ongoing	Website rewrite
<b>II-D Each year branches will deliver 50% of their programs as mission-based.</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Request schedules from branches	Program		Requested Oct B2B
2. Provide information and encourage participation in Leadership: Yesterday, Today, tomorrow	Program	ongoing	Perspective article, 2 B2B articles, conference call 9/17/16
3. Provide information on international women's issues and suggestions for programs for International Women's Day	Program	03/31/17	Sub committee researching info

<b>II-E Present an annual meeting/convention with an overall evaluation of "good" or above and 60% of branches attending.</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Set focus in consultation per P&P	Program	5/1/2017	Applicable?
2. Contact presenters and speakers	Program	8/1/2017	Not applicable.
3. Encourage branches to attend	Program	ongoing	applicable?
4. Find sponsors or receive grants to lower the cost of the Annual Meeting to a reasonable amount.	D & M	01/01/17	No progress to date but several possible sponsor have been identified.
<b>III. Foster professional growth of new and current leaders to enable branches and the state to further the mission of AAUW.</b>			
<b>III-A Develop and refine branch leadership.</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Develop workshops, venues & dates	Leadership	Dec. B2B, Perspective	
2. Develop Job-Alike-Just in Time Video	Leadership	June 1, 2017	
<b>III-B Plan and conduct leadership development in a minimum of six geographically diverse regions.</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Plan workshops for North, Far North, Central Coast, San Diego, LA & East N.	Leadership	12/15/2016	
2. Select venue & date	Leadership	12/15/2016	
3. Distribute and market publicity on leadership events to entities outside of AAUW.	D & M	ongoing - based on dates of Leadership Days	No leadership days have been identified.
4. Investigate possibility of CEUs for attendance at leadership days and/or state convention.	D & M	TBD	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	
<b>III-C Provide Job-Alike-Just in Time Video Tutorial for incoming officers.</b>			

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Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Identify Presenters	Leadership	10/15/16	
2. Survey Branches	Branch Support	10/15/16	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.
3. Create Consistent Format	Kim Wilber	01/15/17	
<b>III-D Develop leadership training that will mobilize younger members/new members to be involved.</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Gather statistics of younger/newer branch members	Leadership Membership	02/01/17	Incomplete
2. Instruct branches on how to engage younger women	Leadership	on-going	
<b>III-E Encourage leadership growth through local lobbying efforts.</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Identify up to 10 branches who are interested in lobbying at the local level.	L & A Subcommittee	10/01/16	As of 9/30, 5-6 branches identified, still reaching out to additional branches
2. Mentor/educate interested branch members about lobbying and advocacy best practices through program in a box, webinars, web links, leadership day workshops.	L & A Subcommittee	02/01/17	Article in B2B garnered several interested branches, reaching out to targeted others -
3. Track progress and report to PP committee at least quarterly.	L & A Subcommittee	06/01/17	

4. Collaborate w lobbyist on strategies and procedures for involving local members in lobbying efforts.	L & A Subcommittee	10/01/16	Conference call set with Lobbyist and sub committee for Oct 5
<b>IV. Increase donations to the AAUW Fund.</b>			
<b>IV-A Introduce members to fellowship and grant recipients.</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Encourage fellows to present a short video of themselves and their research to post on the website.	Fund (with Web Team)	11/01/16	Fellowship recipients contacted say they're too busy or don't have access to video equipment. Committee working on videos of Fund luncheons.
2. Schedule AAUW Fund recipients to speak at branches and IBC meetings	Fund	June 2016 (ongoing)	1 recipient scheduled to speak in November. An LAF litigant scheduled to speak in January and February. 7 requests for 2017 pending.
3. Post information about Fellowship and Grant recipients studying in California in 2016-17 on AAUWCA website	Fund (with Web Team)	12/01/16	Information sent to Web team. They are waiting until the site is moved to its new home before they post it.
4. Have Fund luncheons regionally in California.	Fund	06/01/17	2 luncheons scheduled in October and 1 scheduled in February. 1 LAF luncheon scheduled in January.
<b>IV-B Streamline the ability to donate.</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Accept credit card payments			Link to National site on Fund page
2. Have a donate button on the website.		08/01/16	Link to National site on Fund page
3. Encourage CA branches to donate to the AAUW Fund as well as to AAUWCA unfinished endowments.	Fund	06/01/17	One endowment scheduled to be completed by end of October. Donations at the end of 2nd quarter exceed donations for all of 2016.
4. All board members donate to the AAUW Fund, amount at their discretion.	Fund (with Board)	12/01/16	Will have information in February if not before.
<b>IV-C Educate members about the AAUW Fund.</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review

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1. Increase educational materials sent to branches.	Fund	June 2017 (ongoing)	Information included in B2B and in emails to branch Fund V.P.s or anyone requesting it.
2. Educate members about the philanthropic aspects of the AAUW mission and the concept of unrestricted giving.	Fund	June 2017 (ongoing)	Information included in B2B and in emails to branch Fund V.P.s
3. Film the Fund luncheon(s) for posting on YouTube	D & M	10/01/16	
<b>V. Advocate for legislation and policies that promote equity for all women and girls.</b>			
<b>V-A Advocate AAUW CA positions on pertinent legislation regarding at least 3 policy issues.</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Confirm public policy priorities with member input by sending out a survey to be completed by each branch	Public Policy	Fall 2016	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.
2. Identify, take positions, and monitor legislation in California consistent with AAUW CA public policy priorities.	Public Policy	03/31/17	This will be part of the new legislative session which begins in January 2017.
3. Use Action Alerts and social media to provide legislative information to members and to encourage members to communicate with legislators/governor.	Public Policy	ongoing	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.
4. Develop a Public Policy Brochure stating our priorities for 2017 – 2019.	Public Policy	04/01/17	The brochure will be developed and printed following the receipt of member input.
<b>V-B Implement national voter education program in 50 branches.</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Study and take positions on qualified 2016 initiatives prior to Nov election.	Public Policy		Missing due to input error of President

2. Provide branches with resource information about the November 2016 election.	Public Policy	Fall 2016	Missing due to input error of President
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	Missing due to input error of President
4. Use Google group and other contact options to solicit reports on branch participation.	Public Policy	Fall 2016	Missing due to input error of President
<b>V-C Observe Pay Equity Day with at least 15 branches holding events and at least 70 highlighting PED in their newsletters.</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Send a pay equity insert email to all	D & M	04/01/17	
2. Provide information resources and on ways branches can support PED.	Public Policy	February March 2017	Resources will be posted on the website and the March B2B will include reference to that web page.
3. Write an article on PED for branches to use in their newsletters.	Public Policy	02/01/17	A member of the PP Committee has taken responsibility for writing the article in February to be sent to the branches in March 2017
4. Use Google group and other contact options to solicit reports on branch participation.	Public Policy	Mar-Apr 2017	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.
<b>V-D Develop and implement plan for branches to distribute new Title IX resources to public school districts in their communities</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review

1 Work with the AAUW CA Title IX Coordinator.	Public Policy	ongoing	Sue Miller has been in contact with the Coordinator to set up a process for work on Title IX.
2. Provide information to branches on Title IX compliance requirements.	Public Policy	11/01/17	Information has been posted on the AAUW website.
3. Solicit reports from branches on their participation.	Public Policy	Spring 2017	This will take place in 2017. A process for obtaining the reports has not yet been developed.

**VI. Develop governance policies and fiscal strategies to provide responsible stewardship of the resources of AAUWCA.**

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

Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Determine areas	Finance	10/31/16	Need to assess impact of actions by Communications Chair. Still seeking competitive bids for insurance.
2. Develop strategies/Seek competitive bids	Finance	03/31/17	
3. Adjust FY 2017/18 Budget	Finance	05/31/17	

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

Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Determine branches not participating	Finance	10/01/16	Completed 7/20/16
2. Contact all branches not participating with benefits of MPP	Finance	10/31/16	Subject of late September/early October call with Finance Committee
3. Follow up with the 20 branches with highest membership	Finance	12/31/16	
4. Ask National for MPP participants	Finance	03/31/17	
5. Assess steps for next year	Finance	06/30/17	

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

Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Revise TT P & P, taking out unnecessary references to SPF.	SPOC	10/01/16	Complete – September 2016
2. Update TT P & P with an anti-discrimination section	SPOC	10/01/16	Complete – September 2016

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3. Develop a model for interviewing TT girls	SPOC	01/01/17	in progress
4. Finish ADA training video		04/01/17	in progress
5. Develop guidelines to evaluate dorm moms, teachers, classes and overall camp programs	SPOC	04/01/17	in progress
6. Send TT and ST P & P to branches	SPOC	10/01/16	delayed due to update of TT P&P – December 2016
7. 20 branches will participate in Speech Trek	SPOC	01/01/17	16 currently
8. Research alternate funding for Speech Trek	SPOC	01/01/17	Shelley Mitchell is working on this
9. Procure policy and procedure documents for state projects and review for compliance with state general policies and procedures	Governance	04/01/17	
<b>VI-D Establish new state projects.</b>			
<b>Action Items</b>	<b>Responsible Committee</b>	<b>Deadline</b>	<b>Oct Progress Review</b>
1. Develop a policy and a form that branches can use to submit proposals for new project grants	SPOC	04/01/17	Complete – September 2016
<b>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.</b>			
<b>Action Items</b>	<b>Responsible Committee</b>	<b>Deadline</b>	<b>Oct Progress Review</b>
1. Bring Articles of Incorporation and Bylaws into alignment with required wording for a PUBLIC BENEFIT CORPORATION.	Governance	<b>Dec 31st 2016</b> when full membership vote not required. <b>May 21st 2017</b> for items requiring full membership vote	In process, pending Oct. discussion with legal representation with National.
2. Review all policies and procedures for AAUW CA for compliance and continuity	Governance	05/01/17	In process. May 21, 2017 for any items requiring a full membership vote
3. If required, manage the communications to the general membership for a required vote on the change in the Articles of Incorporation.	Governance	05/31/17	

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4. Prepare recommendations for future revisions to bylaws.	Governance	04/01/17	
5. Review the list of branch documents on file with National to id those that pose problems	Governance	10/01/16	Will be completed by 10/31/16
6. Contact those branches whose governance documents are not in compliance and assist them in bringing their documents into compliance.	Governance	03/31/17	
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	
<b>VII. Support branches, board, and committees communication needs through efficient use of technology and available staff resources.</b>			
<b>VII-A Acknowledge all communication requests within 1 business day indicating who the request is assigned to and</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Develop roles and responsibilities for communication team members for processing requests	Communications	09/30/16	In progress. Will be finalized with website migration.
2. Develop request process	Communications	09/30/16	Complete. Will continue to use webteam email process.
3. Develop capability to track and respond to requests	Communications	09/30/16	Complete. Tracking form initiated.
4. Develop posting guidelines for AAUW - CA website posting	Communications	09/30/16	Deferred until after website in production.
5. Develop roles and guidelines for posting to social media sites (website, Facebook, Twitter etc) including appropriate content and style guides	Communications	04/01/17	
<b>VII-B Implement website redesign to resolve unsupported server technology</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review

1. Submit proposal for website redesign	Communications	August 1, 2016	Complete. Proposal submitted and approved at July BOD meeting
2. Survey Branch Leadership and Board members on website. B2B recipient's, Full Board	Communications	August 1, 2016	Complete. Proposal submitted and approved at July BOD meeting.
3. In conjunction with Web consultant, create and manage project plan	Communications	08/15/16	Complete. Project initiated.
4. Implement website redesign	Communications	09/30/16	In progress. Anticipated delivery October 2016.
<b>VII-C Maximize use of Google for Business</b>			
<b>Action Items</b>	<b>Responsible Committee</b>	<b>Deadline</b>	<b>Oct Progress Review</b>
1. Evaluate use of alias model for emails	Communications	08/01/16	Complete. Reviewed all aliases and removed unneeded addresses.
2. Evaluate use of groups for effective communication across organization	Communications	08/01/16	Complete. Reviewed all groups and resolved issues with newsletter groups.
3. Evaluate use of related tools such as hangouts, and drive	Communications	04/01/17	
4. Investigate Google grants for free advertising on their site.	D & M	04/01/17	No progress to date.
<b>VII-D Engage IBCs, branches and the board in determining communication needs and submitting content for publications and online presence</b>			
<b>Action Items</b>	<b>Responsible Committee</b>	<b>Deadline</b>	<b>Oct Progress Review</b>
1. Survey IBCs, branches and board leadership to determine communication needs	Communications	01/31/17	
2. Create an action plan in response to survey	Communications	02/28/17	
3. Develop mechanism to solicit contributions to Board to Board	Communications	10/01/16	Complete. Initiated reminder system to encourage submissions.
4. Create list of publication dates for use by communications team	Communications	09/01/16	Complete. Posted to website calendar.

5. Identify editing team participants and develop a procedure for document review	Communications	08/15/16	Complete.
6. Develop process to solicit content to keep website fresh.	Communications	03/31/17	
<b>VII-E Develop a records retention and document access policy (broader than the website) and apply to website</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Categorize types of information displayed on website	Communications	10/01/16	Complete. Only sensitive documents will require password protection.
2. Recommend security process for website	Communications	10/01/16	In progress. Will be communicated to Board at October meeting
3. Incorporate access process in website redesign	Communications	10/01/16	Complete. Only sensitive documents will require password protection.
<b>VII-F Inform branch and state leadership of available communications tools</b>			
Action Items	Responsible Committee	Deadline	Oct Progress Review
1. Develop reference guide to state and national communications tools and include in fall admin packet	Communications	08/20/16	Complete. Included in packet
2. Develop educational materials about available communications mechanisms and how to make the most of them.	Communications	12/31/16	