

AAUW CA Priority Area #1: Expanding Branch Connections and Communications					
AAUW CA Objective: Expand avenues in two-way connections between branches and AAUW CA through a minimum of three new strategies that result in: 1) 80% of branches receiving a minimum of four contacts 2) 30% of branches acting on or sharing information provided by the state; 3) the measurement of a baseline of branches participating in state-led initiatives.					
Communications					
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019
Priority Area #1:	1. Mobilize Communication's resources to support a minimum of two other committees' goals for Priority #1.	1. Meet with committee chairs to assess their communication needs to connect with branches.	Develop a minimum of two specific strategies as requested, such as packaging and delivering a "Best Practices" package three times a year	1/19 Shirley, Sandi, Jim, Dawn, Communication Team	1. Met with Public Policy and Membership Directors to assess their communication needs. Their communication needs triggered collaboration with other board members. Determined communication avenues to reach and support branches. 2. Met with Nominations and Elections Committee and Public Policy to review election process. Developed election timeline and updated Nominations and Elections portion of the website to support the election. 3. Planned additional meetings with other committees to understand their communication needs and look for opportunities to cross-pollinate. More in Goals 2 and 3.
		2. Assist with the creation of at least one new tracking and reporting tool as needed for measurements of success.	Produce at least one tool that accurately measures the intended goal, such as a newsletter content log to measure branch use of B2B information.	1/19	Created a survey tool for the finance committee to determine branch finance leaders' need to determine which of the finance committee two priorities they should pursue.
Priority Area #1:		1. Create a process to encourage branches to share and read branch newsletters.	Increase number of branches sending and receiving newsletters by 10%.	3/19 Jim, Sandi	1. Created a tracking tool to track the number of branches who submit newsletters to branchnewsletters@aauw-ca.org. Baseline established. Average of 40 (33%) branches submit a newsletter per month. There is seasonal variability. An increase of 20% is an additional 8 newsletters per month. 2. Included a B2B article that encourages branches to share newsletters. 3. Sent a personal email to newsletter branches who have a newsletter editor who are not submitting newsletters encouraging them to submit their newsletters.

Priority Area #1:	2. Enhance avenues for branch-to-branch and branch-to-state communications in a minimum of two ways.	2.Develop a strategy to measure and increase B2B readership.	Test a new delivery mechanism for B2B for a minimum of three issues. Increase open rate by 10% measured by pre and post analytics.	5/19 Randa, Sandi, Dawn	1. Published B2B guidelines to Full Board. 2. Moved actionable and time sensitive articles to the top of the newsletter. 3. Highlighted key points in the message so that they are more visible. 4. Created a sidebar that called out What do I need to know?, What do I need to do? and Should I include this in my branch newsletter? 5. Retitled B2B email so that it's more recognizable. 6. Sent message to B2B distribution list to whitelist the email address so that the message doesn't go to spam. 7. Received several positive responses to the December redesigned B2B.
Priority Area #1:		3.Assist with implementing a virtual Town Hall meeting with state Board members and branches.	Create and execute a communication plan for the event with participation by 50% of Board members and 20% of branches.	3/19 Dawn, Sandi	Shirley to confirm with the Board whether they want a Town Hall Meeting and when.
Priority Area #1:		4.Track the number and type of contacts made to the office and individual Board members to better understand what branches are requesting.	Deploy a logging and reporting procedure to establish a baseline for help requests and use of LOL program.	3/19 Julika	Reviewed new help desk software with Office manager to see if it will work to track items that are requested of the office. Juilka will begin tracking office requests in help desk tool. Categories have been established to facilitate reporting.
Priority Area #1:	3. Increase branches' use of AAUW CA website as a source of information and idea-sharing.	1. Collect data on the most common reasons members use the website and/or have problems using it. Determine strategies accordingly.	Add a question on web use to the quarterly branch phone call campaign. Analyze results and determine at least one solution to any problems uncovered.	1/19 ShirleyCommComm	Goal 3 Task 1 Formulate question based on Goal 2 Task4 data/presented at Jan BOD meeting
Priority Area #1:		2. Add B2B feature "Hidden Treasures of the Website," highlighting useful and little-known resources.	Publish "Hidden Treasures" articles in B2B.	1/19 Shirley	Researching content. Consult with Ainsley, author of Branch Information Sharing, to learn if that section will continue or evolve/merge into a different area. This will be done at January BOD meeting.
Priority Area #1:		3. Report website use statistics at quarterly BOD meetings to add information about the most common reasons members use the website.	Use Google Analytics to determine areas accessed most often.	4/19 Shirley	*Changed Priority Goal 3 to explicitly include the purpose. *Changed Goal 3-Outcome & Measurement by deleting percent of increase. These changes also support Goal 3/Task1.
Programs					
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019
Priority Area #1:	1. Ensure that 12 branches (10%) will demonstrate an increase in their mission-based programs.	1. Review results of Survey and consult with members of BOD re branch contacts to identify branches which have indicated they are struggling with MB program ideas.	All 12 branches will have a program plan in place through the end of 2019, determined by feed-back to assigned committee member.		12 branches have been identified as struggling with programs through a review of survey results and newsletters, committee members have been assigned 4 branches each for follow-up contact
Priority Area #1:		2. Make personal contact to gather more specific info.	Each branch will have implemented at least 2 successful MB programs, determined by feed-back to assigned committee member.	By the end of January 2019	
Priority Area #1:		3. Work together to develop a tailored mission-based program plan.		On-going through the end of 2019	
Leadership Development					

Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019
Priority Area #1:	1. Maintain connections to branches via phone calls and emails	1. Read newsletters of branches assigned for phone calling.	Verify leadership happenings and deficits.	monthly	
Priority Area #1:		2. Respond to emails & phone calls from leaders reaching out on leadership issues.	Receive early notification of struggling branches.	On-going	
Priority Area #1:		3. Note those branches mentioning leadership difficulties, or vacant positions noted in newsletters .	Have maintained active communications with both Woodland and Mission Viejo No vacuum in leadership in any branch for fiscal year 2019-20		
Priority Area #1:		4. Create leadership training presentations.	Prevent disbandment of branches due to lack of leadership.	Fiscal yr. 2019-20	
Membership					
Priority Area #1:	To help branches see the state board as a resource.	1. Read at least 30 newsletters monthly looking for membership successes/concerns		ongoing	30+ newsletters read.
Priority Area #1:		2. Connect via phone or email quarterly with at least 75% of MVPs to offer encouragement, ideas, assistance		June 2020	In progress.
Priority Area #1:		3. Produce at least two articles in each Perspective that are membership/diversity/CU partner related.		June 2020	Member bio, diversity article and news about Membership panel at annual meeting submitted.
Priority Area #1:		4. Highlight an outstanding branch member in each Perspective.		ongoing	Article about Susan Negrete in Jan Perspective
Priority Area #1:		5. Contribute monthly to B2B.		ongoing	monthly B2B articles submitted.
Public Policy					
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019
Priority Area #1:	1. Ensure that every IBC and branch has an active relationship with its assigned Public Policy liaison.	1. Each Public Policy Committee member will be assigned 3 or 4 IBCs and their branches for liaison purposes.	All IBCs and their branches will have a connection with the Public Policy Committee for information, sharing, and action.	Sept 2018 and following	Committee members have their IBC/Branch liaison assignments. Three messages have been sent out to assignments, Sept through December 2018.
Priority Area #1:		2. Public Policy Committee members will establish and maintain contact with assigned IBCs and their branches.			
Priority Area #1:		3. Public Policy Committee liaisons will report quarterly to PP Chair on contacts with their IBCs and branches.			
AAUW Fund					
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019
Priority Area #1:	1. Ensure that a maximum number of members hear the Fellows & Grant recipients speak at the four scheduled luncheons in October and February.	1. Contact the 33 California Fellowships/Grant Recipients to schedule several to speak at the October and February luncheons.	Over 300 AAUW CA members will hear the 2018-19 Fellows and Grant recipients.  Many will be scheduled to speak at branch meetings involving the community.	October 6,7 October 13 February 9	Successful luncheons were held in South San Francisco, Danville and Seal Beach. Two hundred fifty eight (258) reservations were made and paid for. Eighteen(18) of our thirty-three (33) Fellows and Grant recipients spoke at the three luncheons.
Priority Area #1:		2. Video tape speakers and post to AAUW CA website.	Members unable to attend luncheons can view and hear the speakers on website.	Jun. 30, 2019	All three luncheons were video taped and posted on the AAUW CA website.
Priority Area #1:	2. Encourage CA branches to donate \$650,000 to AAUW Fund to complete CA unfinished endowments/unrestricted funds.	1. Write B2B articles monthly and Perspective articles quarterly. Accept speaking engagements to talk about AAUW Fund and Legacy Circle.	Goal will be reached.	Dec. 31, 2018	Have submitted B2B articles each month along with Perspective articles. Will continue this monthly and quarterly.

Priority Area #1:	3. Ensure that all Board members donate to AAUW Fund , at their discretion, in 2018.	1. Talk to Individual Board members about donating to AAUW Fund.	All Board members will donate by Dec	Dec. 31.2018	In progress. Will know in February when year end report comes.
<b>Nominations and Elections</b>					
Priority Area #1:	<b>Goal</b>	<b>Task(s)</b>	<b>Expected Outcome &amp; Measurement Strategies</b>	<b>Target Due Date</b>	<b>Update Jan 2019</b>
Priority Area #1:	1 .Ensure that 100% of IBC Chairs & Branch Leaders are contacted to request nominee referrals for the 2019 Election.	1. Develop Call Plan process & assignments 2. Create Leadership Call Tracking Report 3. Create Call Script 4. Write monthly Get on Board the Mission Train article in B2B 5. Write Winter & Fall Perspective "Get on Board the Mission Train" article	All IBC Chairs & 125 branch leaders will be contacted by a N&E Cmte. member to ask for nominee referrals.  A back-up email will be sent to all branch leaders (not reached by phone), requesting a callback or (their) candidate referral name/info via email.  A completed Call Tracking Report will be provided.  Communications will be successfully distributed via Board channels	10/15/2018	
<b>Project Oversight</b>					
Priority Area #1:	<b>Goal</b>	<b>Task(s)</b>	<b>Expected Outcome &amp; Measurement Strategies</b>	<b>Target Due Date</b>	<b>Update Jan 2019</b>
Priority Area #1:	1. Ensure that branches and camp administrators are aware of Tech Trek policies and are in compliance.	1. Notify branches and camp administrators of any changes to Tech Trek policies & procedures via Board2Board or email. Post policies & procedures on website.	Posted on website, Board2Board message.  Provide Check List for camps to record action taken to ensure compliance.	8/19	
Priority Area #1:		2. In collaboration with camp directors revise camp compliance list to be used during camp visits.	All camps visited.	12/18	In progress via email expect April confirmation.
Priority Area #1:		3. Facilitate discussions among camp directors on compliance issues i.e. dress code, etc.	Revised compliance list.	12/18	Although camp directors met they did not agree on compliance issues, so no new list developed. Emails continue; expect April confirmation.
Priority Area #1:		4. Assess Compliance with Tech Trek policies & procedures	Agreement on issues communicated.	9/19	
Priority Area #1:	2. Ensure that branches and Speech Trek Administrators are aware of Speech Trek policies and procedures and are in compliance.	1. Notify Speech Trek Coordinator of changes to Speech Trek policies & procedures via email. Post policies & procedures on website.	Posted on website, Speech Trek Coordinator will notify branch coordinators.	4/19	
Priority Area #1:	3. Encourage applications for Special Project Grants.	1. Place articles in Board2Board, Perspective and website.	Website updated, articles in Board2Board or Perspective. Receive at least two applications annually.	6/19	Article in next Perspective and January Board2Board.
<b>AAUW CA Priority Area #2: Reinforcing Public Policy Advocacy and Education</b>					
AAUW CA Objective: Reinforce the importance of Public Policy at the branch level by instituting a minimum of five strategies to provide branches with regular updates on legislative issues and opportunities to learn priorities that result in: 1) a minimum of 30 branches presenting relevant programs and advocating member engagement in Public Policy issues; 2) a minimum of 30 branches advancing awareness of Public Policy					
<b>Communications</b>					

Priority Area #2	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019
Priority Area #2	1. Mobilize Communication's resources to support a minimum of two other committees' goals for Priority #2.	1. Meet with Public Policy to assess its communication needs to update branches on legislative issues.	Develop a minimum of two specific strategies as requested, such as supporting the electronic member approval of Public Policy priorities.	3/19 Communications Team	Consulted on communication needs with Public Policy and generated a punch list of website changes to consider. Nancy will review with Communications Team in January.
Priority Area #2		2. Assist with the creation of at least one new tracking and reporting tool as needed for measurements of success.	Produce at least one tool that accurately measures the intended goal, such as a newsletter content log to measure branch outreach projects.	1/19/2018 Communications Team	Created survey tool for Public Policy to gather input from members on Public Policy priorities so that the Public Policy can update the Public Policy priorities. COMPLETE.
Membership					
Priority Area #2	To help branches make the connection between public policy and new members	1. During branch MVP calls, encourage mission/PP based programming as a way to attract new and/or younger members.		June 2020	Ongoing during calls
Priority Area #2		2. Encourage branches to share information regarding branch members who are also elected/appointed officials during the branch MVP calls, B2B and Perspective articles.		June 2019	Ongoing during calls
Programs					
Priority Area #2	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019
Priority Area #2	1. Ensure that MB programs in 12 selected branches incorporate education on AAUW-CA public policy priorities.	1.Consult with Public Policy Committee to determine priority topics 2.Work with selected branches to determine which priorities fit with their existing needs and resources.	All 12 branches will include at least one PP-related program in 2018-2019, as determined by feed-back to assigned committee member.	On-going through the end of 2019	Will discuss with identified branches during follow-up contacts
Public Policy					
Priority Area #2	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019
Priority Area #2	1. Ensure that at least 30 branches will hold 1 advocacy or education activity based on AAUW CA Public Policy Priorities.	1. Provide branches with access directions to the online version of the Public Policy Priorities brochure. 2. Develop and distribute a survey of the branches to assess public policy needs and activity. 3. Offer help to branches through the Public Policy IBC/branch liaison network. 4.Share successful programs gathered through the PP network contacts and from newsletters and add to website. 5.Send out lists of actions that can be taken for a specific activity (e.g. election activities, Equal Pay Day). 6. Read branch newsletters to track branch public policy activities.	• 30 AAUW CA branches will undertake one or more activities or programs that highlight AAUW CA Public Policy priorities.  • Measurement: Survey results Newsletters Liaison reports Election activity survey	On-going  Sept/Oct 2018  April 2019	Branches have received information on the Public Policy brochure and on revisions for the next bienium. A survey on the revision was completed in December and results will be in the winter Perspective. Liaisons have offered to assist as needed. Suggestions for ossible election activities were sent to branches through B2B. Branch newsletters cite various mission-based programs that reflect the Public Policy Priorities. At least 20 branch newsletters described election-related activities undertaken.
Priority Area #2	2. Ensure that branches have adequate public policy information to communicate to their members.	1..Provide branches with issue-based articles that can be used in their branch newsletters. 2. Include program/activity tips and resources in Board to Board messages. 3. Maintain updated public policy information on the AAUW CA website.	• At least 30 branches will publish public policy provided articles in their newsletters.  • Measurement Newsletters		Two articles have been transmitted to IBCs and branches. To date 5 branches have published one or more of the articles, based on branch newsletters. Program activity ideas for the Nov. election were in B2B. The website content has been reviewed and a plan made for updating the material.

Priority Area #2	3. Ensure that at least 30 branches will undertake a community outreach project that highlights one or more AAUW CA Public Policy Priorities.	1. Distribute lists of actions that can be taken for a specific activity (e.g. election activities, Equal Pay Day). 2. Communicate Title IX requirements for school districts and encourage branches to meet with districts on Title IX.	30 AAUW CA branches will hold a community outreach project based on one or more of our public policy priorities  • Measurement: Newsletters Liaison reports Leader on Loan use	On going  Sept/Oct 2018  April 2019	Suggestions for election activities were distributed to IBCs and branches. Based on branch newsletters, at least 20 branches have held a community outreach project based on a Public Policy Priority. Title IX information is in process.
Priority Area #2	4. Ensure that 15 branches participate in activities related to AAUW's legislative agenda	1. Transmit new bill list information to branches when completed in March. 2. Provide resources for branches to make local connections with legislators, including training sessions 3. Develop and distribute a form for branches to use in reporting their legislative contacts 4. Include articles on legislation in Perspective 5. Maintain updated legislative information on the AAUW CA website	• At least 5 branches will request training in local advocacy with legislators. • Advocate will have information on at least 15 branches that are in contact with their legislator.s  • Measurement: Newsletters Leg. Contact reporting form Liaison reports	March 2019  On going  Jan 2019  On going	A summary of the 2018 legislative year was sent to IBCs and branches in October. In 2019, information on the new legislative session will be provided to branches. There will be an article in the winter Perspective. Committee is working with our advocate to develop an approach for reporting contacts with legislators in 2019.
Priority Area #2		6. Working with national's information, establish a baseline number for current member Action Alert participation.  7.Encourage Action Alert sign ups and participation.	• The number of members participating in the Action Alert program will increase by 10%  • Measurement: Track Action Alert sign-ups through national's program	Jan 2019 and following	This will be a key activity in 2019.
AAUW CA Priority Area #3: Strengthening Branch Infrastructure					
AAUW CA Objective #3: Strengthen membership diversity, engagement, and board leadership by providing branches with training, programs and tools that result in: 1) 30% of branches demonstrating outreach to participation rates; 3) 50% of branches recording at least one new person in a leadership role in 2019-2020 BOR.					
Communications					
Priority Area #3	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019
Priority Area #3	1. Mobilize Communication's resources to support a minimum of two other committees' goals for Priority #3.	1. Meet with Membership, Leadership and Branch Support to assess their communication needs to strengthen branch infrastructure.	Develop a minimum of two specific strategies as requested.	1/19 Shirley	Consulted on communication needs with Membership and discussed plans to design a tracking tool for branches to monitor membership activity. Consulted with Public Policy about Public Policy issues needing focus and timeliness.
Priority Area #3		2.Assist with the creation of at least one new tracking and reporting tool as needed for measurements of success.	Produce at least one tool that accurately measures the intended goal, such as a member participation tracking sheet to help branches measure member engagement.	1/19 CommComm	
Priority Area #3		3. Provide leadership training on using communication strategies to encourage member engagement.	Create and deliver a workshop at Annual Meeting.	4/19 Dawn/Sandi	Shirley to confirm with the Board whether a workshop is needed or not.
Programs					
Priority Area #3	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019

Priority Area #3	1. Ensure that all branches receive information on successful MB program strategies.	1. Review all branch NLs to identify best MB ideas. 2. Highlight exemplary program in each month's B2B. 3. Produce article in each Perspective on MB-programs (strategies, ideas, over-coming obstacles, etc.).	40 (30%) branches will report that they found the information helpful/useful, as determined by year-end survey.	On-going through the end of 2019	1. All NLs are being reviewed, a template has been developed to track MB programs. 2. A MB program has been "spot-lighted" in each B2B for Sept-Dec 2018 3. Article for Jan Perspective has been submitted
Priority Area #3	2. Ensure that 12 selected branches have strategies in place to increase program attendance.	1. Work with Communications Committee to develop marketing strategies designed to optimize member interest.	Selected branches will demonstrate a 30% increase in program attendance, as determined by feed-back to assigned committee member.	On-going through the end of 2019	This will be developed after follow-up contact is made with identified branches, to better determine what strategies might work best for them
Priority Area #3	3. Assist Leadership Committee in developing meaningful and worthwhile workshops for 2019 Annual Meeting that will stimulate, educate and motivate participants.	1. Review surveys to determine branch needs. 2. Propose workshop ideas to best meet needs. 3. Include workshops that address 3 AAUW-CA priority areas. 4. Recognize branches which have demonstrated growth in MB programming & attendance.	50% of participants will report on evaluation forms an overall rating of "good" or better.	1-3: Dec 15, 2018; 4: 4/6/18	1. Surveys have been reviewed, determined that greatest needs are Membership and Leadership. 2. Have proposed Plenary Panels on these 2 topics 3. We decided against workshops for the Annual Meeting, priority areas will be addressed in the Panel discussions
<b>Leadership Development</b>					
Priority Area #3	<b>Goal</b>	<b>Task(s)</b>	<b>Expected Outcome &amp; Measurement Strategies</b>	<b>Target Due Date</b>	<b>Update Jan 2019</b>
Priority Area #3		1. Present Leadership days and workshops including discussing alternative leadership structures.	Prevent leadership vacuum for the next fiscal year.	At least 1x in N. CA & 1x in S. CA	working on this-panels set and article in the CA Perspective
Priority Area #3	1. Develop new leaders within branches and IBCs.	2. Note bios of new members in branch newsletters.	By reaching out to current branch leadership and discussing potential of new members being recruited to participate in leadership have at least one new person listed in the BOR for 50% of branches.	Fiscal year 201-20	Emailing and calling to mention this to branches as names are noted in their newsletters
Priority Area #3	2. Present salient information in each month's B2B.	1. Write monthly blurbs for B2B that points recipients to appropriate sections of state website, for example, as well as offering examples of successful strategies.	As above, noting no vacant spaces in 2019-20 BOR leadership listings.	On-going	on-going
Priority Area #3	3.Prevent disbandment of current branches and Support struggling branches.	1.Use monthly B2B articles to highlight leadership tools via the website Offer mentoring.	No new disbanding branches/perhaps folding into close-by more viable branches  Retaining all current branches & members.	Monthly	on-going
Priority Area #3	4. Develop new leadership & leadership skills workshops.	1. Present leadership training and skills programs.	Recruit members previously not in leadership roles.	As requested by branches and IBCs	
<b>Membership</b>					
Priority Area #3		1. Develop at least one workshop to be presented at Annual meeting 2019 on topic of membership and/or diversity.		December 15, 2018	One of two panels at annual meeting will be membership based.
Priority Area #3		2. Develop talking points and/or workshop for Leadership Day conferences around membership recruitment, retention, diversity, younger members.		February 2019	Information will be collected from the Membership panelists at annual meeting to use at potential Leadership Day conferences.
Priority Area #3	1.To guide branches toward using best practices for developing and retaining members	3. Work with Comm Comm to develop a tracking tool for Branches to use to track member participation in branch activities by December 2018.		December 31, 2018	Phone conversation with Shirley/Comm Comm re: ideas for a tracking form- she was researching other potential tools to combine/adapt to our needs.
Priority Area #3		4. Review to ascertain new leadership recorded in 2019-2020 BOR.		June 2019	TBD



Priority Area #3		5. Review at least 30 newsletters monthly to discover branches demonstrating outreach to diverse groups.		ongoing	30+ newsletters read and info recorded.
Priority Area #3					
Priority Area #3	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019
Priority Area #3	1. Ensure that all branches have legislative and public policy information to use in their member recruitment and retention.	1. Transmit information on issues and legislation to branches through the public policy liaison network, Board to Board and Perspective. 2. Conduct an email survey of branch Membership Chairs re use of public policy information.	10 branches will report having used public policy and/or legislative issues in membership recruitment and enagement activities.  • Measurement: Reports from liaisons Email survey of branch Membership Chairs	On going	
<b>Nominations and Elections</b>					
Priority Area #3	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update Jan 2019
Priority Area #3	1. Develop a Nominations Referrals List of 50 – 75 candidates.	1. Develop a Nominations Referral Tracking Report 2. Call IBC Chairs & Branch Leaders 3. Update Nominations Tracking Report with candidates information	100% of IBC Chairs & Branch Leaders will be contacted for nominee referrals.  A Nominations Referrals List of 50 – 75 members will be provided.	10/15/18	
Priority Area #3	2. Contact referrals on the Nominations Referrals List.	1. Call (or meet in person, if possible) all nominee referrals. 2. Reinforce branch recommendations of (the) referral's skills, talents & ability to serve as a Board Member 3. Provide nominee referrals with opportunities to discuss or research specific Board offices & responsibilities; provide N&E deadlines, forms and submission instructions.	100% of all nominee referrals will be contacted.  A completed Nominations Referrals List will be provided.	11/5/18	
Priority Area #3		4. Ensure final candidate(s) submission packages – including signed Candidate Acknowledgement of Campaign Rules - are complete, meet AAUW CA guidelines & posted in order of date received. Confirm candidate(s) information is correctly posted on AAUW CA website in order of date received.	A viable Voting Vendor selected & process facilitated. AAUW CA website posted complete and accurate candidate and election information & documents submitted to AAUW CA office.	Candidate deadlines met: 12/1/2018 and Additional Candidates: 4/4/2019	
Priority Area #3		5. Confirm candidate(s) campaign activities & finances are communicated & meet AAUW CA criteria.	All candidates' signed Acknowledgement of Campaign Rules collected & on file with AAUW CA office.		
Priority Area #3		6. Introduce candidates at 2019 Annual Meeting.	All viable candidates announced (and, if attending) introduced at 4/6/2019 Annual Meeting.	Election period: April 22 – May 13, 2019	
Priority Area #3		7. Interface with appropriate sponsors to ensure election ballot information is accurate and includes any measures requiring membership vote.	All candidates' expense reports submitted to AAUW CA office by April and June 1 deadlines.		
Priority Area #3		8. Confirm Online Discussion Forums are facilitated by Board or Cmte. Member representing the ballot measure.	Online Discussion Forums conducted by Board or Cmte. Chairs between 3/15/2019 and close of the election.	Online Forums conducted 3/15 - -5/13/2019	



Priority Area #3	Facilitate a successful 2019 AAUW California election process.	1. Assist Board with Voting Vendor selection & ensure member votes & timelines are correctly processed & reported.  2. Communicate results of the election to AAUW CA membership online & in 2019 Spring Perspective.	Timely & accurate election results posted on AAUW CA website and communicated in 2019 Spring Perspective.	Spring Perspective Deadline: 5/15/2019	
<b>Finance</b>					
Priority Area #3	<b>Goal</b>	<b>Task(s)</b>	<b>Expected Outcome &amp; Measurement Strategies</b>	<b>Target Due Date</b>	<b>Update Jan 2019</b>
Priority Area #3	1. The Finance Committee will provide guidance on electronic banking, downloading data to Excel, use of Quicken and other options to reduce the workload..	1. Survey branch treasurers to determine level of use of electronic banking processes, software , and other options. Ask branches to identify any best practices. 2. Request an additional \$50 in the budget to purchase Quicken for possible use by Branch Treasurers in January 2019 Budget Update. 3. Develop guidance on areas not being used. 4. Resurvey those who responded to the survey in #1 above, after issuance of guidance to determine if branch plans to update its processes.	25% of the branches that responded to the first survey adopted some or all of the suggested improvements.	6/30/2019	.Surveyed all branch treasurers. Analysis of responses will be complete by the end of December. Budget updated in proposed January 2019 update. Others pending.