



AAUW California State Committee Profile [Insert Committee Name]

Committee Purpose

Describe the goals of the committee here. The AAUW California Policies and Procedures serve as a reference for committee activity. They can be found here: <http://www.aauw-ca.org/governance/>
You may be required to enter a password [aauwca].

Committee Goals for the current fiscal year

List the stated committee goals as found in the strategic plan as well as operating goals that are part of the policies and procedures.

Associated Programs

List any programs that are related to the committee. For example, Financial Literacy has several programs.

- Financial Literacy is Personal (FLIP)
- Money Trek
- Start Smart
- Work Smart

Note: This section may be blank.

Audience

Indicate who the committee's intended audience is: For example

- AAUW California branch leaders
- AAUW California branch members
- External non members

Communication/Marketing Tools

Describe the current tools that are in place to support the committee goals

- AAUW-CA website page organization (where does the information reside?)
- Key annual activities
- Email groups

Keywords/Categories

List the website keywords and categories that are used to tag website information

Communication Plan

Outline the key messages and communication tools that will be used to meet the current goals

Key Message (for example, Funds Luncheon dates)	Mechanism (for example: B2B, website, email, <i>California Perspective</i>)	Timeframe (for example, Fall <i>California Perspective</i> , January B2B)	Notes