

AAUW California 2020-2021 Success Plan

Committee	Task	Encourage branches to contribute to AAUW California's goal of a total of \$500,000 AAUW Fund donations in 2020.	Health	Task(s)	Expected Outcome & Measurement Strategies	Comments	Target Due Date	Update October 2020	Update January 2021	Update April 2021
AAUW Fund	Inspire AAUW members by introducing AAUW Fellow and Grant recipients in two webinars in October 2020.	Complete	Complete	Session 1	At least 200 people attend Increase the number of branches who participate by 25% Track the number of non-member attendees to establish a baseline.	Post survey needed	10/10/2020	210 registered, 164 attended with 72 branches represented		Completed
		Complete	Complete	Session 2	At least 200 people attend Increase the number of branches who participate	Post survey needed	10/24/2020	145 attended		Completed
AAUW Fund		Complete	Complete	Contact branch Fund VPs for updates and provide direction on how to make donations	100% of branches contribute an equivalent of \$30 per member across branch membership.		12/31/2020		Waiting Q4 data	Completed w/goal met.
AAUW Fund	Inspire all AAUW California state leadership team members to become Legacy Circle members in 2020.	Started	On track	Individual solicitation.	100% of leadership team members will donate to the Greatest Needs Fund. 100% of leadership team will become Legacy Circle member		12/31/2020		Waiting Q4 data	In Progress
Project Oversight	Update Speech Trek P&Ps for program year 2021-2022 and present to the board for approval by July 18, 2021	Started	On track	Update P&Ps to further develop support for virtual competitions.	Updated P&Ps		7/18/2021			
Project Oversight	Increase number of branches who apply for a grant	Started	On track	Advertise the grant program.	6 branches will apply for a grant.		3/1/2021			
Project Oversight	Provide a report to the board regarding the success of the State Project Grants Program	Started	On track	Establish criteria to measure effectiveness of the State Project Grant Program	Success criteria to include whether state project grant projects are ongoing and whether they have been adopted by other branches		10/15/2020	Task delayed but will not delay goal	Need to work out relationship between State Grant program and Activity of the Year.	
		Started	On track	Determine the success of projects funded in the past			12/15/2020			
		Started	On track	Create and distribute a report to the board			7/18/2021			
Project Oversight	Update Tech Trek P&Ps for program year 2021-2022 and present to the board for approval by April 18, 2021	Not started	On track	See Tech Trek goals & tasks	Updated P&Ps		4/18/2021		Virtual TT P&Ps to be provided to POC in March 2021	
Nominations & E	Identify 4-8 nominees for Board positions	Complete	Complete	Update online tools to allow candidates to apply.	At least 1 candidate is identified for each open position.		12/1/2020	Currently we have one nominee for each open position.	To date, we have received 2 candidate applications;	4 nominees for Board Positions have been achieved.
		Complete	Complete	Contact Committee Members and 100% of IBC Chairs & Branch Leaders to identify potential leaders to run for Board Position	Identify 4-8 nominees to ensure a competitive election.		3/15/2021	We will begin contacting Chairs and Branch leaders once the website has been updated with all forms/info by early Oct.	Have contacted Branch leaders with minium response; will initiate second /third round of communication to Branch Leaders.	
	Identify a solution to the board "drift" so that 1/2 of the board is selected each year.	Complete	On track	Review issue and create potential solution.	Balanced board with 1/2 elected each year.		4/1/2021		Present recommendations to Board in January BOD meeting	Present execution of drift solution to Board in May's Board Meeting
Marketing	Increase name recognition of AAUW California within California	Started	On track	Evaluate using internal or external consulting resources to advise the best way to expand AAUW CA awareness throughout CA	Resources identified and engaged		10/17/2021	marketing com. meets monthly/wking on plans	committee is "pushing" for March 2021 roll-out of PR by each branch/hoping to hv ea receive a gov. proclamation in honor of their work in the community-explained in 52B	
Marketing	To create an overall marketing plan including metrics to track effectiveness	Complete	Complete	Work with the consultant to complete the discovery and strategy phase of the engagement and determine next step.	Documented plan will be distributed to the leadership team.		1/7/2021	RFPs issued and answered by 3 firms with exec committee having made a choice of one	Consultants report due	Marketing strategy recommendations report issued april 2021 by consultants
Finance	Create framework to launch a new Investment Committee	Complete	Complete	Recruit two more committee members who specialize in investments	2 additional members will be part of the Finance Committee		10/15/2020	We recruited 2 financial planners who were willing to advise us without joining the committee, but one had a conflict of interest. We feel that one expert consultant serves our purpose for this year. Task complete.	Completed by target date.	
		Complete	Complete	Create P&P section for Investment Committee	New Investment P&Ps will be added to the overall P&Ps		12/15/2020	We have created a draft which has now been finalized as far as the investment/finance committee is concerned. It is ready for governance now. On track.	Completed by target date. Ready to be voted on by board	
		Complete	Complete	Explore other investment options beyond UBS	Increased flexibility in investment options Reduced fees		4/15/2021	Checking with options such as Schwab, Fidelity, SEIA, Ameriprise	Completed ahead of schedule. We have recruited Ameriprise after interviewing all four, and investment funds have already been transferred there from UBS.	
		Complete	Complete	Provide tax filing examples from two branches on the website	Branches will be informed of tax filing examples		8/31/2020	Examples placed on website.	Completed by target date.	

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Finance	Branch and IBC support	Complete	Complete	Determine tax filing requirements for IBCs and update the P&P	Clarified understanding of IBC tax filing requirements		12/15/2020	First step is to send a short survey to all IBC chairs to understand current practice. A survey has been created, and will be emailed to all IBC chairs in October.	IBC survey was conducted and results analyzed. We consulted our lawyer regarding best options for IBC finances. The task as outlined here has been completed, but we will continue to work further with IBCs on their finances.	Two meetings held with all IBCs to determine path to filing taxes. Third meeting is planned on May 4, 2021.
		Complete	Complete	Run a short branch finance survey	Identify branch finance statistics such as 501(c)3 status and how they manage finances		12/15/2020	The survey was created, has been run, and results received. Results will be analyzed and future actions formulated.	The task as outlined here has been completed, but we will continue to work further on providing additional resources to branches on the website based on the findings of the survey.	(1) Document to provide guidance on whether to become 501(c)(3) or not has been developed and is being reviewed by out attorney. Will be placed on website when done. (2) Finance webinar planned for June 7.
		Complete	Complete	Provide example of filled raffle forms on website	Educated branch finance officers		12/15/2020	Example from CHAR branch placed on website.	Completed ahead of schedule.	
Finance	Arrange legal help to answer legal questions for AAUW CA and branches as they arise related to e. g. fundraising and other nonprofit organization issues in California. We would be looking for say 5 hours of support through the year by phone or email.	Complete	Complete	Contact law firms specializing in nonprofit law and recruit someone	Identify a resource to provide consulting services as needed.		10/15/2020	Signed agreement for consulting services as needed with law firm of Meissner Joseph Palley Ruggles Inc. specializing in nonprofit corporate and tax law.	Completed by target date.	
Public Policy	Serve as an effective resource for all branch public policy chairs to increase branch public policy activities	Complete	Complete	Members to contact assigned branch PP chairs to determine needs	All branches will have access to resources to enhance their PP work		9/1/2020	All branches have been contacted; branch interactions are on-going	On-going	
		Started	On track	PP contacts distribute resources to branches.	10% of branches who are showing no public policy activity show activity through newsletter review or take action following a public policy webinar.		6/30/2021	Review is on-going	Review is on-going	Review is on-going
Public Policy	Develop and implement a successful GOTV strategy to share with branches; develop social media strategy to encourage public to vote	Complete	Complete	1) Present strategies to branches in webinar/workshop; 2) Produce video snapshots of "Why I Vote" for AAUW-CA FB page	1) All branches will have resources to implement their own GOTV campaigns; 2) GOTV public awareness will be enhanced		8/14/2020	GOTV sub-committee was formed; devised SM campaign for weekly messaging leading up to election	Goal has been reached	
Public Policy	Develop and implement a successful Lobby Day in Sacramento for April 15, 2021	Complete	Complete	Sub-committee to be chosen; marketing strategy developed to attract members to attend; logistical plan to be developed	60% of branches who participate in the annual meeting will send at least 1 representative to Lobby Day.		3/31/2021	Decision made to hold virtual LD, date changed to 3/24. Interest survey sent to membership, 76 members have responded. MVM will handle logistics, training webinar set for 3/22		Virtual LD held on 3/24, 53% of branches participated (111 Members), visited with 59 Legislative offices and Gov's Office; lobbied for top 3 priority bills
Public Policy	Enhance public policy messaging by increasing social media presence and updating website	Complete	Complete	Sub-committee to be chosen, chair (Melissa Myceko) will work with CommComm; members will be assigned topics to update on website	AAUW's public policy priorities will be made clear, strong and accessible to members and public alike		12/31/2020	Chair has completed outline of proposed changes and sent to CommComm; need to set up mtg w/CommComm to clarify and determine next steps	Clean-up and format re-design have been completed	
Public Policy	Develop "ally-ship" strategy for raising members' awareness of challenges faced by women of color, and combatting civil rights' violations against all people of color	Started	On track	1) Produce monthly articles for branch NLS highlighting ways in which PP issues affect WoC; 2) support legislation designed to end civil rights violations against PoC	Articles are delivered to branch leaders.		6/30/2021	1) NL topics have been chosen and assigned, 2 articles have been distributed to date 2) 5 proposed bills relating to racial injustice were selected by committee for support	NL articles are current	
Diversity		Started	On track	Public Policy will review the newsletters for Social Injustice.	Newsletters demonstrate Diversity and Inclusion activities		6/30/2021			In progress
Diversity	Increase and document Diversity and Inclusion	Complete	Complete	Create webinars delivered by AAUW California that include Diversity and Inclusion	At least 2 Webinars include Diversity and Inclusion reference		2/28/2021			Complete: 7/25/2020 Cultural Diversity, Education and Dignity-Women Globally. Indrani Chatterjee 8/26/2020 Racial Injustice: Understanding It, Recognizing It, Talking About It. Kathi Harper/Elaine Johnson 10/12/2020 Increasing Gender Diversity on the Boards of Nonprofit Organizations. Dianne Owens

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Diversity	Include and coordinate diversity and inclusion activities of the AAUW California leadership team and branches.	Started	On track	Extract actionable ideas from the existing Diversity and Inclusion toolkit and share with branches via B2B.	5 branches embrace 1 or more activities as evidenced by branch newsletter articles, branch website or branch phone calls		6/30/2021		DEI Program idea for monthly activities 1 Many branches including Chico, Marin, North Peninsula and more have begun discussions about Getting Started with Difficult Conversations 2 Reflection on Getting Started Discussions and Key Terms and Concepts using the DEI Toolkit available at aaaw.org 3 Implicit bias is a hot topic for branches. This requires an organizer and facilitator. Resources are available at aaaw.org 4 Creating an Environment of Inclusion. How do branches do this? 5 Identifying Leaders Who Represent Diversity and the Makeup of Each Branch Region
Communications	Redesign all 10 Tech Trek Camp website pages using the National template	Started	Off track - need assistance	Work with AAUW National to obtain access to environment for development.	Standardized website using the national template		3/31/2021	On hold pending availability of multisite environment	On hold pending availability of multisite environment
		Not started		Design and develop a camp page prototype and present to camp directors	Content and layout meets Tech Trek Camp leadership design requirements		3/31/2021	On hold pending availability of multisite environment	On hold pending availability of multisite environment
		Not started		Once approved, develop camp website pages & train camp directors, as needed	All Tech Trek camps will have working websites that meet/exceed their needs by the beginning of the 2021 camp season		3/31/2021	On hold pending availability of multisite environment	On hold pending availability of multisite environment
Communications	Create an internet experience to support the 2021 camp season.	Complete	Complete	Define website needs for the 2021 camp season.	Website that supports the virtual camp.		1/31/2021	Internal and external pages created on our California site. National site Tech Trek links updated to reflect 2021 Virtual camp and redirected to AAUW California site. In maintenance mode.	
	Redefine frequency and distribution method of member communications	Complete	Complete	Convene sub-committee to evaluate and determine process for creation and distribution of leader and member communications including 1. Monthly B2B 2. Monthly California Connection 3. Annual California Perspective.	List of publications including timing and content Identification of Policies that need to be updated to reflect changes		7/9/2020	Recommendation to be presented to the board at Oct 2020 meeting	Recommendation of the committee was to retire the California Perspective.
		Not started	On track	Present recommendation to the board on timing, content and publication dates for publications	List of publications including timing and content Identification of Policies that need to be updated to reflect changes		10/18/2020	Recommendation of retirement of the California Perspective was presented to the board at the Oct 2020 board meeting. The motion was denied.	Recommendation of the retirement of the California Perspective or any annual publication will be presented at the April 2021 board meeting again.
		Not started		Upon decision, adjust calendars, build templates, determine California Perspective content and delivery mechanism	Clarification on content and delivery dates.		3/31/2021	Policy & Procedures changes for the California Perspective in particular to be updated by Governance, then reviewed by committee by April 2021 board meeting.	Pending outcome of the April 2021 board vote.
Tech Trek	Plan for successful 2021 traditional camp season or develop alternatives if pandemic mandates continue	Complete	Complete	Conduct monthly meetings with camp leaders; initiate & maintain communications with host campuses; communicate with stakeholders	Traditional camp(s) are successfully implemented if possible Create 1-2 alternative solutions provided to selected students	September AAUW recommended no residential camps in 2021 and this immediately communicated to all Tech Trek stakeholders. In April after cancellation of 2020 season, TT Coord. requested all CDs to provide virtual proposal resulted in 1 model from UCSD/M. Isaacs. This successfully piloted 8/3-7/2020 with 40 TT selected campers. Reviews by CA President, National Rep and other CA leaders highly complimentary. This successful pilot will be recommended to BOD in October.	7/1/2021	Camp Director Annual Meeting was conducted on October 3, 2020 as reported to this board in mid-October. At that time, Camp Directors were asked by Coordinators & CA President to lend their skills and talents to support the 2021 Virtual Camp implementation. With AAUW and California's hiatus of residential camps in 2021, this meeting concluded 2020 meetings. Campus Hosts were contacted by CA President with assurance that our goal was to return to residential model in 2022 if health mandates permit; in all cases hosts provided positive feedback and a welcoming response for Tech Trek's 2022 return to normal business. Branch Presidents & Branch Coordinators received monthly updates on B2B, eBlasts, and targeted messaging, as needed. With October Board approval of the 2021 Virtual Camp, focus turned to supporting the design and implementation planning. Virtual Leadership planning meetings began in November, 2020 and scheduled implementation tasks through successful camp(s) conclusion will continue through summer 2021.	

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Tech Trek	Expand new campus research to include NoCal (replacements for Stanford + UCI)	Started	On track	Communicate directly with campus summer business decision makers	Alternative campus hosts are contracted if needed		6/30/2021	Chapman University remains viable candidate for SoCal. Due to pandemic C/Us have not responded to online outreach. No campus champion names have been submitted.	Chapman remains the only interested C/U SoCal-based host and will be revisited for the potential 2022 residential season. Branches and other members contributed C/U names to support the loss of Stanford University, but no contact names or host champions that provided inroads to business relationships. All C/U applications have been fulfilled online, and once the pandemic was deeply in place, there continued to be no response to applications - with the exception of Chapman. However, host campus research remains an important focus of this Tech Trek team's strategic planning approach.	Outreach to residential host campuses for the 2022 season will commence in September, 2021. This will include revisiting Chapman University's interest in participating and serving as a residential host for California's Tech Trek Program.
Tech Trek	Establish Strategic Planning Think Tank	Complete	Complete	Conduct monthly meetings with branch & camp stakeholders; share output with camp leadership team	Provide alternative options, considerations and solutions focused on 2021-2023 camp preparation timelines		6/1/2021	4 Camp Directors and 3 Branch Coordinators team led by Kathy Ford. Once AAUW announced no 2021 residential camps, team advised to focus on "Plan B" ideas for virtual solution.	With the October Board decision to focus on development and implementation of a 2021 Virtual Camp designed from the successful August pilot created by UCSD Director Mary Isaac (the only viable "Plan B"), leader Kathy Ford disbanded and thank the Think Tank members for their participation at year end 2020.	
		Complete	Complete	suggest policy updates as appropriate	Policies will be available for the start of camp process		11/30/2020	Pivot to Virtual Camp; new P&P will be submitted 1/2021	October 2020 meeting with Governance Chair to discuss deliverable of Virtual Camp Guidelines resulted in Chair recommending the Guidelines delivery date move to Board in April, 2021. This adjustment facilitates documenting the fluid development and decisions for the virtual camp in 1st Quarter of 2021. Draft will be submitted to POC Chair 3/12/2021 for review and submission to Board.	Virtual Camp Guidelines - Version 1 was submitted on schedule to POC Cmte. Feedback and comments were addressed; no updates to Guidelines Ver.1 were required. Development of Guidelines Version 2 is in process and will be delivered in advance of the June board meeting.
		Complete	Complete	Present camp structure recommendation to the board.			1/17/2021	Virtual Camp model will be recommended at October BOD	Virtual Camp design outline, timeline, preliminary budget submitted and folders present on Google site; testimonials and website operational for Board review.	System development of online forms & processes continue; with parental consent, camper registration will commence this month. Workshop evaluation & selection will be finalized in April; volunteer applications will be reviewed and camp dates/roles finalized.
Tech Trek	Review & compare 2019-2020 budgets for variances between camps	Started	On track	Adjust forms and/or suggest solutions to anomalies found between camps; update policy & procedures as needed	Standard process and forms for all camps		12/1/2020	Virtual camp preliminary budget to be submitted on schedule.	Virtual camp's preliminary budget submitted on schedule in October to POC Cmte., which voted to accept and present motion for January BOD approval.	Virtual's pre-camp budget was submitted on time to POC Cmte. with no adjustments during their 4/7 meeting. New chair was advised of requirement to submit a budget motion at April's board meeting.
		Started	On track	Share findings & recommendations with BOD			1/17/2021	Research continues; will submit recommendations to standardize stipends among roles - across all camps. This will include Virtual model.	Virtual camp finance priorities resulted in recommendation to adjust timeline for finalizing a review & contrast of all camps, including virtual camp finances, to summer, 2021.	As time permits, Finance Coordinator continues a review of residential (and virtual) camp finances. A comprehensive report will be presented at the September board meeting.
			Complete	Update website with forms and documents for branch use	Branch coordinators will have the most current information on the Tech Trek websites		1/1/2021	Organized/managed by CA Communications	2021 Virtual Camp launched in December with robust marketing & camp design content added; California & National websites were updated with residential camp closures. Residential websites are removed to avoid confusion for 2021 activities and fundraising; these will be revised based on 2022 pandemic decisions.	Website has been updated with a variety of documents and information supporting the virtual camp, including weekly office hours for branch coordinators, which is conducted by Mary Isaac, Virtual Camp Director & System Administrator.

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Tech Trek	Refine CA website documentation competencies with branch coordinators		On track	Communicate form location to branch coordinators	Branch coordinators will have the most current information on the Tech Trek websites		1/1/2021	Organized/managed by CA Communications	Virtual Camp communications plan submitted to Webmaster for content & distribution coordination; variety of surveys, eBlasts and branch coordinator Zoom meetings have contributed to increased communications and positive feedback. These efforts will continue through summer, 2021. We are currently waiting for National Branch Packet updates for virtual environments; we have kept frequent communications to determine delivery date - on 1/4 were advised the documents were under legal review. This time gap will drive delivery of key branch document Memo of Understanding (MOU), which documents branch commitment to participate or Opt-Out of the 2021 Virtual Camp. Recent branch surveys indicated 60-70% of CA branches intend to participate; key driver to their decision is whether 2020 selected campers will be allowed to attend. Tech Trek supports including the 2020 students, and can accommodate their inclusion in the current camp design.	Communications team continues to support eBlasts, B2B, CA Connections and the website Virtual Camp pages. National's Virtual Policies & Procedures were received on 1/14/2021 and posted to the website. Virtual Program was launched on 1/18/2021 (after 1/17/2021 approval by the board). While waiting for national documents, Virtual CD Mary Isaac researched and began developing a model Tech Trek MOU with free software provided by Vanderbilt University. California Tech Trek is the first non-research organization to use the software and our project is being closely followed as a model for other types of users. The ease of programming and quick delivery of documents to branches, schools, students and parents resulted in an almost immediate delivery of a Virtual Camp online system - from MOU through registration, by April 5, 2021.
Tech Trek	Increase recruiting & continue support of Camp-Directors-in-Training	Started	On track	Ensure effective training & camp alignment for M. Swails; J. Fedors; P. Grijalva; J. Fisher	Success serving as Co-Director or assigned to shadow camp leader(s)		8/1/2021	Director-in-Training Meet & Greet held September 2020; kickoff provided national and state P&P. CA website access, role definitions, etc. Virtual Camp may adjust 2021 roles; participation will expand new CDs training and future skills/talents for virtual support.	M.Swails (residential Dir.inTraining) is actively training as Virtual Asst. Director. Kathy Ford, Tech Trek Strategic Planning Chair is also actively training as Virtual Asst. Director. 1 Dir.in Training has opted not to support Virtual; 2 others will be contacted this month.	One active director-in-training for both the Virtual (Asst. Director) and residential camps: M. Swails. One active Virtual Asst. Director & Asst. System Administrator: J. Fisher. Two residential directors-in-training for residential camps: P. Grijalva and J. Fedors.
		Complete	Complete	Recruit a Beach Cities member to serve as a camp director in training	Candidate commits to serve as camp director in training		4/8/2021		This member is actively learning about the Tech Trek residential program and participating with branch activities to support the 2021 virtual camp.	This member decided not to renew AAUW membership. Efforts to recruit new Directors-in-Training remains an active and strategic task of Tech Trek Co-ordinators. Historically, succession planning was communicated to residential camp directors.
Speech Trek	Update 2020 P&Ps for 2021 competition	Complete	Complete	Update policies and procedures	Branch chairs will have current and updated P7Ps		7/17/2020	on the website		
Speech Trek	Update Branch Tool Kit for 2020-2021	Complete	Complete	Update Branch Tool Kit 2020-2021 and put on website	Branch chairs will have current road map		8/4/2020	on the website		
Speech Trek	Update Student Tool Kit for 2020-2021	Complete	Complete	Update Student Tool Kit 2020-2021 and put on website	Students will have current road map		8/15/2020	on the website		
Speech Trek	Create Webinar explaining principals of Speech Trek	Complete	Complete	create and deliver webinar	Speech Trek 101 to be designed to educate, inform and persuade; attract branches new to the program; increase # of participating branches by approx. 20%		8/10/2020	Speech Trek 101 webinar held Mon., Aug. 10, 7 p.m. Approx. 40 attendees. Added how to Zoom Speech Trek webinar hosted by Sandi, held Thurs., Oct. 1, 7 p.m. 21 Branches in attendance. A second Zoom webinar is planned for Sat., Dec. 12, 11 a.m.		
Speech Trek	Rebrand Speech Trek beginning with 2021 program	Complete	Complete	Rebrand by creating new logo	to reflect change from Eleanor Stem sponsor; to promote ST as the high school program that invites diversity		11/30/2020	working with Sandi		
Speech Trek	Update P&Ps for 2021-2022 program to reflect guidance and support for virtual competition	Complete	Complete	Update policies and procedures	Branch chairs will have current and updated P7Ps	2 webinars completed; 1 pending in	6/30/2021		much depends on results of first virtual competition. Collaborating with ST and POC committees.	
Speech Trek	Select 2022 Speech Trek Topic	Complete	Complete	Consult with Speech Trek Committee, ST Coords, POC to finalize topic choice.	Announce topic at Annual Meeting		4/7/2021		Topic discussions underway.	