

	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 from an assigned member of the Board of Directors;				
	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.				
	Administration				
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update for October 2019 and January 2020
Priority Area #1:	1. Document the baseline of branches participating in state-led initiatives at the beginning of 2018 fiscal year	1. Identify which initiatives will be counted and document activity.	Baseline of branches participating in state-led initiatives.	9/11/2019	Update October 2019-2020 Complete. Tech Trek - 117 branches in 2018, 113 in 2019 Speech Trek - 14 branches in 2019 AAUW Fund - 78 branches in 2018, 300 individuals
	2. Document end of 2020 state-led initiative participation.	1. Gather statistics for identified initiatives and determine increase/decrease in involvement.	Comparison of baseline to end of term activity.	6/1/2020	
	Communications				
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update for October 2019 and January 2020
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 assisting POC to create and publicize State Project Grant and support membership growth and retention contest.	11/1/2019	Update October 2019
					Communication Team Liaisons have met with 10 committees to review website presence and identify communication needs.
					Update January 2020 Developing annual calendar incorporating key routine communication tasks and deadlines for each committee.

		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.	12/1/2019	Update October 2019 Created two tools for Board use:
					1. Newsletter Tracking Tool
					2. Board quarterly branch outreach
					Update January 2020
					Complete
		3. Identify at least two initiatives to assist the board and/or committees to address communication needs or create communication strategies	Create at least two communication plans or initiatives to support committee communication needs	9/1/2019	Update October 2019 Created two tools for Board use:
					1. Newsletter Tracking Tool
					2. Board quarterly branch outreach
					Identified need to create membership attendance tracking tool. Will begin working with the Membership Committee on design
					Update January 2020
					Created two communication plans
					1. Convention
					2. Membership participation tracking tool distribution.
		4. Implement at least two initiatives to assist the board and/or committees to address communication needs or create communication strategies	Implement at least two communication plans or initiatives to support committee communication needs	6/30/2020	Created Forms and Documents section on the website to align with P&Ps and help branches and leaders easily find documents.
					Update October 2019 Created logo to support 2020 Annual Convention.
					Began work on new logo for Speech Trek.
					Began work on convention and election communication strategies.
					Update January 2020
					Included article regarding membership participation tracking log in January B2B.

					Drafted email to branch president and membership chairs to announce membership participation tracking tool.
					Scheduled training session on how to set up the membership participation tracking tool.
Priority Area #1:	2. Develop and execute a social media strategy	1. Establish baseline of what branches have active Social Media accounts (Facebook and Website)	List of branches that have a website, Facebook account, Instagram account.	9/1/2020	Update Oct 2019 Complete.
					112 of 119 branches have a website presence.
					54 branches do not have a Facebook presence
		2. Identify and implement activities to increase utilization.	Increased number of branches that utilize social media	11/1/2020	Update Oct 2019 Draft strategy created. Identification of initiatives in process.
					Update Oct 2019 Created and delivered educational session on how to maintain a branch website.
					Facebook/Instagram educational session planned for January technology peer group meeting.
	Programs				
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Updates for October 2019 and January 2020
Priority Area #1:	Encourage branches to participate in mission-based programs.	Inform members through Perspective, B2B and quarterly phone calls.	10 % of branches.	6/30/2020	Update Oct 2019 Perspective and b2b article published. addressed in my q5 phone calls.
					Update Jan 2020 Perspective and B2B articles published.
Priority Area #1:					

Priority Area #1:		Recognize branches at convention who participate.			
	Leadership Development				
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update for October 2019 and January 2020
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.	6/30/2020	
		2. Respond to emails & phone calls from leaders reaching out on leadership issues.	Receive early notification of struggling branches.	6/30/2020	
		3. Note those branches mentioning leadership difficulties, or vacant positions noted in newsletters.	No vacuum in leadership in any branch for fiscal year 2019-20	6/30/2020	Update Oct 2019 Have maintained active communications with both Woodland and Mission Viejo.
		4. Create leadership training presentations.	Prevent disbandment of branches due to lack of leadership.	6/30/2020	
	Membership				
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020
Priority Area #1:	1. To help branches see the state board as a resource.	1. Read at least 30 newsletters monthly looking for membership successes/concerns	Identify membership success//concerns	6/30/2020	Update Oct 2019 Membership recognition will give increased visibility to the successes and failures of the branches. Assignments have been changed for the new committee.
					Update Jan 2020 Reaching out continues to be difficult - There are not enough committee members to fully staff this undertaking.

		2. Connect via phone or email quarterly with at least 75% of MVPs to offer encouragement, ideas, assistance	Provide assistance and encouragement to branches	6/30/2020	Update Oct 2019 Continue to answer questions and assist membership.
					Update Jan 2020 Brandman University virtual Branch has experienced many hurdles registering returning members. We have worked as an intermediary between National and the branch.
		3. Produce at least two articles in each Perspective that are membership/diversity/C U partner related.	Educate membership about Membership and CU opportunities	6/30/2020	Update Oct 2019 2 articles appeared in fall issue
					Update Jan 2020 1 C/U article submitted for winter 2020 issue.
		4. Highlight an outstanding branch member in each Perspective.	Raise awareness of inspiring members	6/30/2020	Update Oct 2019 We will continue to find outstanding members. This goal will be supplemented by the membership recognition at the state convention.
					Update Jan 2020 Article was submitted for the Winter Perspective
		5. Contribute monthly to B2B.	Educate branch leaders about membership opportunities	6/30/2020	Update Oct 2019 Continuing use of the B2B and the Perspective to give members an opportunity to learn more about membership.
					Update Jan 2020 C/U articles submitted November, December and January.
		6. Membership Recognition at the State convention	3 award areas: total increase; % increase: and branch submission of outstanding membership program	4/20/2020	Update Oct 2019 The contest was announced - the committee will use the March numbers for the 2 numerical winners - the application for the program will be announced and the application will be available for the October B2B

					Update Jan 2020
					We will remind members about the program and submit a link to the application in the January Perspective
					Update Oct 2019 Emailed letter and personal call to 122 branch presidents.
					Update Jan 2020 90 C/U campus partners in October decreased to 75 in December due to 15 C/U partners non-renewals.
					Update Oct 2019 Emailed letter and personal call to 122 branch presidents.
					Emailed and personal call to 139 CU representatives as a reminder to renew partner membership or thanks for renewing membership.
		7. Recruit new AAUW partner campuses.	Increase C/U partners from 89 to 100	6/30/2020	Update Jan 2020 Increased branch C/U chairs from 40 to 83 due to personal call and emailed letter to branch presidents outlining importance of appointing a branch C/U chair. Conference call planned in mid-January 2020 to branch C/U chairs to share successful events.
		8. Encourage branch presidents to appoint C/U chair.	Increase C/U chairs from 40 to 75.	6/30/2020	Update Oct 2019 Emailed letter and personal call to 122 branch presidents.
					Emailed and personal call to 139 CU representatives as a reminder to renew partner membership or thanks for renewing membership.
	Public Policy				
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020
Priority Area #1:	1. Ensure that every branch has an active relationship with its assigned Public Policy liaison.	1. Each Public Policy Committee member will be assigned 15 branches for liaison purposes.	Outcome: All branches will have a connection with the Public Policy Committee for information, sharing,	6/30/2020	Update Oct 2019 Assignments were made on July 20, 2019.

			and action. Measurement:		
			1. Public Policy Committee liaisons will report quarterly to PP Chairs on contacts with their assigned branches.		Update Jan 2020 No updates
Priority Area #1:	2. Ensure that branches have adequate public policy information to communicate to their members.	2. Public Policy Committee members will establish and maintain contact with assigned branches, beginning with a survey to establish branch PP needs.	2. Tool for collecting data will be developed by co-chairs in conjunction with Communications. Baseline to be established	8/31/2019	Update Oct 2019 All branches have been contacted by their respective PP Comm members, surveys are in process of being completed and returned; Tool has been developed with assistance from CommComm and distributed to all PP Comm members. Members are in process of transferring data from surveys to collection tool
					Update Jan 2020 Data collection continues
		1. PP Committee members will provide needed resources as determined by survey results	• All branches will have all the resources and information they need to achieve AAUW-CA Objective and PP Comm goals	6/30/2020	Update Oct 2019 Data is in the process of being collected
		2. PP Committee members will provide branches with issue-based articles that can be used in their branch newsletters.			Update Jan 2020 2. Committee members have written 3 NL articles and distributed to all branch PP Chairs.
		3. PP co-Chairs will include program/activity tips and resources in Board to Board messages.	• Measurement		3. Dec B2B included program and resources info re upcoming PP events: Women's March, GOTV, EPD.

		4. PP co-Chairs will maintain updated public policy information on the AAUW CA website.	PP Committee Members will record shared resources on reporting tool		4. Updates made to the PP website
	AAUW Fund				
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020
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 32 California Fellowships/Grant Recipients to schedule several to speak at the October and February luncheons.	Over 300 AAUW CA members will hear the 2019-20 Fellows and Grant recipients.	10/30/2019	Update Oct 2019 In process with three Luncheons to be held in October. Sixty-eight registered to attend South San Francisco and 114 registered for Danville. Seal Beach luncheon scheduled for October 27
					Update Jan 2020 Three successful luncheons were held in October 2019 with over 300 members/ guests attending. Nineteen Fellows and Grant recipients spoke. The Central Coast IBC Luncheon in Santa Maria on February 22 features Kristan Culbert, UCSB Fellow and includes San Luis Obispo Co IBC as well as Santa Barbara Co IBC with an estimated 50 guests.
			Many will be scheduled to speak at branch meetings involving the community.	3/1/2020	Update Oct 2019 In process.
					Update Jan 2020 in process
		2. Video tape speakers and post to AAUW CA website.	Members unable to attend luncheons can view and hear the speakers on website.	11/1/2019	Update Oct 2019 In process
					Update Jan 2020 All three luncheons were videotaped and posted on the AAUW CA website.
Priority Area #1:	2. Encourage CA branches to donate \$500,000 to AAUW Fund to complete	1. Write B2B articles monthly and Perspective articles quarterly.	Goal will be reached.	6/30/2020	Update Oct 2019 Monthly B2B articles written through October.
					Update Jan 2020

	CA unfinished endowments/Greater Needs funds.				Monthly B2B articles have been published.
		2. Accept speaking engagements to talk about AAUW Fund and Legacy Circle.	Goal will be reached.	6/30/2020	Update Oct 2019 Spoke in Morro Bay September 14 and in Atascadero September 21.
					Update Jan 2020
					No new speaking engagements.
Priority Area #1:	3. Ensure that all Board members donate to AAUW Fund, at their discretion, in 2019.	1. Talk to Individual Board members about donating to AAUW Fund and becoming Legacy Circle members.	All Board members will donate by December 31.	12/31/2019	Update Oct 2019 In process.
					Update Jan 2020
					in process--will be determined in February when final 2019 contribution report is issued from AAUW.
	Nominations and Elections				
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020
Priority Area #1:	1. Ensure that 100% of IBC Chairs & Branch Leaders are contacted to request nominee referrals for the 2020 Election.	1. Contact current Board Members and Committee Chairs and Committee Members to consider running for Board position.		9/30/2019	
					Update Jan 2020
		2. Develop Call Plan process & assignments	All IBC Chairs & 125 branch leaders will be contacted by a N&E Cmte. member to ask for nominee referrals.	10/31/2019	Completed

			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.		Update Jan 2020 Completed
		3. Create Leadership Call Tracking Report	A completed Call Tracking Report will be provided monthly	11/30/2019	
		4. Create Call Script		9/1/2019	Update Oct 2019 Editing of current script completed.
		5. Write monthly B2B submission to serve as reminder to identify Leader Talent	Communications will be successfully distributed via Board channels	6/1/2020	
		6. Write Fall Perspective Article	Communications will be successfully distributed via Board channels	8/15/2019	Update Oct 2019 Complete
		7. Write Winter Perspective Article	Communications will be successfully distributed via Board channels	12/15/2019	
					Update Jan 2020 Completed
	Project Oversight				
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020
				1/15/2020	

Priority Area #1:	1. Update TT's policies and procedures to comply with national's	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, communicate with branch coordinators		
		2. In collaboration with camp directors revise camp compliance list to be used during camp visits and who will make these visits.	Provide checklists for camps to record action.	2/15/2010	
		3. Facilitate discussions among camp directors on compliance issues i.e. dress code, etc.	Agreement on issues communicated.	11/1/2019	
Priority Area #1:	2. Update Speech Trek's policies and procedures, with special attention to possible risks.	1. Notify Speech Trek Coordinator of changes to Speech Trek policies & procedures via email. Post policies & procedures on website.	Speech Trek Coordinator will notify branch coordinators.	1/15/2020	Update Oct 2019 Posted on Website.
Priority Area #1:	3. Encourage applications for Special Project Grants.	1. Place articles in Board2Board, Perspective, and website, plus personal communication when possible.	Website updated, articles in Board2Board or Perspective. Receive at least two applications annually.	6/30/2020	
	Diversity				
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020
				6/30/2019	

Priority Area #1:	1. To help branches to see Diversity committee as a resource	1. Place articles in Board2Board, Perspective, and website, plus personal communication when possible.	Tracking will be done on monthly basis		
Priority Area #1:	2. Maintain connections to branches via phone calls and emails		A completed Call Tracking Report will be provided monthly	6/30/2019	
	Tech Trek				
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020
Priority Area #1:	1. Utilize communications methods to engage and inform participating Tech Trek branches and camp leaders, potential donors, schools and parents	Targeted B2B messaging; updated Tech Trek aaaw-ca.org website content; outreach to branches for newsletters; communicate and conduct Annual Camp Directors Meeting	Enhanced awareness, compliance and transparency of CA Tech Trek procedures, deadlines and activities	Monthly communications through 2020 camp season; Conduct annual Camp Meeting 10/2019	Update Oct 2019 In process. Annual Camp Leadership meeting scheduled for 10/26/2019; Bay Landing Hotel, Burlingame, CA Update Jan 2020 In process. Monthly B2B communications continue on schedule. Conducted successful Camp Leadership meeting on schedule 10/16/2019.
Priority Area #1:	2. Collaborate with National and SPF affiliates to ensure alignment & procedural conformity	Communicate updated Tech Trek policies and procedures to branch and camp leaders and participants; review Post-Camp Reports	Successful 2020 Camp season that includes efficient and streamlined procedures; Camps' compliance with POC Checklist and National updates; improved processing compliance with SPF	July 2020 (end of final camp)	Update Oct 2019 In process. Maintaining regular & on-going communications with SPF in support of camp and branch questions. Post-camp reports for July & August have been provided and distributed. Attended National Kickoff call on 9/26/2019 to review updated TT Policies & Procedures.

					Update Jan 2020 Partnership and communications with SPF continue, along with email training of branches not aware of correct processes. Attended National meeting to review 2020 Branch Packets. Coordinated CA-specific edits and updates to 2020 MOU, Branch Packets and Code of Conduct.
Priority Area #1:	3. Develop Proposed 2020 Tech Trek Camp Budget for BOD approval	Conduct Annual Camp Directors Meeting	Approval of proposed 2020 Tech Trek budget	10/31/2019	Update Jan 2020 Completed as scheduled. Feedback and issues submitted to National and updates provided to camp leaders.
		Communicate with Camp Directors/Treasurers to define 2020 camp expenses.		12/31/2019	Update Jan 2020 Preliminary budgets submitted from all camps (except UCI) and will be submitted to POC prior to 2019 YE for January BOD review.
		Develop proposed budget and present at January BOD meeting		1/31/2020	Update Jan 2020 In process and on schedule.
	Finance				
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020
Priority Area #1:	1. Maintain smooth functioning of AAUW CA finances under new CFO and finance team.	Learn and perform all aspects of CFO and Finance Committee responsibilities as outlined in the P&P document.	Nothing broken in team transition!	6/30/2020	Update Jan 2020 Coming along well. New learning taking place as new aspects of the job are encountered with help from Pat Ferrer.

Priority Area #1:	2. Support branches by sharing best financial practices from small, medium, and large branches.	1. Identify existing examples of successful accounting practices from branches of different sizes.	Identify which branches have expertise that can be tapped.	4/30/2020	Update Jan 2020 We have identified some branches and panelists for our workshop. Still looking for a panelist from a medium-sized branch of 120-150 members.
		2. Propose and do a workshop at Convention 2020 to "Make Branch Finance Easy" in areas such as membership renewal, accounting, taxes, and new treasurer guidelines.	Resources provided to help branches of different sizes.	4/30/2020	Update Jan 2020 Workshop was proposed and accepted. We are now working on the details of the workshop and documentation to be provided.
		3. Publicize best practice examples and workshop materials through the website.	Resources available to help branches of different sizes.	6/30/2020	Update Jan 2020 This will take place after convention.
Priority Area #1:	3. Assess AAUW CA investments at UBS	1. Understand data currently provided in UBS reports and obtain additional data to help compare returns against criteria in our P&P document.	At the April BOD 2020, we will advise the Board on:	4/30/2019	Update Jan 2020 Access to accounts for our investments expert Kathy Ford has been set up and preliminary analysis is being done. More data is needed and is being looked into.
			How investments are performing		
			If changes are needed to the investments and/or P&P		
		2. Understand how investments are being selected.			Update Jan 2020 To be done.
		3. Assess fee structure and evaluate if managed funds are still the best option.			Update Jan 2020 Given market conditions, returns look poor at preliminary look. Detailed work still to be done.

		4. Evaluate if the criteria in the P&P are still good in today's market.			Update Jan 2020
					To be done.
	International Advocacy				
Priority Area #1:	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020
Priority Area #1:	1. Publicize best practice examples and workshop materials through the website.	Update International Advocacy webpage	More engaging website presence	9/30/2019	Update Oct 2019 Indrani has submitted the proposed format. Sandi, Dawn and Indrani have discussed with the reasonable solution. Sandi has already reformatted the page with a new look.
Priority Area #1:	2. Convention RFP Submission	Submit request	Approved request	11/30/2019	
Priority Area #1:	3. Encourage branches to participate in International Advocacy Day (3/8/20)	Indrani will write B2B article	Informed membership	3/1/2020	
		Reminder email to branch leaders about March 8, 2020			
	AAUW CA Priority Area #2: Reinforcing Public Policy Advocacy and Education				
	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 about and discuss public policy initiatives and 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 issues through community outreach projects.				
	Communications				
Priority Area #2	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020

Priority Area #2	1. Mobilize Communication's resources to support the public policy committees' goals for Priority #2.	1. Meet with committee chairs to assess their communication needs to connect with branches.	Develop a strategy as requested, such as supporting the electronic member approval of Public Policy priorities.	12/1/2019	Update Oct 2019 Complete. Met with Public Policy to discuss website presence, review committee goals and identify areas that the Communications Team can assist the committee. Website adjustments were identified and implemented. Identified 1 strategy to assist committee: Create data collection tool to collect public policy feedback.
		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.	1/1/2020	Update Oct 2019 Complete. Created data collection tool to collect public policy feedback.
	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.	Use the newsletter information to look for any programs that fit the bill	6/30/2020	Update Oct 2019 Update planned for the January board meeting Update Jan 2020 Continuing to work on this task.
		2. Encourage branches to share information regarding branch members who are also elected/appointed officials during the branch MVP calls, B2B and Perspective articles.	Tally this information from the phone calls and use it for a number at the end of the plan year.	6/30/2020	Update Oct 2019 Update planned for the January board meeting Update Jan 2020 Continuing to work on this task.
	Programs				

Priority Area #2	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020
Priority Area #2	Ensure that MB programs incorporate education on AAUW CA public policy priorities.	Educate branches priorities which fit their existing needs and resources.	90% of all branches will promise a minimum of 2 MB programs--one of which shall be a public policy priority.	6/30/2020	Update Jan 2020 Keeping records to substantiate.
	Public Policy				
Priority Area #2	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020
Priority Area #2	1. 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.	• Outcome: 30 AAUW CA branches will undertake one or more activities or programs that highlight AAUW CA Public Policy priorities.	8/31/2019	Update Oct 2019 Information has been given to branches
					Update Jan 2020 No update needed
			• Measurement:		
		2. Liaisons to provide resources based on PP chairs needs as reported in the August survey	Newsletters	6/30/2020	Update Jan 2020 Assessment ongoing
			Liaison reports		
		3.Share successful programs gathered through the PP network contacts and from newsletters and add to website.		6/30/2020	Update Jan 2020 No progress at this time

		4. Provide lists of actions that can be taken for a specific activity through liaison contacts, suggested newsletter articles, B2B articles, website posts		6/30/2020	Update Jan 2020 GOTV actions provided in branch NL article; actions described in B2B for upcoming PP events
Priority Area #2	2. 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).	30 AAUW CA branches will hold a community outreach project based on one or more of our public policy priorities	2 months prior to upcoming events	
		2. Communicate Title IX requirements for school districts and encourage branches to meet with districts on Title IX.			Update Jan 2020 See 1.4. above
			• Measurement:		
			Newsletters		
			Liaison reports		
			Leader on Loan use		
Priority Area #2	3. 15 branches will participate in activities related to AAUW's legislative agenda	1. Transmit new bill list information to branches when completed in March.	• At least 15 branches will request training in local advocacy with legislators.	6/30/2020	
		2. Provide resources for branches to make local connections with legislators, including training sessions	• Advocate will have information on at least 15 branches that are in contact with their legislators		

		3. Include articles on legislation in Perspective			Update Jan 2020 1. N/A at this time; March meeting has been scheduled; 2. PP committee will do a workshop at Convention; 3. Winter Perspective will have article on completed legislative session; 4. Website has been updated with 2019 legislative info
		4. Maintain updated legislative information on the AAUW CA website	• Measurement:		
			Liaison reports		
		1. Working with national's information, establish a baseline number for current member Action Alert participation.	• The number of members participating in the Action Alert program will increase by 10%	8/31/2019	Update Oct 2019 Branches have been reminded about Action Alerts and data is in process of being gathered through surveys
		2. Encourage Action Alert sign ups and participation.	• Measurement:		Update Jan 2020 Request has been made to National for baseline data, no response, will continue to try to obtain
			Track Action Alert sign-ups		
			through national's program		
	Diversity				
Priority Area #2	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020
Priority Area #2	To increase the number of branches that would hold advocacy or education activity based on AAUW CA Diversity Priorities.	1. Meet with membership Directors to assess the priority of contact with branches about their diversity assessment.	Development of a draft of our outreach plan	11/1/2019	

		2. Start an outreach plan	To increase the number of branches that will request training.	1/30/2020	
	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 diverse groups;				
	2) 25% of branches tracking member 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	
Priority Area #3	1. Mobilize Communication's resources to support a minimum of two other committees' goals for Priority #3.	1.Meet with committee chairs to assess their communication needs to connect with branches.	Develop a minimum of two specific strategies as requested.	11/1/2019	Update Oct 2019 Met with 10 committees/sub committees.
					Update Jan 2020 Identified need for membership participation tracking tool.
					Resurrected the Technology Peer Group to support branches with their social media and website presence.
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 members' participation tracking sheet to help branches measure member engagement.	1/1/2020	Update Oct 2019 Identified need to create membership attendance tracking tool. Will begin working with the Membership Committee on design.
					Redesigned International Advocacy web presence to be more engaging.

					Update Jan 2020 Complete. Created membership participation tracking tool. Provided demo to the BOD. Communicated availability of tool to branches via email and B2B. Scheduled demo session for branch participants.
	Programs				
Priority Area #3	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020
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.	40 (30%) branches will report that they found the information helpful/useful, as determined by year-end survey.	6/30/2020	
		2. Highlight exemplary program in each month's B2B.			
		3. Produce article in each Perspective on MB-programs (strategies, ideas, overcoming obstacles, etc.).			Update Jan 2020 Record made of selections year to date
Priority Area #3					
Priority Area #3	2. Develop meaningful and worthwhile workshops for 2020 Annual Meeting that will stimulate, educate and motivate participants.	1. Review phone call logs to determine branch needs.	Identify needs	10/1/2019	Update Oct 2019 Read newsletters
Priority Area #3		2. Propose workshop ideas to best meet needs.	Create workshop for convention.	10/1/2019	Conference calls, phone calls, emails soliciting info.
Priority Area #3		3. Include workshops that address 3 AAUW-CA priority areas.	Workshop will be delivered at convention	4/30/2020	In progress
Priority Area #3			Program recognition will be delivered at convention	4/30/2020	
	Leadership Development				

Priority Area #3	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020
Priority Area #3	1. Develop new leaders within branches and IBCs.	1. Present Leadership days and workshops including discussing alternative leadership structures.	Prevent leadership vacuum for the next fiscal year.	6/30/2020	
		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.	6/30/2020	
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.	6/30/2020	
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	6/30/2020	
			Retaining all current branches & members.		
Priority Area #3	4. Develop new leadership & leadership skills workshops.	1. Present leadership training and skills programs.	Recruit members previously not in leadership roles. There is a scheduled	6/30/2020	

			Leadership Development Workshop scheduled on Nov. 2 in Sacramento and another pending in Marin. Leadership Development Panel and Workshops have been proposed for the State Convention in April. A Leadership Development Workshop is being planned for Southern California.		
	Membership				
Priority Area #3	1.To guide branches toward using best practices for developing and retaining members	1. Develop at least one workshop to be presented at Annual meeting 2019 on topic of membership and/or diversity.	1. Develop at least one workshop to be presented at the 2020 convention on topic of membership and/or diversity.	4/1/2020	Update Oct 2019 Diversity and C?U are planning workshops and membership committee chair will be part of the Finance workshop.
					Update Jan 2020 There are 2 workshops planned for convention. One from C/U and one from Diversity. The Membership Chair is assisting in the Finance Workshop.
		2. Develop talking points and/or workshop for Leadership Day conferences around membership recruitment, retention, diversity, younger members.	2. Diversity team is making itself available and will be the 11/19/ LACIC program	5/31/2020	Update Oct 2019 Continue to help the IBC, branches and help at leadership trainings as requested.
					Update Jan 2020 2 Diversity committee members made a presentation at the November LACIC.

					It was well received and many questions.
		3. Work with Comm Comm to develop a tracking tool for Branches to use to track member participation in branch activities by December 2018.	Beginning of the survey has been delayed.	12/31/2019	Update Oct 2019 6/30/2019 Update Jan 2020 Commcomm has developed a tracking tool and is beginning to share it with the board.
		4. Review to ascertain new leadership recorded in 2019-2020 BOR.	Comparison of the leaders in the 2018-19 to the 2019-20 state directory will be done	10/19/2019	Update Oct 2019 The comparison has begun - Update Jan 2020 January BOD meeting
		5. Review at least 30 newsletters monthly to discover branches demonstrating outreach to diverse groups.	Each committee member has been assigned branches to contact and read their associated newsletter if available.	6/20/2019	Update Oct 2019 There will be quarterly updates and will be based on the number or responses received from the committee. Update Jan 2020 I have received no committee responses.
	Programs				
Priority Area #3	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020
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.	10 branches will report having used public policy and/or legislative issues in membership recruitment and engagement activities.	6/30/2020	

		2. Conduct an email survey of branch Membership Chairs re use of public policy information.			
			• Measurement:		
			Reports from liaisons		
			Email survey of branch		
			Membership Chairs		
	Nominations and Elections				
Priority Area #3	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020
Priority Area #3	1. Develop a Nominations Referrals List of 25-30 candidates.	1. Develop a Nominations Referral Tracking Report	100% of IBC Chairs & Branch Leaders will be contacted for nominee referrals.	11/15/2019	
		2. Call IBC Chairs & Branch Leaders	A Nominations Referrals List of 25-30 members will be provided.		Update Jan 2020 Maintaining list of potential nominees that declined for 2020 but would consider in next election.
		3. Update Nominations Tracking Report with candidates' information			
Priority Area #3	2. Contact referrals on the Nominations Referrals List.	1. Call (or meet in person, if possible) all nominee referrals.	100% of all nominee referrals will be contacted.	11/15/2019	Update Jan 2020 Completed.
		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.	A completed Nominations Referrals List will be provided.		
		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.	12/1/2019	Update Jan 2020 7 Candidates for Director and 1 Candidate for Secretary have been posted on website. A decision has been made to continue with in-house voting execution and tally of 2020 Election.
		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.	12/1/2019	Update Jan 2020 Completed
		6. Introduce candidates at 2020 Annual Meeting.	All viable candidates announced (and, if attending) introduced at 4/17/2020 Annual Meeting.	4/7/2020	Update Jan 2020 On-going communication with Branch leaders via Board to Board regarding nominating of candidates for Board is open until April 4, 2020.

		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.	6/1/2020	
		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.	5/8/2020	
Priority Area #3	Facilitate a successful 2020 AAUW California election process.	1. Assist Board with Voting Vendor selection & ensure member votes & timelines are correctly processed & reported.	Timely & accurate election results posted on AAUW CA website and communicated in 2020 Spring Perspective.	9/30/2019	
		2. Communicate results of the election to AAUW CA membership online		5/15/2020	
		2. Communicate results of the election to AAUW CA membership 2020 Spring Perspective.		5/11/2020	
	Public Policy				
Priority Area #3	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020
Priority Area #3	1. Increase number of branches using public policy information as a means of increasing and retaining membership	1. PP Committee Liaisons to encourage branch PP Chairs share PP information and resources with branch Membership Chairs to	10 branches will report having used public policy and/or legislative issues in membership recruitment and	6/30/2020	Update Jan 2020 No updates until June

		utilize in attracting new members.	engagement activities.		
			Measurement: Reports from PP Committee liaisons		
Priority Area #3	2. Increase diversity on State PP Committee	2. PP Committee Liaisons will act as mentors to encourage new and diverse branch PP Chairs to become involved at state level.	10 branches will report having used public policy and/or legislative issues in membership recruitment and engagement activities.	6/30/2020	Update Jan 2020 No updates until June
			Measurement: Reports from PP Committee liaisons		
	Diversity				
Priority Area #3	Goal	Task(s)	Expected Outcome & Measurement Strategies	Target Due Date	Update October 2019 and January 2020
Priority Area #3	Strengthen membership diversity by providing branches with training.	Diversity Committee will act as a mentor to guide branches to get involved in diversity training and education.	We estimate that branches will report that they found the information helpful/useful, as determined by year-end survey.	6/30/2020	

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 from an assigned member of the Board of Directors;
- 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.

AAUW CA Priority Area #2: Reinforcing Public Policy Advocacy and Education

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 about and discuss public policy initiatives and 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 issues through community outreach projects.
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 diverse groups;
2) 25% of branches tracking member participation rates;
3) 50% of branches recording at least one new person in a leadership role in 2019-2020 BOR.