

Lake / Sumter AAAUW
Strategic Plan

Drawn from the minutes of the September 9, 2017, Board meeting

Developing Action Steps and Timelines

1. Vision Statement: An active organization that impacts equity for women and girls in our community
2. Two goal areas
 - a. Recognition and Branding
 - People know what you're talking about when you say "AAUW"
 - Visible and recognized in community
 - b. Engage & Retain Membership
 - Increase in membership will follow from recognition and branding
 - National database shows 154 members
 - Our database shows 134 members
 - We lose between 10% and 20% each year
3. Split into two groups – develop work plan
 - a. SMART goals are written out – need to put them into action steps and create a timeline
 - b. Flesh out those existing and add at least 3 action steps
4. Report Out
 - a. Recognition & Branding
 - All action steps will be on-going into next year
 - Create "Promotions Committee" – immediately after 9/9/17 meeting
 - Committee comprised of Connie Konatsotis, Ginny Rivera + open call + personal contacts
 - Cross over w/ Casino Committee & Membership Committee
 - Promotions Committee to report to Board a tentative budget for materials at October meeting
 - Promotional materials will be available by November 30
 - January: Start scheduling/doing
 - Distribution of promotional materials to libraries, Beacon College, Lake Sumter State College
 - Tables at Market Nights in Lake Sumter Landing and Spanish Springs
 - Villages groups, PTA
 - February: Develop a Speakers Bureau Committee
 - Increase media coverage in state and local publications
 - Ongoing
 - Pre- and post-event articles about events
 - Fundraising events
 - Scholarship awards
 - Lobby Days
 - Tech Trek awards
 - Director of Communications will oversee

b. Engage & Retain Membership

- Make general meetings more user friendly
 - September
 - Directories, casino night, and jewelry will each have a table at the luncheon after the September meeting
 - Starting now and on-going
 - Extend minutes of social time at general meetings at Allamanda – 9:00 – 10:00
 - List of help needed in newsletter on on-going basis
 - Distribute sign-up for committee interests
 - Make people more aware of special interest groups
 - Neighborhood mentor for new members – start with existing database on website – use existing members who might be less involved
 - Send notes or call members who haven't been at meetings
 - Welcoming Committee @ general meeting – starting soon – up and running by January
 - Sign-in sheet at general meetings – alphabetical list, members check off their name
 - Gather contact information from guests and/or new members and follow-up with phone/email after the meeting
 - Starting in October
 - Special tables for interest groups
 - March
 - To coincide with new membership drive
 - Spring breakfast, invite a friend, newspaper publicity
 - Possibly promote 1/2-year membership in January & February
 - Carry into next year
 - Summer breakfasts
 - Offer special event if opportunity arises
 - Call people who have not been active @ meetings
 - Sign-in sheet @ general meetings