

AAUW Texas Strategic Plan 2014-2016

None of these goals can be accomplished in isolation, but tasks under each goal support the other goals.

Goal 1: Increase visibility of AAUW's mission and issues

AAUW Texas will increase the visibility of AAUW's mission and issues to the branches:

Task	Responsible Person(s)	Strategies	Status
1.1 Arrange a state convention in Spring 2016 to educate attendees on AAUW's mission, programs, and issues and conduct annual business meeting.	VP Programs, Appt. Board Liaison to LAC, Entire Board, San Antonio Branch LAC	Convention date: April 29 – May1, 2016 Norris Center	Up coming
1.2 Educate regarding AAUW's programs that can be implemented at the branch or inter-branch level and how to use these programs to increase visibility.	District Reps VP Membership AAUW Field Rep	Assistance from AAUW Field Rep, **Women Power Summits/Trainings for branches, e-mail announcements	On going (see 4.2)
1.3 Educate on how to form networks / coalitions for education or advocacy projects with organizations in Texas whose missions are consistent with AAUW mission, goals, and policies.	All Board members, AAUW Field Rep,	Assistance from AAUW Field Rep, Women Power Summits, e-mail announcements	On going development: Supported Coalition for Public Schools, Texas Freedom Network and working on establishment of state-wide coalition for Voter Rights & Justice (includes LWV, Texans for Fair Courts, Clean Elections)
1.4 Increase visibility of AAUW's public policy w/members through education & disseminate timely information on AAUW Texas issues to members.	Public Policy Chair District Reps,	2014-2015 & 2015-2016 Impact Grants from National (\$1,000 each), Social Media, AAUW Action Network, AAUW TX bulk e-mail service, Quarterly UWT Publication,	July 2014, US Labor Sec. in connection w/AAUW TX & San Antonio AAUW held a Labor Summit at C/U Partner San Antonio College, 2015 SMU Women's Summit hosted Lilly Ledbetter as featured speaker on Equal Pay, 2015 Equal Pay Lobby Day at TX Capitol: visit to legislators, lobby education for attendees

AAUW Texas Strategic Plan 2014-2016

Task	Responsible Person(s)	Strategies	Status
1.6.1 Educate about the Ann Richards American Fellowship and how to use AAUW Fellowship, Grant & Scholarship Recipients to increase AAUW visibility.	District Reps, AAUW Funds VP, other Board members	**Branch visits, videos, Power Points online for download, Social Media, Quarterly UWT Publication, State website	Dev. "AAUW Texas Funds" graphic distribution for Board, Developed "AAUW Giving Texas Style" for 47 th Convention Report to membership
1.6.2 Educate members on giving to AAUW Funds to fund new and emerging AAUW programs (Start Smart, Elect Her, Work Smart, Tech Savvy, Teck Trek, AAUW Field Reps, etc.)	AAUW Funds VP, District Reps, Assistance from AAUW Field Rep	**Branch visits, videos, Power Points online for download, Social Media, Quarterly UWT Publication	On going
1.6.3 Educate members on the programs included in the Educational Opportunities Fund, Public Policy Fund, and Leadership Programs Fund.	AAUW Funds VP, District Reps, AAUW Field Rep	**Branch visits, videos, Power Points online for download, Social Media, Quarterly UWT Publication, Social Media posts	On going
1.7 Increase AAUW visibility on College/University Campuses and develop new C/U Partnerships	State College/Univ Chair, District Reps, AAUW Field Rep	branch meetings on C/U campuses, tabling events, follow on Twitter & Facebook, post on C/U social media outlets	On going
1.7.1 Inform & Encourage C/U Partners to sponsor AAUW programs	State College/Univ Chair, District Reps, AAUW Field Rep	(Start Smart, Elect Her (TAMU), Student Affiliate Groups on Campus, STEM Grants (TechSavvy TTU), Campus Action Grants, NCCWSL Conferences)	2015 AAUW Texas established NCCWSL Scholarships..1 scholarship awarded 2016: cont'd 4 scholarships awarded
1.7.2 Work with a variety of Departments on C/U Campuses (Women's Studies, Political Sciences, S.T.E.M. Depts, etc.)	State College/Univ Chair, District Reps, AAUW Field Rep	C/U, AAUW Field Rep, VP Membership & District on-site visits, e-mails to department heads, connect with AAUW Nat. C/U staff	On-going Texas currently has 34 C/U partners & 4 active Student Chapters

AAUW Texas Strategic Plan 2014-2016

Goal 2: Communicate effectively

AAUW Texas will communicate effectively by:

Task	Responsible Person(s)	Strategies	Status
2.1 Communicating with branch counterparts at least quarterly, but more frequently as needed.	Entire Board and Committee Chairs	AAUW TX Board meeting held in various locations w/invitations to local branch & national members to attend, On-site branch visits, e-mail communications, conference calls via AAUW Texas Connex Conferences	On going: Baord mtg. held in DFW area, San Antonio, Houston w/branches in attendance, Board & committees utilize Connex Conferencing for meetings in place of Face2Face mtgs
2.2 Communicating with branch and TX National Members using a concise and focused every-member publication, University Woman Texas .	Entire Board and Committee Chairs	Establish AAUW Texas bulk mail account w/ Mailchimp, add all AAUW Texas branch members to State bulk e-mail	Introduced Electronic Publication Published and delivered UWT Quarterly Issue
2.3 Communicating with branch members, National Members & the public using the AAUW Texas website.	Entire Board and Committee Chairs	Encourage branches and members to utilize both Nat. & State websites during branch visits, in e-mails, UWT articles & 'spot ads,' add state web address & hyperlinks to all communications	On going, (hyperlinks published in all UWT issues, included in all AAUW Texas Action e-mail, included on all e-mail from board members)
2.3.1 Establish and maintain a WIKI on the website to facilitate understanding of all things AAUW-TX.	Entire Board and Committee Chairs	Form Committee to Dev. "AAUW Speak" and post on website under Branch Tools/Forms	To be developed
2.4 Communicating with branch members through an AAUW-TX FaceBook page..	Entire Board and Committee Chairs, AAUW Field Rep	Trainings on how to establish Branch Facebook pages, Twitter	On going: Board Trainings on Social Media, **Branch/Member Training on Social Media at conventions & Power Summits, Instituted Facebook On-line branch project 'Lone State Loop 'look into establishment of actual dues paying on-line branch
2.5 Capture all pertinent information related to Board Member or committee role on thumb drive starting day one for the following office holder.	Entire Board and Committee Chairs	Collect & transfer on thumb drive for the following office holder	On going Completion date: no later than May 30, 2016

AAUW Texas Strategic Plan 2014-2016

Goal 3: Assist Branches in ways to expand and diversify membership

AAUW Texas will assist branches expand and diversify membership by:

Task	Responsible Person(s)	Strategies	Status
3.1 Highlighting programs in branches that successfully expand membership.	Program and Membership V.P's, District Reps, Branch Services Chair	Publish in UWT, Social Media shout-outs	On going
3.2 Develop and disseminate awards that recognize such branch programs.	Branch Services, AAUW Funds VP	REAP Branch Recognition at biennial convention, UWT publications, State website	On going
3.3 Continuing to actively support all branches, especially the development of new branches and groups. Evaluate and act on potential new branch development w/in the state.	Membership V.P. District Reps, AAUW Field Rep	On-site training visits from board members, Assistance from AAUW Field Rep, actively support formation of YWTF chapters (Lubbock, Tech; San Antonio, Dallas)	On going, New branch formation in San Angelo (Concho Valley), College Station/TAMU (Brazos County)
3.4 Actively encourage branches to recruit National Members into their branch.	Membership V.P's, District Reps, Branch Services Chair	provide names/ contact info for the National Members, add Nat. members to state bulk e-mail	On going
3.5 Developing strategies to target diverse members, through branch and state recruitment efforts at seminars and conferences on women's issues.	All Board members and Committee Chairs, AAUW Field Rep	State & Branch Tabling at conferences, C/U, (Equal Pay Day, GOTV)	'How to Table' guide on state & national website, featured events on Social media, GOTV Selfie Frames

AAUW Texas Strategic Plan 2014-2016

Goal 4: Leadership Training**

AAUW Texas will identify, develop and provide opportunities for leaders by:

Task	Responsible Person(s)	Strategies	Status
4.1 Sponsoring leadership conferences / Women's Power Summits	Pres, Finance Officer, Program , Membership, District Reps	**Board Training visits to individual branches, possible videos & make available on state website	Corpus Christi, Lubbock, SW Dallas, El Paso, Harlingen, Vernon, Grapevine Board Mtg. w/Claudia Richards, LaToya Millet (AAUW Nat. staff)
4.2 Identifying and recognizing branch projects, programs, or processes that develop and/or nurture leaders, possibly with an aware.	Branch Services Chair, District Reps, AAUW Field Rep	District Rep. communication w/branches, Share in UWT, Social Media site	On going, see archives of UWT on state website, Recognized through REAP Awards at convention

Goal 5: Conduct Research Projects to develop Resources for Branches and the Public

AAUW Texas will identify, research and publish resources needed by branches and the public.

Task	Responsible Person(s)	Strategies	Status
5.1 Contact TX branches to compile a list of successful fund raising projects including appropriate branch contact and publish on the AAUW Texas website..	Fund Raising Task Force	Contact Texas branches, produce booklet to distribute at biennial convention & pub. On website	To be developed and distributed at biennial convention & on website
5.2 Branch Membership & Retention Survey	Membership VP, District Reps	Design surveys to capture information on, why joined, why renew, why not renewing, programming, needs, changes (Check National website for examples)	To be developed and distributed via e-mail & on website
5.3 Survey of AAUW TX Membership on Programming needs, Leadership Power Summits, Biennial State Convention	47 th Biennial Convention LAC	Design surveys to capture information on programming, speakers, topic, training, data should be useful to judge continuation/altering of biennial conventions	To be completed by attendees at 47 th Biennial Convention, analysis to be given to Board by May 30, 2016
5.4 Use 'MailChimp' bulk e-mail data to establish effectiveness of UWT Electronic Deliveries	UWT Editor & Board members utilizing State MailChimp Account	MailChimp data reports on each campaign sent	1, 975 subscribers 99.7% successful deliveries, opens 24.1% Non-Profit open rate 22.8%

AAUW Texas Strategic Plan 2014-2016

** AAUW Texas has seen a decline in attendance to both ½ day Leadership Conferences and to Biennial State Conventions. There are many factors involved: distances traveled because of the size of the state, finances to attend and to hold these meetings, a lack of knowledge by members/branches in the use of different technologies tried in place of Face 2 Face meetings, and an often stated disconnect between individual branches and the State Board leading to a disconnect with AAUW National.

The 2014-2016 Board has chosen to “Take AAUW Leadership (aka Women’s Leadership Power Summits) to individual branches. Targeted branches will be those determined to be “In Decline and Threat of Disbandment” Determination will be based on

1. AAUW Membership Data (3 years of membership data: new members and Membership RETENTION. AAUW data indicates that it takes up to 3 years of continued membership to establish AAUW membership loyalty.)
2. Membership VP & District Representative observations based on above and communication with branch leaders
3. Individual Branch requests for training and length of time since last board member visit
4. As often as possible, Quarterly Board Meeting will be held in different areas throughout the state. Branches will be informed of meetings in their area and invited to participate in all activities. Board meetings will consist of Board Training Sessions in various areas (social media, C/U Partner Outreach, Public Policy issues, How to Conduct Effective Branch Training, Diversity Membership, Revitalization of Failing Branches, etc.) in addition to quarterly business meetings. The purpose:
 - Board education that is to be taken back to individual branches
 - Development of Leadership
 - Develop a familiarity with serving on the State Board
 - To help in identification of potential State Board members
5. Branch Women’s Summits should include visits to either an existing C/U Partner or potential C/U Partner Institution
6. The Board realizes this method of outreach to branches is not a ‘cost effective’ method but has determined it is necessary to demonstrate to branches the resources that are at their disposal from the State Board. On-site visits with the purpose of scheduled, specific training and branch self-reflection, do provide revitalization of energy & purpose, a paradigm alteration, generation of new ideas and a sense of connection with AAUW State and AAUW National. AAUW Texas is in possession of funds from financial holdings other than the Annual Budget based on the revenue of State membership. One of the major responsibilities of the State Board is ‘to give back to the branches.’ Other purposes of the State Board are:
 - to assist in the establishment of AAUW as a well know grass roots organization within Texas leading in the advocacy for women and families
 - to foster ‘togetherness’ among our sister branches and work together to grow the influence of AAUW and the benefits of membership

AAUW Texas Strategic Plan 2014-2016

- to form coalitions with other like-minded organizations on a state level and lend our support to our common cause
- to adapt, and self-reflect in our current methods of 'getting the job done' and then to "StepN2Action" with AAUW

AAUW Texas 2014-2016 Board Members

Jeannie Best	President	(Abilene Branch)
Jan Domaracki	VP Programs	(Farmers Branch/ Carrollton)
Ginny Phoenix	VP Membership	(North East Tarrant County)
Martha Matthews	VP AAUW Funds	(North East Tarrant County)
Ines Garcia	Financial Officer	(Austin)
Susan Roehrig	Secretary	(Abilene / Concho Valley)

District Representatives

Gloria Long	North District	(North East Tarrant County)
Kay Zilliox	North District	(Plano/Collin County)
Judy Reinhart	Central District	(Austin)
Margo Johnson	South District	(Houston)
Elka Jaross	South District	(Harlingen)
Vacant	West District	

Standing & Appointed Committee Chairs

Malinda Gaul	Bylaws/Parliamentarian	(San Antonio)
Freda Bryson	Public Policy	(Austin)
Margie Poole	Branch Services	(North Harris County)
Priscilla Mowinkel	College University	(Farmers Branch/ Carrollton)
Dixie Christian	Convention LAC Liaison	(North East Tarrant County)
Robin Bellerby	Communications/UWT	(Plano/Collin County)