

Proposed Strategic Plan FY 2025-26 with Implementation Action Items			
Area	Five Star Criteria – 2026	State Board Member(s)	Implementation – FY 26
Advancement <i>* Complete 3 criteria for a star</i>	<ul style="list-style-type: none"> Raise \$30 per member in FY26 towards the Greatest Needs Fund 	<ul style="list-style-type: none"> AAUW Funds VP 	<ul style="list-style-type: none">
	<ul style="list-style-type: none"> Increase contributions to the Greatest Needs Fund by 15% from the last fiscal year. 	<ul style="list-style-type: none"> AAUW Funds VP 	<ul style="list-style-type: none">
	<ul style="list-style-type: none"> Retain at least 80% of branch membership. 	<ul style="list-style-type: none"> Membership VP 	<ul style="list-style-type: none">
	<ul style="list-style-type: none"> <i>Increase the number of individual donors compared to the previous fiscal year. (replaces NCCWSL)</i> 	<ul style="list-style-type: none"> AAUW Funds VP 	<ul style="list-style-type: none">
	<ul style="list-style-type: none"> <i>Make a branch contribution to the Defend Higher Education or Public Policy Funds. (new)</i> 	<ul style="list-style-type: none"> AAUW Funds VP 	<ul style="list-style-type: none">
	<ul style="list-style-type: none"> Recruit at least one Legacy Circle member from your branch in FY26. 	<ul style="list-style-type: none"> AAUW Funds VP 	<ul style="list-style-type: none">
Additional Strategic Plan Advancement Items: <ul style="list-style-type: none"> 			
Public Policy & Advocacy <i>* Complete 3 criteria for a star</i>	<ul style="list-style-type: none"> Appoint a public policy chair for FY26. 	<ul style="list-style-type: none"> President appoints. 	<ul style="list-style-type: none">
	<ul style="list-style-type: none"> Conduct a meeting with an elected official regarding an AAUW public policy position. This could include local, state, or federal officials. 	<ul style="list-style-type: none"> Public Policy Chair/Committee & Program VP 	<ul style="list-style-type: none">
	<ul style="list-style-type: none"> Participate in a state lobby day. 	<ul style="list-style-type: none"> Public Policy Chair/Committee 	<ul style="list-style-type: none">
	<ul style="list-style-type: none"> Hold a program on a policy topic related to <i>the public policy principles and priorities</i> (this also counts towards a Programming Star). <i>(slight change of focus)</i> 	<ul style="list-style-type: none"> Public Policy Chair/Committee & Program VP AAUW Public Policy Priorities 	<ul style="list-style-type: none">
	<ul style="list-style-type: none"> Conduct a voter registration or voter education event. 	<ul style="list-style-type: none"> Public Policy Chair/Committee 	<ul style="list-style-type: none">

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	<ul style="list-style-type: none"> • <i>Organize a group action – such as letter-writing, attending a school board meeting, hosting a town hall – aligned with AAUW Action Network calls to action. (replaces sign-up for 2-minute activist and action network)</i> 	<ul style="list-style-type: none"> • Public Policy Chair/Committee • AAUW Action Network 	<ul style="list-style-type: none"> •
Additional Strategic Plan Public Policy Items: <ul style="list-style-type: none"> • 			
Governance & Sustainability <i>* Complete 3 criteria for a star</i>	<ul style="list-style-type: none"> • Branch board creates or annually reviews a succession plan to ensure future leadership is identified. 	<ul style="list-style-type: none"> • President adds to board agenda 	<ul style="list-style-type: none"> •
	<ul style="list-style-type: none"> • Branch board develops and implements a plan to participate in the Five Star Program. 	<ul style="list-style-type: none"> • President adds to board agenda • Five Star Program FY26 Criteria 	<ul style="list-style-type: none"> •
	<ul style="list-style-type: none"> • <i>Branch board develops or updates their strategic plan to align with the AAUW national strategic plan. (new)</i> 	<ul style="list-style-type: none"> • President adds to board agenda • AAUW Strategic Plan 	<ul style="list-style-type: none"> •
	<ul style="list-style-type: none"> • Appoint a Diversity Officer to lead branch diversity and inclusion planning <i>or formalize diversity and inclusion programming in another branch position, such as Programs VP. (allows incorporating with existing office)</i> 	<ul style="list-style-type: none"> • President follows bylaws for appointing an officer or assigning another board member duties. 	<ul style="list-style-type: none"> •
	<ul style="list-style-type: none"> • Hold at least one branch program focused on justice, equity, diversity, or inclusion topics (this also counts towards a Programming Star). 	<ul style="list-style-type: none"> • Program VP 	<ul style="list-style-type: none"> •
	<ul style="list-style-type: none"> • <i>Complete an environmental scan of your branch, using the DEI Took Kit resource. (new)</i> 	<ul style="list-style-type: none"> • President adds to board agenda. • Environmental Scan - Step in Planning 	<ul style="list-style-type: none"> •

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	<ul style="list-style-type: none"> Participate in the Annual Branch survey. 	<ul style="list-style-type: none"> President/District Representatives encourage. 	<ul style="list-style-type: none">
Additional Strategic Plan Governance Items:			
<ul style="list-style-type: none"> 			
Programming	<ul style="list-style-type: none"> Hold at least 4 programs that align with AAUW's <i>strategic plan. (change from mission to strategic plan)</i> 	<ul style="list-style-type: none"> Program VP AAUW Strategic Plan 	<ul style="list-style-type: none">
Additional Strategic Plan Programming Items:			
<ul style="list-style-type: none"> 			
Communications & External Relations <i>* Complete 3 criteria for a star</i>	<ul style="list-style-type: none"> Branch has a designated communications point person and follows AAUW National on platforms where it operates social media accounts. 	<ul style="list-style-type: none"> President follows bylaws to appoint communication(s) position(s). 	<ul style="list-style-type: none">
	<ul style="list-style-type: none"> Share 3-5 posts aligned with AAUW's mission per quarter on branch social media accounts (can be shared/reposted from AAUW National accounts). 	<ul style="list-style-type: none"> Social Media manager 	<ul style="list-style-type: none">
	<ul style="list-style-type: none"> Include information from AAUW National in branch newsletters at least quarterly (pulling from Mission & Action and Washington Update emails, etc.). 	<ul style="list-style-type: none"> UWT Editor 	<ul style="list-style-type: none">
	<ul style="list-style-type: none"> Ensure all branch leaders subscribe to AAUW emails and share the email re-subscribe link with members quarterly in member communications. 	<ul style="list-style-type: none"> Social Media manager and UWT Editor 	<ul style="list-style-type: none">
	<ul style="list-style-type: none"> <i>Twice a year, assess the national website and include updated information on branch website (linking to new strategic plan page, sharing latest content updates, sharing latest</i> 	<ul style="list-style-type: none"> Website manager 	<ul style="list-style-type: none">

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	<i>membership information). (new and replaces including information about equal pay days)</i>		
Additional Strategic Plan Communication Items: <ul style="list-style-type: none"> • 			