

Strategic Plan for Mid-Peninsula (CA) Branch

February 2020 through February 2022

SMART Goals

- Economic Security: By February, 2022, we will have at least 3 programs on Finances for Women.
- Membership: From now until 2022, we will maintain our current branch membership at or above 125 to insure the stability of our branch.
- Leadership: By February, 2022, the number of board members (elected & appointed) who are new (different than Feb. 2020) will equal 20% of board membership.

Action plan for goals

Priority	SMART Goal Metrics	1 month	3 months	6 months	9 months	1 year	1 ½ years	2 years
Econ. Sec.	Education regarding finances for women over 60 and into retirement.	Plan small group meeting on Investing Essentials for Women. Get sign-ups for 2 minute activist. Order bookmarks for Equal Pay Day activity.	Equal Pay Day Activity at libraries, college, coffee shops, handing out bookmarks. Determine interest in a general meeting on Investing Essentials for Women.	General Meeting on Investing Essentials for Women. Plan for action on Equal Pay Legislation.	Small follow up meetings regarding Investing Essentials for Women general mtg.	Publicize recent AAUW report about how sexual harassment at work impacts women's economic security.	Plan a general meeting on for next year on Economic Security or Work Smart. Coordinate with local college.	Implement plan for general meeting on economic security.

Priority	SMART Goal Metrics	1 month	3 months	6 months	9 months	1 year	1 ½ years	2 years
Membership	Keep membership retention at or above 125 members.	<p>Redesign website.</p> <p>Contact national to set up website</p> <p>Donate 100 math books to Cañada College's STEM Learning Center</p> <p>Design and order AAUW branded T-Shirts for members to wear at public events.</p>	<p>Plan an event for Sept or Oct of next year to feature interest groups (sections).</p> <p>Hold branch picnics to bring potential members to.</p>	<p>Contact other groups to collaborate on a joint meeting (e.g. LWV, ISCCC, County Comm. on Status of Women, Other AAUW Branches)</p> <p>Contact Cañada College re planning a voter reg. drive.</p>	<p>Highlight interest group activities in Triad newsletter.</p> <p>Develop a plan to get more pictures of members at activities and events.</p> <p>Table at Cañada College for voter registration.</p>	<p>Implement plan for more picture taking.</p> <p>Feature Mid-Peninsula Branch Facebook page in email communications and Triad.</p>	Sept. or Oct. event with Tech Trek and section displays.	Increase time to meet and greet at general meetings.

Priority	SMART Goal Metrics	1 month	3 months	6 months	9 months	1 year	1 ½ years	2 years
Leadership	New faces in branch leadership. 20% of new board members (elected and appointed) are different than previous year.	Finish setting up Action Planning goals for 5 Star Program so that potential branch leaders have a clear idea of the branch's goals	Encourage potential leaders to attend the Leadership Workshop at the State Convention in April.	Encourage chairs to develop a committee structure to have more people available to reach goals and to prepare for leadership roles.	Board members reach out to neighborhoods at holiday get-togethers to recruit new leaders.	Nominating committee reaches out to sections to recruit new leaders.	Continue to develop committees to work with leaders in specific areas (communication, hospitality, programs, neighborhoods, Tech Trek, membership)	Give copious shout outs to leaders for their accomplishments at each general meeting.