

AAUW NC Strategic Management Plan, 2019-2020

GOAL: AAUW NC's main goal is to promote AAUW's mission for advancing gender equity for women & girls. Of North Carolina. The objective is to increase involvement of AAUW members across the state through state-level program planning, communications and advocacy.

Priority	SMART Goal	July 2019	August 2019	January 2020	March-April 2020	2 nd Year June 2020	Begin Planning for FY'21
Membership	Maintain state-wide branch membership at 2019 Feb. 1. Count (876)	Prepare for 1 st Board meeting & 5 Regional Meetings with branch officers	Board Meeting Conduct 5 regional meetings. Emphasize AAUW goals: Education & Training, Economic Security, & Leadership	Pay Equity Meet-Up schedule will be listed on AAUW NC website	Annual Conference w/Election of Treasurer & VP	Assess NC activities for purpose of Action Planning for FY'21	Build on NC collaborative activities from 2020 experience with NC Women Vote Centennial and ERA Alliance collaboration
	with goal to add 8% (70) by 2021			Conference Program & registration details released to members	Prepare for 2020 event at NC Executive Mansion on 8/26/20	Assess % of membership increase or decrease since 2018	Continue marketing & visibility activities for AAUW NC
	Encourage C/U partners, & new Affiliates	Appoint NC chairs and committees	AAUW goals: Education & Training, Economic Security, & Leadership	Planning Advocacy training and activist activities for NC legislative short session.	Provide support for Women's Summit at Bennett College	Assess social media & online news effectiveness	
	Establish FY'20 Marketing & Communication plan for:	Continue collaborative activities w/ ERA NC Alliance & NC Women Vote Centennial	Security, & Leadership	2020 NC Centennial activities listed on AAUW NC website.	Actively promote 2020 activities		
	website, social media, and newsletters		NC ERA billboards project				

July

AAUW NC STRATEGIC Management PLAN FOR 2019-2020

Priority	GOAL	Summer 2019	Fall 2019	January 2020	Spring 2020	June, 30, 2019
Pay Equity	<p><i>Work Smart</i> "Meet-Ups: one per branch, plus collaborative events with other NC organizations</p> <p><i>Start Smart</i> support w/ Mini-Grants</p>	<p>Board adopts plan for supporting online "Meet-Ups"</p> <p>Board adopts plan to support <i>Start Smart</i> w/ mini-grants</p>	<p>"Meet-Ups" & <i>Start Smart</i> mini-grants promoted at 5 Regional meetings</p>	<p>Continue effort to hold "Meet-Ups" and <i>Start Smart</i> on NC campuses</p> <p>Encourage all members to do the online <i>Work Smart</i></p>	<p>Tabulate results for WS/SS in five regional areas</p>	<p>Begin planning Pay Equity action for FY'21</p> <p>Report results</p>
	<p>AAUW NC Advocacy Committee active for 2020 NC short legislative session</p> <p>Continue ERA NC Alliance collaborative activities</p>	<p>Participate w/ ERA NC Alliance activities</p> <p>Collaborate on funding ERA Billboard project</p> <p>Plan Constitution Day (9/17) activities</p>	<p>5 regional meetings w/ advocacy plans for 2019</p> <p>Plan 2nd Justice Center Institute for advocacy training</p>	<p>Promote joint efforts w/ women's advocacy groups</p> <p>Set FY'20 NC advocacy program in motion w/ NC legislature</p>	<p>Annual Conference session(s) w/ Advocacy training</p>	<p>Assess collaborative efforts</p> <p>Summarize activities, report results & plan for FY'21</p>
Advocacy						

**STEM
Education**

GOAL	Summer 2019	Fall 2019	January 2020	Spring 2020	June 30, 2020
Promote active AAUW NC STEM goals for girls – 2 per branch by 6/30/20	Appoint STEM Coordinator	5 regional meetings will emphasize NC STEM goals	Organize STEM activities, promote on website	Tabulate results STEM session at Annual Conference	Assess STEM activities & report results Begin FY'20 planning
GOAL	Summer 2019	Fall 2019	January 1, 2020	Spring 2020	June 30, 2020
Continue building integrated plan for communications via newsletter, social media and website	Continue NC Communications planning & training	Regional meeting info w/NC news gathering & publication changes	Plan Annual Meeting sessions w/media education for branch leaders	Communi-cation skills training at Annual Meeting	Review & assess current NC branch & AAUW NC online information
Continue training for website team, set schedule for news, integrate news on website, newsletters and social media	Appoint Editor & Communications committee for FY'20 Appoint NC Social Media Manager & NC news editor	Begin newsletter editions for FY'20 Continue website training	Annual Conference info published, with registration info and detail		Assess statistics for FY'19 for AAUW NC online news & website usage

**Integrated
Communi-
cations Plan**

GOAL	Summer 2019	Fall 2019	January 2020	Spring 2020	June 30, 2020
Continue plans to collaborate w/NC Women Vote Centennial.	Appoint Centennial Chair & committee members	Discuss & promote Centennial plans at Regional Meetings	Promote all 2020 Centennial activities with membership	Promote 2020 activities at Annual Conference w/ program sessions	Evaluate progress & continue with collaborative action during 2020
AAUW NC holds a state-wide signature event at Executive Mansion in Raleigh	Plan for Executive Mansion event		Request participation of Gov. & Mrs. Cooper at Aug. 26 event		Evaluate collaborative efforts with other NC organizations w/goal to continue active planning at state level for women & girls
<i>Addes project for training for branches on financial reporting</i>					