

## Austin, Minnesota Branch Strategic Plan 2013 - 2016

March 7, 2013

|   | empowering women since 1881 Austin, Ivininesota Branch Strategic Flan 2015 - 2010 March   |   |  |  |          |  |  |
|---|---|---|--|--|----------|--|--|
| # | VISION  | GOAL  | ACTION   | RESPONSIBLE  | TIME     |  |  |
| 1 | We continue to support efforts to<br>combat violence, bullying, and<br>harassment against women, girls<br>and other minorities at home, in<br>school, and in our communities. | Create a higher level of<br>awareness to reduce violence,<br>bullying, and harassment<br>against women, girls, and other<br>minorities.   | <ul> <li>Respond for those who do not have<br/>a voice:</li> <li>Question suspicious<br/>activities/conversations;</li> <li>Contact law enforcement<br/>officials to investigate the<br/>situation; OR</li> <li>Take time to talk to someone<br/>you suspect is a victim, and<br/>refer her to area resources, and<br/>be her voice (if necessary); and</li> <li>Educate others through<br/>informative programs, speaker<br/>presentations, book selections<br/>and films.</li> </ul> | Board &<br>Membership  | Ongoing  |  |  |
| 2 | We encourage personal & academic success through higher education.  | Assist traditional and non-<br>traditional students attain a<br>college education by providing<br>annual scholarships.<br>Educate our membership and<br>the community of the barriers<br>students face today by offering<br>monthly programming that<br>inspires change.<br>Contribute to EF/LAF. | <ul> <li>Participate in fundraising events to support our AAUW scholarships:</li> <li>Partner w/area businesses to raise money &amp; awareness (annual);</li> <li>Austin Public Library's book sale (annual); and</li> <li>Austin House Tour (biennial).</li> </ul> Continue fundraising to support EF/LAF.  | Branch EF/LAF,<br>Membership<br>Vice Presidents,<br>and Membership<br>Branch EF/LAF,<br>Membership<br>Vice Presidents,<br>and Membership | Annually |  |  |



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| #  | VISION   | GOAL  | ACTION  | RESPONSIBLE  | TIME     |
| 3  | We advance equity for women, girls, and other minorities.  | Increase participation of our members in lobbying for equity.   | <ul><li>Continue to:</li><li>Inform all members of emerging issues.</li></ul>   | Public Policy<br>Chair                             | Ongoing  |
|    |  | Promote community equity awareness.   | <ul> <li>Encourage membership to<br/>participate in legislative reform.</li> <li>Promote use of Action Alert</li> </ul>   | Public Policy<br>Chair                             | Ongoing  |
|    |  | Provide monthly programming that addresses local issues that  | <ul><li>Partner with Austin High</li></ul>  | Membership   | Ongoing  |
|    |  | educate our membership about<br>barriers that still exist in our<br>community.  | <ul> <li>School officials to offer the annual Women's History Month project contest and assembly.</li> <li>Work with the Austin Welcome Center staff to learn of ways we can assist new-comers from all cultures transition to Austin.</li> </ul> | Women's History<br>Month Co-Chairs<br>& Membership | Annually |
|    |  | Remind our youth that their<br>mothers and grandmothers paved<br>the way to equal access and<br>opportunity for women and girls.                                      |   | Membership   | Annually |
| 4  | branch membership.<br>branch membership.<br>meeting or attend a<br>activity (morning &<br>book clubs, just co<br>knitting group, arts<br>entertainment, grea<br>travel club).<br>Increase membersh | Invite others to come to a<br>meeting or attend a small group<br>activity (morning & evening<br>book clubs, just come (to lunch),                                     | <ul> <li>Continue to:</li> <li>Mentor members and potential members with personal contact.</li> </ul>   | Membership   | Ongoing  |
|    |  | <ul><li>knitting group, arts &amp;<br/>entertainment, great decisions, or<br/>travel club).</li><li>Increase membership and<br/>meeting attendance 5% to10%</li></ul> | • Work with Riverland<br>Community College President<br>to continue its AAUW partner<br>membership, and provide space<br>for our programs and events.   | Membership   | Ongoing  |
|    |  | 0   | Keep members engaged and<br>informed through<br>communication via<br>newsletters, e-mails, website,<br>and personal visits/calls.   | Board members<br>& Membership                      | Ongoing  |