



Philadelphia Branch, Inc. AAUW Strategic Plan for 2002, 2003, 2004

MISSION STATEMENT

The Philadelphia Branch of AAUW will be recognized as a leader in promoting equity for all women and girls, lifelong education, and positive societal change.

HISTORY

Women university graduates in the Philadelphia area formed the Women's University Club in 1886. The club affiliated with the American Association of University Women in 1935, becoming chartered and incorporated with the Commonwealth of Pennsylvania as Women's University Club, Philadelphia Branch of the American Association of University Women. The name is now Philadelphia Branch, Inc., AAUW.

DIVERSITY STATEMENT

In principle and in practice AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin or disability. Membership is open to all graduates who hold a Baccalaureate or higher degree from an accredited college or university.

MEMBERSHIP GOAL

This Branch should aim to increase membership by 10% each year.

Strategies

- ◆ Give full financial support to membership recruitment and special membership events.
- ◆ Hire a Public Relations person within the limits of our budget for membership recruitment and retention.
- ◆ Establish a committee to retain current members and recruit new members.
- ◆ Assign each board member the responsibility to keep in touch by telephone, E-mail, or letters with ten identified members.
- ◆ Recruit one new member a year by each Board Member.
- ◆ Redesign the membership directory to include information that facilitates networking among Branch members.
- ◆ Increase visibility for our own members in our programs, our Bulletin, our web site, and our media relations.
- ◆ Organize a Speakers Bureau to visit local colleges and universities to introduce AAUW membership to faculties, senior and graduate students. Also visit and introduce AAUW membership to professional women's groups.
- ◆ Analyze attendance.

PROGRAM GOAL

This Branch will present programs that implement our mission to promote equity for all women and girls, lifelong education, and positive societal change. The programs will serve the needs of our diverse membership and our community.

Strategies

- ◆ Continue established member events:
 - Back to Branch reception
 - Holiday Social
 - Annual Meeting
- ◆ Have a minimum of four programs scheduled at regular times either at the office or in our Academy House Community Room. Schedule programs during the day in the Fall and Winter Months. Announce schedule in September.
- ◆ Commit to at least two programs a year focused on equity and education of women and/or girls. Programs would be open and free of charge to the public.
- ◆ Establish study groups and book review sessions that reflect the interest of members.
- ◆ Arrange programs to satisfy the needs of our members for international education and information.
- ◆ Continue to recognize and honor a local woman of achievement at the Annual Achievement Award Luncheon. Make this award the most prestigious award to a woman in the area.
- ◆ Seek evaluation of programs by attendees where appropriate.

FINANCIAL GOAL

This branch will be operated in a fiscally responsible manner.

Strategies

- ◆ Presentation by the Finance Committee of the next season's budget in June to be approved by the Board in September.
- ◆ Continue to operate the AAUW Office at the current site as long as financially prudent.
- ◆ Presentation by the Vice President of Administration of a status report to the Board in September and April of office equipment, Condo condition and fees, etc.
- ◆ Submission by each program chair of "best effort" break-even budget with each program plan.
- ◆ Review by the finance Committee outside audit costs with a view to controlling them. Provide a follow-up with the auditor.
- ◆ Review and decide how large investment portfolio should be in relation to budget. Decide what portion of our income to give to AAUW Educational Foundation and AAUW Legal Advocacy Fund. Recommendations to be completed in time for Annual meeting in June. Committee to assist with this review could include the President, Treasurer, Auditor, a member of the Stewardship Committee and management experts specializing in non-profit organizations.
- ◆ Allocate at least 30% of budget for programs.
- ◆ Explore the cost effectiveness of credit cards for member payments.
- ◆ Consider a second fund raiser in the Spring focused on current issues.

COMMUNICATION GOAL

This branch will improve communication and outreach by multiple means to members and to our Community.

Strategies

- ◆ Use latest communication technologies: collect member fax and e-mail addresses, explore better office telephone service for 3 telephone lines (one for fax).
- ◆ Keep all program and other new activities up-to-date on the web site.
- ◆ Design new outreach materials for this Branch including podium sign, banner, slide show or power point presentation.
- ◆ Obtain and use current lists of print and electronic media. Ask program chairs to give all information to our Branch media representative.
- ◆ Provide computer training for office administration as required.
- ◆ Open office every morning from 9 – 12 using volunteers when necessary.
- ◆ Create VIP list to receive Bulletin and special notices of programs, including Achievement Award winners, potential members, selected media, community personalities, and speakers at AAUW programs.
- ◆ Upgrade our Bulletin regarding production process, and layout. Increase visibility for our members through articles.

LEADERSHIP GOAL

This Branch will use the talents of our members to share their unique experiences with us in various venues.

Strategies

- ◆ Expand our community outreach program including setting up a special committee to reinvigorate the Speakers Bureau to showcase members.
- ◆ Explore avenues of mutual interests with surrounding AAUW Branches.
- ◆ Explore the possibility of a President Elect position on the Board.
- ◆ Explore the possibility of a management team.

February 2002

COMMITTEE

Carolyn Ancker

Barbara Barnett

Anne Breidenstein

Rena Burstein

Marjorie Harris

Lucille Larkin

Kay McKenna

Camille Macdonald-Polski

Dolores Seiberlich, Chair

Mary Lou Shaw