

AAUW NC Strategic Planning

2017-2018

AAUW NC Board

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Setting SMART Goals

The process of setting SMART goals takes an abstract vision and turns it into something that can be achieved. It also tells you when you have reached your goal — and when it’s time to celebrate!

Sample Vision Idea

- Increase Membership

| | | | |
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| S | Specific | <ul style="list-style-type: none"> • Targets a specific area of improvement • Addresses what, how, and why | <ul style="list-style-type: none"> • What: increase membership • How: through strategic marketing and programming • Why: to support the long-term sustainability of AAUW NC |
| M | Measurable | <ul style="list-style-type: none"> • Quantifiable: We will know when we’ve attained the goal. • How much? How many? | <ul style="list-style-type: none"> • 5 percent increase from current number of members |
| A | Achievable | <ul style="list-style-type: none"> • Realistic and attainable • Stretches you slightly, but not too much | <ul style="list-style-type: none"> • A percentage increase per year is manageable but pushes us to do more than the status quo |
| R | Relevant | <ul style="list-style-type: none"> • Worthwhile and impactful • Helps you achieve your vision and mission | <ul style="list-style-type: none"> • Sustaining AAUW NC is critical to being able to work to empower women and girls in our state |
| T | Time-bound | <ul style="list-style-type: none"> • Specifies when the result(s) can be achieved • A realistic deadline | <ul style="list-style-type: none"> • July 1, 2018 |

SMART Goal

- By July 1, 2018 AAUW NC will increase state membership by 5 percent (branch members, C/U partners & Affiliate members) through strategic communications and programming in order to support the long-term sustainability.

Action Planning

Creating an action plan gives you a road map for accomplishing your goals.

Sample SMART Goal

- By June 30, 2018, AAUW NC membership will increase by 5 percent through strategic communications and programming in order to support the mission of AAUW goals for women and girls.

Action plan for goal

| Priority | SMART Goal Metrics | July 2017 | August 2017 | January 2018 | March-April 2018 | 1 year | | |
|------------|---|--|---|--|--|--|--|--|
| Membership | Increase statewide members by 5%: in branches, by number of C/U partners, & Affiliate members | Plan AAUW NC Board meeting, set up 5 regional meetings to plan how to meet goals with branch leaders | Hold 5 regional meetings & establish goals for FY'18 to be accomplished by Pay Equity workshops, Advocacy & STEM plan | Pay Equity WS/SS workshops scheduled, announced on AAUW NC website STEM activities calendar announced on AAUW NC website Advocacy plans set in motion with NC branches & members | Tabulate results for WS/SS at CU institutions & for branches Tabulate STEM activity results Continue Advocacy training and activist activities | Assess NC activities for purpose of Fy'19 planning & goal setting Assess % of Membership increase | | |
| | | Do communications audit for AAUW NC | Begin new communication plan | Continue improving on communications plan – website, social media & monthly news | | | | |

AAUW NC STRATEGIC Management PLAN FOR 2017-2018

Goal: To increase AAUW NC's involvement across the state by creating 5 geographic regions for program planning, communication and advocacy to advance the climate for women's equity in North Carolina

| Priority | SMART | July | August | January 1, 2018 | Spring 2018 | May/June 2018 | | |
|--------------|---|--|---|--|---|--|--|--|
| Goal Metrics | | | | | | | | |
| Pay Equity | Work Smart/Start Smart workshops: one WS or SS per region by 6/30/18 | Plan NC AAUW Board meeting & set 5 regional meetings Branch Advocate coordinates | Hold five regional meetings, establish pay equity goals & plans | With NC assistance, WS/SS workshops scheduled by 1/1/18 Link of AAUW NC website | Tabulate results for WS/SS in five regions | Begin planning Pay Equity action for Fy'19 with goal setting in 5 regions Report results to NC members | | |
| | AAUW NC Advocacy Committee begins lobbying corps & activist plans for legislative session spring 2018 Establish base line metric | Plan AAUW NC Board meeting & appoint Advocacy Committee Charge with establishing lobbying corps & activist program for NC | 5 regional meetings include NC advocacy plans | Collaborate with other women's advocacy groups Set NC activist program in motion with NC branches & members | Advocacy Committee training sessions in preparation for spring NC legislative session | Assess collaboration efforts Continue lobbying corps & activist activities as needed Summarize activities, report results & plan for FY'19 | | |
| | Continue active AAUW NC STEM goals for girls – 2 per region by 6/30/18 | Plan AAUW NC Board meeting & set 5 regional meetings Branch Advocate coordinates | 5 regional meetings include STEM goals for branch leaders | Organize STEM activities, set NC calendar by 1/1/18 Link on AAUW NC website | Tabulate results by region | Assess STEM activities & report results to NC members Begin Fy'19 planning | | |

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| Integrated Communications Plan | Begin building an integrated plan for state-wide communications via social media and website | Set up 5 regional meetings Inventory current components of NC communications plan, including branch websites, social media, and newsletters | Meet with branch leaders in five regions Seek additional expertise for advice on creating a state-side plan to integrate marketing plan | Plan Annual Meeting sessions for media education Identify NC Social Media Manager & NC newsletter editor to work with Webmaster Implement survey of state leaders to examine current strategies & determine what needs to altered, added or kept | Offer media education at Annual Meeting Begin implementing new plans for state wide marketing Determine strategies from survey results | Improved information quality for all current NC branch websites Increased number of branches planning to implement websites Larger number of members opening AAUW NC emails, email surveys and websites. Increased number of branches implementing & updating online information | | |
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