

JOHNSTOWN BRANCH AAUW

STRATEGIC PLAN

Priority: **Education and training #1**

Goal: **Grow Educational Pathways**

Action Step	Who is responsible	Timeline	Budget
Scholarship: reevaluate program rotation, inclusion of Vo-Tech, selection and number of awardees	Education Sub-committee, Scholarship Committee	June 2020 and then annually by June 30	NA
Explore and implement a non-traditional Career Fair	Education Sub-committee	June 30, 2021	\$180
Partnerships -explore	Education and program committees	Ongoing	NA
Arrange Awards Banquet	Banquet Committee	By annual program date	\$600

Priority: **Education and training #2**

Goal: **Promote Literacy**

Action Step	Who is responsible	Timeline	Budget
Write-read-write: evaluate and/or redesign program	Literacy Committee	Annually by June 30	TBD
Books for Babies: evaluate and/or redesign program	Literacy Committee	Annually by June 30	TBD
Partnerships -explore	Education and program committees	Ongoing	NA

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Priority: **Education and training #3**

Goal: **Educate others about barriers and biases**

Action Step	Who is responsible	Timeline	Budget
Promote through our public programs	Program committee	Annually	\$50
Recognize woman's history month	Program committee	Annually	\$300
Partnerships -explore	Program committee	Ongoing	NA

Priority: **Leadership**

Goal: **Closing the Gender Gap in Leadership Opportunities**

Action Step	Who is responsible	Timeline	Budget
Advise college students of NCCWSL and offer financial support	Affiliate liaison	April 2020	\$500
Clara Barton Forum -support financially	Board	Annually by October of each year	\$100
Partnerships -explore	Education, Program and Public Policy Committees	ongoing	\$0
Encourage members to attend State AAUW events	President and Board	ongoing	\$725
Encourage members to participate in National online AAUW leadership programs	President and Board	ongoing	\$0

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Priority: **Governance and Sustainability**

Goal: **Ensuring the strength, relevance and viability of AAUW into the future**

Action Step	Who is responsible	Timeline	Budget
Increase and sustain membership	Membership Committee and every member	ongoing	\$500
Hold Book Sale	Book Sale Committee	annually	\$3400
Hold fundraising events other than Book Sale	Fundraising Committee	ongoing	\$2200
Develop job description for Finance Committee	Treasurer, Finance Committee and President	October, 2019	\$0
Update Public Policy	Public Policy Committee	ongoing	\$0
Develop and Implement Public Policy events	Public Policy Committee	ongoing	\$200
Maintain Social Clubs Including book and dining	Coordinators	ongoing	\$0
Develop and implement social media and marketing strategies	Communications Committee	ongoing	\$725
Continue Activities of Building Task Force	Task Force	ongoing	\$0
Update Bylaws	By-laws Committee	ongoing	\$0

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Priority: **Economic security**

Goal: **Financial Wellness**

Action Step	Who is responsible	Timeline	Budget
Promote WorkSmart among members	Education, Programming and Public Policy Committees	February 2020	\$0
StartSmart -explore implementation for college students and others	Education, Programming, Public Policy Committees and Affiliate Liaison	May 2020	\$0
Partnerships -explore	Education, Programming and Public Policy Committees	ongoing	\$0
Explore and implement the offering of retirement education programs	Education, Public Policy and Program Committees	June 2020	TBD

Priority: **Special projects**

Goal: **Create as needed**

Action Step	Who is responsible	Timeline	Budget
Explore replacement programs for STEM	Ad hoc committee	ongoing	\$0

February 2020