

# Napa Branch Strategic Plan 2023-24

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**Mission**

Gender Equity & Economic Security.

**Values**

Intersectional. Inclusive. Intergenerational. Empowering.

**Focus**

Economic Security. Education. Advocacy.

## Goals for 2023-2024

**Develop a beginning Branch Strategic Plan that aligns with the  
AAUW National Strategic Plan.**

<b>Objective</b>	<b>Action</b>	<b>Who</b>
Continue to align branch goals with the AAUW Strategic Plan 2.0	Ongoing	Co-Presidents
Utilize the 5-Star Recognition document as a guide to align Branch work with AAUW National’s goals	Schedule meetings with pertinent Board and Branch members to complete the elements in the 5-Star Recognition.	Co-Presidents
Follow succession process and plan to ensure a smooth transition into 2024-25	Hold at least three meetings in the spring with the elected Co-Presidents for 2024-2025.	Co-Presidents Incoming Presidents
Review and update Branch Bylaws.	Updated 1/15/24, alternating years	Co-Presidents and committee
Retain at least 90% of Branch membership	Board members make personal contacts with members who have not renewed membership	Membership VPs

**Complete the 5-Star Recognition submission process to document progress  
toward alignment with National AAUW goals.**

<b>Objective</b>	<b>Action</b>	<b>Who</b>
Increase alignment with National AAUW Strategic Plan and obtain 4-5 recognition stars.	Document the activities that align with the 5-Star program.	Co-Presidents

## Building Connections

Objective	Action	Who
Encourage members to engage in all aspects of our Branch, our local community, and State and National AAUW.	Theme for the year: <b>Building Connections</b> Designed programs incorporating data secured from membership survey	Co-Presidents Program VP
Communicate branch programs, messaging and outreach efforts to membership and community	Utilize TWIG articles, social media, and publicity in local outlets to promote programs and activities. Napa County Board of Supervisors recognized Napa County AAUW in a Proclamation honoring Women’s History Month	Program VP Publicity
Continue to establish our DEI program—find ways to incorporate DEI into the Branch.	Chairpersons contribute TWIG articles and promote section and activity participation  Created appointed DEI Officer position to focus on DEI initiatives	DEI Chairs
Implement tactics to grow our membership	Hold orientations for new members to educate them about AAUW (held 3 orientations for new members)  Added 22+ new members as of June 30, which is over 10% growth for the year  Evaluate connections or create liaison positions to penetrate education, industry, and community organizations to recruit new members  Encouraged new members to join sections; created and inaugurated new bookclub section comprised of new members	Membership VPs

**Continue support for the Tech Trek and Scholarship programs.**

<b>Objective</b>	<b>Action</b>	<b>Who</b>
Support the Scholarship process for high schools and college women.	Board and other branch members participated in the reading of Scholarship essays for selection process of scholarship recipients.	Napa County Branch members, Board members Scholarship Chairs
Tech Trek participation and selection	Tech Trek committee works with schools to get nominations. The committee then interviews potential Tech Trekkers and, using defined criteria, selects the allotted number of girls to attend the 2024 Tech Trek Camps.	Tech Trek Chair Tech Trek Committee members
Honor our Scholarship and Tech Trek recipients.	May program honors our Scholarship winners and the Tech Trek girls are honored in the September program.	Scholarship Foundation Chair Tech Trek Chair
Provide funds for the Scholarship and Tech Trek programs.	The annual Author’s Forum ticket sales raises funds to support both programs. All donations are matched by a Donor Angel. Broke attendance and donation records, enabling Branch to increase the amount of awards to 10 students from \$1,000 to \$3,000 per recipient	The Author’s Forum Book Club Chair

**Continue to engage in Public Policy issues locally and beyond.**

<b>Objective</b>	<b>Action</b>	<b>Who</b>
Engage members in local, state, and national public policy	Regular TWIG articles written by PP Chair keeping Branch members informed Action Network and 2-Minute Activist participation encouraged via TWIG, eblasts, and at membership programs.	Public Policy Chair Public Policy Chair
Participate in Public Policy events	Book Banning booth at Martin Luther King Service Day, participated in Lobby Days, meeting with School Superintendent to provide input on school bonds, collaboration with League of Women Voters and Community Leadership Coalition efforts to work with students to increase voter participation	Public Policy Chair
Align programs with Public Policy topics	Recruited five Napa County high school girls to participate in GovTrek	Co-Presidents Program VP