



*Our Vision: Through a committed membership, the Orinda-Moraga-Lafayette branch of AAUW will make a positive impact on our community through advocacy, promoting education, empowering women and girls, and supporting personal and professional growth.*

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Strategic Plan 2022-2023

<b>I. I. Governance and Sustainability: Ensuring the strength and viability of OML.</b>					
GOAL	ACTION	RESPONSIBLE	METRIC	ACTION PLAN/RESULTS	DUE DATE/ STATUS
1. Develop a plan for <b>Fundraising</b> that will benefit the entire Branch	Review the overall financial needs of the branch and all the Community Outreach Projects. Approach the financial needs through an overall fundraiser instead of individual fundraisers for each project.	Fundraising Committee	Donations for the overall branch to then be distributed where needed.	Develop one or more fundraisers that benefit the entire branch of OML	Holiday Fundraiser completed, huge success, Raised \$12K net
2. Develop a plan that addresses continuing <b>Membership</b> issues for our Branch	Use member profile sheets to immediately connect new members with interest groups/committees/projects that match their stated interests.	Membership VP and membership committee	No net loss in membership	Use member profile sheets to engage new members.	Over 8 new members by January
2a	Assist interest group chairs as needed to help ensure the groups remain active.	President-Elect	No interest groups are inactive	President-Elect will periodically check with interest group chairs re their groups' activity levels and advise President if any of the groups are inactive.	Fall luncheon honoring all special interest chairs
2b	Inform parents of girls participating in Tech Trek, Scholarship and STEM activities about our branch and invite them to join.	Tech Trek, Scholarship and STEM Chairs	Information provided to parents once.	Each group provides a flyer on the branch and a list of advertisers to parents.	Actively reaching out to parents for membership
2c	Hold at least two evening/weekend and/or online/virtual programs or activities so that those with weekday, daytime commitments can participate. Select topics that would be of interest to	Program Co-VPs	At least 10 non-OML members attend (in total)	To be scheduled as part of the meeting program	



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	a younger average-age demographic than the current membership as well as current members.				
2.d	Continue to offer virtual (Zoom) meetings to all applicable interest groups.	OML Zoom account holders and interest group chairs	All interest groups continue to meet	President-Elect will ensure that interest group chairs know Zoom meetings are available. OML Zoom account holders will schedule Zoom meetings upon request.	
3. Develop a comprehensive <b>Communications and Engagement</b> Plan for the Branch	Publicize (in print and social media) upcoming OML programs and activities which are open to the public.	Publicity and Social Media Chairs	100% of programs and activities are publicized	Publicity Chair send calendar items for those general meetings open to public to the local media. Social Media chair post meeting notices on OML Facebook/Instagram pages.	
3a	Submit for publication in print media and post on social media stories about OML activities and projects of likely public interest, including one key article on the branch goals and activities. Advertisements inviting new members are published.	Publicity and Social Media Chairs	At least 4 stories published and/or posted. 4 ads published	Publicity Chair submit stories to local media. Social media chair post stories on OML Facebook/Instagram pages.	
3b	Send the monthly Triad to parents of girls participating in Tech Trek, Scholarship and STEM activities about our branch and invite them to join.	Tech Trek, Scholarship and STEM Chairs	Send Triad monthly (with the ability to Unsubscribe)	Add new groups to the Constant Contact list of those receiving the Triad.	Tech Trek and STEM parents added to mailing list.



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3c	Sustain and grow collaborations with St. Mary's College, Lamorinda Sunrise Rotary Club, other Rotary clubs, local schools, and Girls Inc., with a primary focus on the STEM Conference and our general meetings	STEM and Scholarship Committee Chairs	At least 3 partnerships maintained	STEM and Scholarship Committees will grow partnerships with St. Mary's College, Rotary, Girls Inc. and others.	
3d	Maintain a succession plan for the OML 501(c)(3) and 501(c)(4) board positions: Follow the OML succession plan written in 2021.	Nominating Committee Chair	Succession plan followed. Are at least 2 new (not on 2020-21 board) board members on the 2021-22 board	Nominating Committee follow the OML succession plan in developing the 2021-22 OML candidates slate.	

**II. OVERALL BRANCH GOALS INCLUDING GENERAL MEETINGS: Doing programs and activities that are focused on AAUW Association and AAUW California priorities and open to the public, i.e., programs and activities are mission-based.**

GOAL	ACTION	RESPONSIBLE	METRIC	ACTION PLAN	DUE DATE/ STATUS
1. <b>Focus on DEI</b> issues for the year	Continue to educate membership on DEI issues.	DEI VP	General meetings, DEI/BLM Discussion Group	Monthly meetings that include reading/discussing relevant books, articles, guest speakers	BLM discussion groups meets monthly
1a	Actively educated Branch and community members on ensuring teaching of DEI issues in local public schools.	DEI VP	Document ideas/plan/action	Took actions during the midyear elections to educate community on DEI stances of each candidate.	
1b	Sponsor at least 1 Branch meeting highlighting DEI awareness, actions, advocacy.	DEI VP	Branch meeting held on DEI topic	Organize at least 1 Branch meeting, ID & invite speaker, hold meeting, invite community	Held two general meetings



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					focused on DEI
1c	Support for legislation that supports DEI initiatives	DEI VP	Advocacy actions	Call/write in support of legislation	
2. Focus on Public Policy priorities from the <b>AAUW Association and AAUW California.</b>	Conduct at least one program/activity open to the public that regards an AAUW Association or AAUW California public policy priority.	Public Policy VPs	At least 1 event held	Conduct a program on Public Policy in the fall. Consider a second Public Policy program in the spring such as women’s health issues or protection voter rights. Each general meeting should focus on AAUW Public Policy priorities.	
2a	Consider participating in a non-AAUW hosted activity or program related to an AAUW California legislative agenda or public policy priority.	Public Policy VPs	Consider at least 1 event	Public Policy Committee coordinate OML (and other branches in IBC?) participation in the Contra Costa/Walnut Creek Women’s Day March in January 2022. Participate in new IBC Public Policy group.	Held several letter writing meetings for mid-term elections
2b	Conduct a meeting with a U.S. representative(s) or state legislator(s), or their staff, on an AAUW strategic plan area of focus. (this a 5-star program criteria)	Public Policy VPs	Meeting held	Public Policy Committee organize a branch general meeting with CA Rep. Rebecca Bauer-Kahan as guest speaker.	
2c	Promote AAUW’s WorkSmart online program and AAUW’s Action Network in OML social media posts.	Social Media Chair	At least 2 posts made	Social Media Chair will post on OML’s Facebook page and other social media sites.	



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2d	Promote and facilitate AAUW Action Network signups (in-person or virtually) at OML events.	Public Policy VPs	Signups available at one or more events	Public Policy Committee arrange for in-person or virtual signups at OML general meeting. 2-minute manager for general meeting announcement as needed.	
3. Support the <b>AAUW Association's strategic plan</b> initiatives (Education/Training: addressing barriers and implicit biases that hinder advancement of women; Economic Security: ensuring livelihoods for women; Leadership: closing the gender gap in leadership opportunities).	Conduct a minimum of 3-5 mission-based programs that are open to the public, focusing on at least two of Association's strategic plan initiatives.	OML Board	3-5 mission-based programs held. At least 2 initiatives covered.	Board select meeting topics that align with AAUW's strategic plan.	
4. . Retain AAUW designation as a 5-Star Branch	Complete and submit documentation to AAUW National for any star not yet awarded (meeting with legislator, community resource mapping exercise)	President	OML designated a 5-Star branch	No action needed.	

**III. OML PROJECTS: Conducting projects that help OML achieve its vision and which support AAUW Association and AAUW CA priorities.**

GOAL	ACTION	RESPONSIBLE	METRIC	ACTION PLAN	DUE DATE/ STATUS
1. <b>Review finances of Outreach Projects</b>	Review the financial obligations of all branch projects to determine their feasibility and sustainability.	President		Review all Community Outreach projects in terms of their budgets, girls served (impact), committee needs, reserves,	Done- January 2023

				fundraising needs, relevance to community.	
2. <b>Burckhalter: Help a public school located in an underserved community.</b>	Maintain the Burkhalter Elementary School project. Provide volunteer tutors. Provide volunteers for the library. Raise funds for/procure and then donate needed materials and supplies to the school.	Burckhalter Community Projects Chair	Needed supplies and volunteers are provided	Coordinate with the school re their needs/how we can volunteer.	
3. Scholarships:	Raise funds for and award college scholarships to graduating senior girls from each of the Lamorinda public high schools.	Scholarships Chairs	At least three scholarships awarded	Aim for a single fundraiser that benefits this project; participate in the overall branch fundraiser	
3a	Raise funds for and award scholarships to Saint Mary's College students that are part of the High Potential Program. Possibly fund attending AAUW's NCCWSL (National Conference for College Women Student Leaders).	Scholarships Chairs	At least two scholarships awarded	Aim for a single fundraiser that benefits this project; participate in the overall branch fundraiser	
4. <b>Tech Trek:</b> Encourage young women to pursue learning and careers in STEM subjects—local students and those in underserved communities.	Participate in and support AAUW California's Tech Trek program. Raise funds for camper sponsorships and select students from the Lamorinda public middle schools to attend Tech Trek camp. Encourage OML members to be camp volunteers.	Tech Trek Chair	At least six camper scholarships awarded. At least 2 OML members are camp volunteers.	Follow AAUW procedures to select TT campers. Encourage members to be camp volunteers. Aim for a single fundraiser that benefits this project; participate in the overall branch fundraiser.	Done-January 2023
5. STEM Conference	Continue holding a one-day STEM conference for middle school girls.	STEM Conference Chairs	Conference is held	STEM Committee plan and conduct a STEM conference for middle school girls.	



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5a	Expand the STEM Conference to impact more girls. Continue to increase the diversity of attendees by partnering and conducting outreach to organizations working in underserved communities.	STEM Conference Chairs	At least 200 total attendees; 40 from underserved communities	Work with other organizations and contacts in Richmond and Oakland and outreach to other local AAUW branches to increase diversity.	
6.	Expand and sustain a collaboration with St. Mary's College of California.	St. Mary's Liaison	Plan completed and being implemented	Continue dialogue with St. Mary's College contacts and develop plan. Clarify role of liaison.	
7.	Recognize an OML member whose work in any field—volunteer and/or professional—has demonstrated creativity, initiative and outstanding achievement.	OML's Distinguished Woman of 2022	Distinguished Woman of 2023 selected	Distinguished Woman from 2022 forms committee that selects 2023 DW. New DW is announced at branch meeting.	
7a	Hold luncheon to honor the selected 2023 Distinguished Women.	Program VPs and Luncheon Coordinator	Celebration held	Plan and coordinate meeting in May to honor 2023 DW.	
7b	Publicize the selection and honoring of the Distinguished Woman. Submit an article to print media for publication and post article on social media.	Publicity Chair	Articles published and posted	Prepare and submit article when Distinguished Woman is honored.	