

New York State Action Plan 2006-2008

Goal: Integrate the mission into a unified program which is followed through the year

Action Steps	Who	When Due	Evaluation	Done
Educate branches re new mission statement Provide examples and guidance on mission-based program by <i>encouraging branches to present the NEW mission statements in some way at every meeting and in every publication such as by having sound bites at every meeting which tie the mission to the current meeting and the significance of the date, using "125th" celebration logo in every news release.</i>	President VPP	Jan. 1 As above	Branch newsletter arts	
Encourage branches to use the 21 st Century Award application as a tool for planning the year	VPP	July	21 st Cent. Award Apps	
Encourage celebration of 125 th Anniversary of AAUW via securing local proclamations with stories in local papers as well as other branch events and historian's scrapbook project	Pres. Historians	Oct/Nov. Convention	Response to pres. question plus newsletter Pages submitted	

**Goal: Educate members about the mission in order to raise funds beyond the branch:
Education as the Gateway to Fundraising**

Action Steps	Who	When Due	Evaluation	Done
Share successful fundraising programs Branches use. Compile and send to local pres., <i>Raising money beyond branch members (flea markets, book sales, art sale, teas, golf committee outings, author luncheons, shows (fun) Approach MAL's for support: write letters send invitation, invite to meetings, phone calls, fund-raising appeals</i>	LAF and EF cc. president	4 x year	Yearly giving totals As observed in newsletters	
Educate branches and members re EF and LAF (mission)	As above	4 x year	Articles in Focus and Branch newsletters	
Encourage branch EF/LAF attendance at summer Leadership conference	As above	Spring	Increased attendance at Delta	
Goal: Develop and strengthen Branch and State Leadership				
Action Steps	Who	When Due	Evaluation	Done
Continue emerging leaders program	leaders @ Delta Lake	Convention	Number of EL's	
Support branches with program and organizational information	Assigned state leaders	Ongoing	Report results at April Board meeting	
Increase communication between state leaders and branches (Each board member will communicate with one or two branches via visits, phone, email as appropriate.	Assigned leaders	Ongoing	Report results at April Board meeting	
Offer leadership to branches via a state Project	State Board	Established Nov. 2006 Plan presented to branches-January 2007 Completion fall 2008	Projects submitted for awards	

Add president's button to state web-site to present leadership materials in one place

Communications Jan. 1 2007
Dir. with NYS P

Response to button

Goal: Increase branch and state visibility

Action Steps

Who **When Due**

Evaluation

Done

Create visibility button on state web site

Pres/Commun Sept. 2006

Up and running

Contact organizations to attend conventions to become aware of AAUW—Network

Membership April 1

Create a blog to get our message out to potential members

Communi. Nov.

Up and running

Goal: Educate effectively on public policy

Action Steps

Who **When Due**

Evaluation

Done

Educate branches and members on “how to”
Educate effectively re economic equity
Educate effectively re pay equity
Increase voter education
Visit legislators
Write letters to the editors
Educate members at branch meetings
Motions on issues at Branch meetings
Personalize issues
(who when, etc appear to be same for all)
Educate branch on “two-minute activist”
and Action Alert

Pub. Pol. Ongoing

References in branch newsletters

Educate officials re AAUW PP

Public Pol. Ongoing

Annual report

Visit legislators
Write letters to the editors

Goal: Improve recruitment and retention of members

Action Steps	Who	When Due	Evaluation	Done
Member get a member	All	3 x year	Listing on AAUW.org Hall of Fame	
Educate branch MVPs re retention, recruitment, involvement. awarding scholarship and grant winners courtesy memberships, recruiting the newly retired, reviewing the files of non-renewing members, giving new members jobs, mentoring new members and promoting member diversity, member training etc.	NYS VPM	Ongoing	Annual report	April
Clarify criteria regarding membership requirements for those with 60+ credits but no degree	NYS Board	ASAP		
Promote diversity	Diversity Chair		Annual report	April

Goal: Improve liaison with colleges and universities

Action Steps	Who	When Due	Evaluation	Done
Increase the number of community colleges, colleges and universities members	C/U Director	April	C.U applications	
Develop a plan to work effectively with local colleges and their faculties (i.e. student internships work with honor society)	C/U.	April	Annual report	