

**Note:** Different branches  
gave varying answers.

**BRANCH STRATEGIC PLANNING: SWOT**  
**SUMMER LEADERSHIP CONFERENCE**  
AAUW-NYS July 10-12, 2009

**Strengths:**

- size of branch
- diverse membership: professional, ethnic
- large diverse growth
- very compatible membership
- number of enthusiastic members
- self-motivated members
- belief in the mission
- very good leadership
- developing a strategic plan
- give rides to meetings
- mission-based programming
- innovative programming
- dovetail with local issues
- strong relationship with local colleges
- mentoring program at community college
- proximity to colleges
- tutoring third graders in math
- visibility in community
- large EF and LAF donations
- state leadership
- highly respected national organization

**Weaknesses:**

- older members changing their focus
- don't know members in branch
- lack of commitment by members
- leaders in new positions without training
- no term limits (queen bees)
- inefficient procedures
- members who don't use email
- bad weather keeps members from meetings
- lack of mission-based programming
- relevance
- lack of community involvement
- lack of visibility for AAUW
- burnt out leadership
- one-time grants, programs, events

**Opportunities:**

- willing to rethink things
- programs knit the branch together
- diverse population with international degrees
- men, young girls, professional women
- reaching out to colleges: students, faculty, staff
- networking
- coalitions with other organizations
- mentoring
- Dear Diva (Dove) build relationships
- position training for new board membership
- grants available
- Internet

**Threats:**

- aging, dying, moving
- inertia, apathy
- officer burnout
- no involvement in branch leadership
- rapid technological change
- fear of being left behind
- information overload
- economy tanking/hard times
- less program support (financial) from Association
- mission the same; implementation changed

**Goals:**

- increase membership through visibility
- increase diversity in membership
- take advantage of STF membership discounts
- increase by 10 new members by 12/31/10
- retain present membership
- create a database of members' skills/interests
- build leadership and mentoring
- create a strategic plan
- programming committee meet by 7/31/10
- make our branch tech savvy
- increase fund raising
- partner with organizations of young women