**RIVER FALLS AAUW AFFILIATE STRATEGIC PLAN**

**SWOT ANALYSIS** (from January 25, 2020 branch board discussion and subsequent regular affiliate meetings of all members).

**Strengths:**

* Long history of membership/members
* Many talented people
* Mature organization able to mentor younger women

**Weaknesses**:

* Difficulty sometimes to link local, state and national efforts and issues
* Distance from larger state branch centers
* Challenge of recruiting younger membership; Issues sometimes too broad/wide and lack focus

**Opportunities:**

* Develop greater name recognition, expand press/media presence
* Collaborate with other organizations having compatible missions
* Recruit new members

**Threats:**

* Aging membership
* Challenging political climate
* Current communication methods; maximize variety of methods to reach varied audiences

**STRATEGIC PLAN PRIORITIES**

1. Continue to grow membership through

 a) outreach to younger professional women

 b) maintain and strengthen connection to the University of Wisconsin-River Falls (UWRF) including NCCWSL sponsorship in coming year

c) implement relevant and engaging programs for members and the public in collaboration with River Falls Public Library

2. Develop new and strengthen existing strategies to inform public about AAUW’s mission and initiatives

a) update public relations materials for distribution (e.g., brochures, fact sheets) and/or presentations to other individuals or groups (e.g., PowerPoint)

 b) reassess strategies with traditional print media (especially challenging with local newspaper consolidation resulting in less city-specific coverage)

 c) maintain and support branch website and social media presence/Facebook

3. Continue to support national AAUW priorities and initiatives through effective communication and partnerships. Utilize materials developed by the National Organization.

a) increase Work Smart/Start Smart awareness through community messaging and collaboration with UWRF

b) support AAUW Public Policy initiatives, particularly as they relate to COVID19 impacts (e.g., economic stress, domestic violence, etc.) and voter awareness

4. Continue fostering branch engagement with AAUW-Wisconsin

a. support affiliate member service on state AAUW committees (e.g., state convention planning) and encourage regular communication between branch president and district representative to state board

**PLAN IMPLEMENTATION – Action Steps and Evaluation**

Small teams of members will be formed by Sept. 15 and charged with developing action steps for each of the lettered points under the four priorities. Action teams should include at minimum an officer or board member involved in the relevant area (i.e., membership vice-president on priority 1: Membership) and a branch member at large. The teams may work on implementing the action steps themselves and/or ask other members to do so. Action steps are to be presented at the October regular branch meeting. The goal is to complete action steps by April 1, 2021. Action teams will prepare brief reports evaluating success in achieving goals and note suggestions for next year’s planning. Team reports will be presented the May, 2021 branch meeting.