

## **Strategic Process (2005)**

### **Goals:**

Expand/Build Coalitions  
 Improve Visibility  
 Diverse Intergenerational  
 Membership/Outreach  
 Increase flexibility/streamline structure

### **Strategies:**

Strengthen State/Branch Relationships  
 Get a statewide focus  
 Utilize technology sensitively  
 Maintain fundraising momentum

## **Selected Goals 2006-2007**

### ***Membership Leadership Team***

1. Recruiting/visibility booth at the NC Conference for Women
2. Implement branch recognition program
3. Improve communications between the state MVP and branch counterparts

### ***Events Leadership Team***

1. Support coalition building through the Women's Agenda Assembly process
2. Seek grants for continuing projects. [LTL grant received to bring AAUW MVP to 2007 convention.]
3. Increase C/U participation in AAUW NC events.

### ***Communications Leadership Team***

1. Improve media relations.
2. Revamp the distribution of the Tar Heel News to eventually cut mailing costs
3. Increase member use of the blog and integrated web site.

### ***Advocacy Leadership Team***

1. Increase branch and member participation in Women's Agenda Assemblies
2. Draft an AAUW NC public policy program; publicize after approval by board.

### ***Fundraising Leadership Team***

1. Investigate new fundraising methods (e.g. Internet sales, scarf sales)
2. Support branches to ensure accurate reporting of donations
3. Increase leadership giving by board members
4. Ensure fundraising component of convention is successful.

### ***Administration Leadership Team***

1. Promote the Juvenile Literature Award
2. Bring the policies into alignment with the new bylaws and new structure
3. Implement the new budget and financial reporting in a way that makes our finances more understandable and transparent.

Open the Gates

Remove barriers to equity, Improve access to education, Embrace change