

**STRATEGIC PLAN JANUARY 2012 THROUGH DECEMBER 2014
FAIRMONT AREA BRANCH (updated 1/1/12)**

VISION	GOAL	ACTION	RESPONSIBLE	TIME	ACCOM
I. We are advocates of equity for women and girls	To educate community on equity and other public policy issues	1. Co-sponsor candidate forums for local, county, state & national offices with Fairmont Area Chamber of Commerce & Fairmont Women of Today	Public Policy Chair	biennially	√
	To encourage young women and men to take advantage of post-secondary educational opportunities	1. Collaborate with Fairmont Area Chamber of Commerce, MN DEED, isseek, & local high schools in sponsoring Area Career Exploration day for area sophomores to provide information about careers, education needed for careers, matching interests/skills with careers, area career opportunities, and developing job-seeking skills.	Members	annually	√
	To educate members on equity and other public policy issues	1. Keep members updated on AAUW public policy issues & priorities	Public Policy Chair	monthly	√
II. We visibly support women's education & equity through philanthropy & community service	To raise funds for women's education	1. Plan & implement a Tour of Homes fundraiser in the Fairmont area	Tour of Homes Chair	biennially	√
		2. Support two scholarships: one for a female high school senior and one for a woman pursuing a post-graduate degree	Members	annually	√
		3. Hold an annual fundraiser to raise educational funds	Funds Chair	annually	√
	To raise funds for legal advocacy	1. Hold an annual fundraiser to raise legal advocacy funds	Funds Chair	annually	√
	To provide support for women & girls at risk through community service projects	1. Provide member volunteers for Fairmont Kinship's spring auction	Members	annually	√
		2. Collect personal care items (or other needed supplies and equipment) for women at risk at one meeting	Program Chair	annually	
		3. Develop resource directory for local women at risk	Member sub-cmte	on-going	√
To pursue State & National recognition	1. Apply for State & National awards	President	annually	√	
III. We are leaders in women's education & equity through a strong branch membership	To increase membership by 5%	1. Hold "new member" gatherings	Membership Chair	1-2 per year	
		2. Develop & keep updated a Fairmont Branch brochure	Membership Chair	on-going	√
		3. Provide a mentor for each new member	Board	on-going	√
	To increase visibility of local branch	1. Attend a high school girls' sporting event in support of Title IX	Members	annually	
		2. Place information re monthly programs in local media and on Chamber of Commerce monthly calendar	Program Chair	monthly	√
		3. Take part in parades, expos, fairs, etc.	Members	annually	√
	To increase member awareness & participation in Branch activities	1. Hold meetings of incoming & outgoing Branch leaders to share experiences & ideas; outgoing leaders will share their three best ideas for action	Board	annually	√
		2. Present & discuss Strategic Plan at one of the monthly meetings	President	annually	√
		3. Educate members on branch, state & national priorities through Branch newsletters, bulletins & meetings	Board	monthly	√