



<b>Office:</b>	Communications		
<b>Name(s):</b>	Carolyn Cooley & Kathy Hall	<b>Date:</b>	6-9-20

**STRATEGIC PLAN AREAS**

**Education & Training:** *Addressing the barriers and implicit biases that hinder advancement of women.*

**Economic Security:** *Ensuring livelihoods for women.*

**Leadership:** *Closing the gender gap in leadership opportunities.*

**Governance & Sustainability:** *Ensuring the strength, relevance, and viability of AAUW well into the future.*

<b>Goals</b>	<i>What goals did you set this year that are in alignment with this Strategic Plan? Please prioritize your list and indicate after each goal what the current status is (i.e. completed, % completed, estimated completion date, etc.).</i>
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Communications at the State level continues to be guided by the national AAUW strategic plan and the recommendations of consultants made several years ago.

- 1. Enhance the focus of the State newsletter, website, and Facebook page to be more consistent with the 3 national strategic areas. All areas - Completed and Ongoing**

  - Addition of individual pages and information on the State website focusing on Economic Security, Education and Training and Leadership.
  - Expansion of posting on Facebook to 3-4 times per week and the use of hashtags (#) consistent with the three focus areas as, well as Public Policy.
  - Continued use and refinement of the state newsletter using the online Mailchimp platform and attempts to align the content with the focus areas.
- 2. Expand efforts to include branches in the Communications Committee. Ongoing**

  - Little interest on the part of the branches. Instead, the co-chairs offered a brief session at the 2019 Leadership Conference offering possible goals and discussion on our three primary modes of communication. Throughout the year, the co-chairs have worked with branches, at their request, on ways to enhance the use of these tools.
- 3. Support outreach and strategic partnership efforts including sharing social media information with partners. 10% Completed**

  - Until specific strategic partnerships are identified at the state level, events and programs put on by groups such as the League of Women Voters (LWV) have been highlighted on the state Facebook page when requested by branches or individuals.
- 4. Develop and review metrics on the effectiveness of communication tools used. Ongoing**

  - The reach and effectiveness of our state communication tools is down slightly from last year, even with the above enhancements. At the State level, website visits are down about 9%, Facebook likes and followers are down about 10%, and newsletter readership is up slightly to 55%. On a more positive note, overall branch Facebook statistics are up as much as 18%.

Programs	<i>Did you identify and/or hold any programs/activities/events that were in alignment with this Strategic Plan? If yes, please give a brief description of each and the date in which it was held/conducted.</i>
<p>State Website:</p> <ul style="list-style-type: none"> <li>• Economic Security - Connection to the online Work Smart program from the Colorado home page. The same is possible from various pages on 60% of our branch websites.</li> <li>• Education &amp; Training - Recognition of annual scholarships recipients from around the state.</li> <li>• Leadership - Highlights of last year’s Leadership Conference, Public Policy Day, our NCCWL scholarship recipient and annual leadership awards.</li> </ul> <p>See Goal section for details on our alignment effort with Facebook and our newsletter.</p>	
	<p><b><u>Five Star National Recognition Program</u></b></p> <p><b>Programs</b> – facilitated participation in Work Smart online program by putting link on the State website homepage.</p> <p><b>Advancement</b> – Not applicable</p> <p><b>Communications and External Relations</b> – Economic Security sub-page and Work Smart online connection on State website homepage; limited focus on Economic Security on branch websites with only 25% having Work Smart on their home page and another 34% have it on a sub-page (for a total of 60%). Also, routinely made Economic Security posts to Facebook and identified with a hashtag.</p> <p><b>Public Policy &amp; Research</b> – Not applicable</p> <p><b>Governance &amp; Sustainability</b> – Not applicable</p>

**Communication Goals for 2020-21**

(not required, but offered)

- State-wide Work Start events (or something similar, to support one of the focus areas) be identified, planned, and promoted for certain dates during the year. Communication will provide social media and other support for these efforts.
- State leaders establish a formal strategic partnership with the LWV as a start, building on relationships already in place in many branches. Communication will provide social media and other support for these efforts.
- Pro-active feedback and assistance from the Communications Committee (Communication co-chairs) to the branches to help them in meeting the 5-Star criteria.
- Implementation of the routine use of effective video conferencing for any State meeting or conference, including providing best practices and training for members.
- Surveying users of our various communication tools to get feedback on what changes or enhancements would make them more useful and enticing.

In the case of the first 2 goal points, Communications is a supporting function and dependent on efforts and activities of other State leaders to complete.