



BRANCH ANNUAL REPORT

Due: 6-30-20

Branch:	LONGMONT		
Administrator:	Kathy Hall	Date:	6-30-20
	AAUW Longmont is in the last year of its current strategic plan. This plan is consistent with and supportive of the AAUW National Strategic Plan and has guided our local goals and programs over the past several years. Our complete strategic plan can be found on our website - https://longmont-co.aauw.net .		
<u>Education & Training</u> <i>Addressing the barriers and implicit biases that hinder advancement of women.</i>			
Goals:	<i>What goals did your branch set this year that are in alignment with this macro area of National's 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>		
	1. Increase Community Action Grant Funds to a level equal to that of our Scholarship Funds to enable more grants and scholarships to be made annually. Our target was \$10,000. (National Goal A2) Cost is a major barrier for women pursuing all types of education from English as a Second Language to advanced technical degrees. (100% Complete)		
Programs:	<i>Did you identify and/or hold any programs/activities/events that were in alignment with this macro area of National's Strategic Plan? If yes, please give a brief description of each and the date in which it was held/conducted.</i>		
	<ul style="list-style-type: none"> • Raised slightly over \$10,000, through our <i>Count Me In</i> fundraiser, for our endowed funds to allow award levels to increase to \$3,000 from each fund for the foreseeable future. This year's awards, given in May 2020, were: <ul style="list-style-type: none"> • Scholarships - \$1,000 awarded to each <ul style="list-style-type: none"> ○ Susan DeTar – Degree in Criminal Justice with intent to become a police officer ○ Nichole Kain – PhD in Environmental Studies, focus on affordable lifelong housing ○ Elizabeth McNichols – Doctorate in Audiology, focus on hearing loss and dementia • Community Action Grant - \$1,000 award each <ul style="list-style-type: none"> ○ El Comite – English and Citizenship classes ○ Longmont High School Foundation – Arriba Club's College Bootcamp for female Hispanic students and their parents ○ Open Door – Tuition assistance for English as a Second Language and high school equivalency classes • Donated \$1,500 to the community Neighbor to Neighbor Fund which supports those in need as a result of the COVID-19 pandemic (May 2020). 		



<u>Economic Security</u> <i>Ensuring livelihoods for women.</i>	
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	<ol style="list-style-type: none"> 1. Increase member and community awareness on the subject of living wage and its impact on women and families in our community. (Goal A1) (100% Complete and Ongoing) 2. Work to increase actual wages as compared to living wage requirement in our local community. (Goal B2) (100% Complete and Ongoing)
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	<ul style="list-style-type: none"> • Participated in Longmont Living Wage Coalition, along with the Boulder County League of Women Voters. The work of this coalition resulted in wage increases for City of Longmont workers and contractors. • Hosted public Living Wage forum on 10-12-19. • Following the Living Wage forum, branch members have actively participated in the Early Childhood Community Coalition. Childcare costs are the second largest component of the living wage equation.
<u>Leadership</u> <i>Closing the gender gap in leadership opportunities.</i>	
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	<ol style="list-style-type: none"> 1. Branch members to be seen as the "go-to" people in our community to provide a voice for women's issues. (Goal B2) (Ongoing)
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	<ul style="list-style-type: none"> • Participation with such organizations as the Boulder County League of Women Voters, the Early Childhood Community Coalition, the Longmont Community Foundation, and Women's Collaborative of Boulder County are moving our branch in that direction.
<u>Governance & Sustainability</u> <i>Ensuring the strength, relevance, and viability of AAUW well into the future.</i>	
Goals:	<i>What goals did your branch set this year that are in alignment with this macro area of National's 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>
	<ol style="list-style-type: none"> 1. Update bylaws and local policies to reflect current and best practices, time commitments, and increase opportunities for member involvement. (Goal A1) (100% complete) 2. Expand use of communication tools to provide options for members. (Goal A3) (Ongoing)



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<ul style="list-style-type: none"> • Updated our bylaws and local policies throughout the year to streamline responsibilities and include time commitments. Both the Community Action Grant and Scholarship processes now include rotation of committee members and chairs to increase branch member involvement. • Continued to refine website, Facebook and newsletter formats and information to “entice” member use. • Continued to use the “Buddy List” concept to help get and keep our members involved. • Provided branch tri-fold brochure for distribution at the Chamber of Commerce and Longmont Visitors Center to raise our visibility in the community. • 	
<p><u>Five Star National Recognition Program</u></p> <p>Programs</p> <ul style="list-style-type: none"> • AAUW Longmont hosted 3 public strategic plan related programs – <ul style="list-style-type: none"> ○ <i>Living Wage ... should you care?</i> on 10-21-19 ○ <i>When the Law Fails Us</i> with author Kaia Anderson on stalking and her fight for changes at legislature level on 11-8-19 ○ <i>Legislative Dynamics ... you ought to care!</i> on 2-8-20 • Completed 1 community resource mapping exercise – for the Longmont Community Foundation. <p>Advancement</p> <ul style="list-style-type: none"> • From a total perspective, AAUW Longmont was able to retain 96% of its membership. • Donated \$1,297 or \$19/members to national funds, with 94% going to the Greatest Needs Fund. • Have expanded our routine fundraising and donations to the Greatest Needs Fund to include a portion of our AmazonSmile and grocery store cards and programs revenue and targeted fundraising at designated meetings/events. • Highlighted the new national mission, 3 strategic focuses and the various national donation options in our yearbook, distributed to all members. <p>Communications and External Relations</p> <ul style="list-style-type: none"> • AAUW Longmont branch website features WorkSmart Online on its homepage as well as on a sub-page. • Economic Security is routinely (close to weekly) featured on our Facebook page and designated with an appropriate #hashtag. 	



Public Policy & Research

- Met with the state legislators representing our area as part of our Legislation 101 program on 10-21-19; sponsored by our Current Issues & Advocacy interest group.
- Met with school district and local foundation leaders to get insight on opportunities for branch involvement.
- Participate routinely with local elected officials as part of the Early Childhood Community Coalition.
- Our Public Policy Chair collaborates with state Public Policy Chair routinely.
- Action Network sign-ups are promoted at every public program; *Take Action* column in our monthly newsletter includes Two-Minute Activist issues.

Governance & Sustainability

- Our planning is aligned with the national strategic plan (and by default, the State plan) to the degree possible at our local level. We definitely operate in the “spirit” of that plan.
- For the first time in many years, our branch has identified a promising succession plan for our President’s office. Our nominating committee has also developed a skills matrix for all members.